This is a digital copy of a book that was preserved for generations on library shelves before it was carefully scanned by Google as part of a project to make the world's books discoverable online.

It has survived long enough for the copyright to expire and the book to enter the public domain. A public domain book is one that was never subject to copyright or whose legal copyright term has expired. Whether a book is in the public domain may vary country to country. Public domain books are our gateways to the past, representing a wealth of history, culture and knowledge that's often difficult to discover.

Marks, notations and other marginalia present in the original volume will appear in this file - a reminder of this book's long journey from the publisher to a library and finally to you.

Usage guidelines

Google is proud to partner with libraries to digitize public domain materials and make them widely accessible. Public domain books belong to the public and we are merely their custodians. Nevertheless, this work is expensive, so in order to keep providing this resource, we have taken steps to prevent abuse by commercial parties, including placing technical restrictions on automated querying.

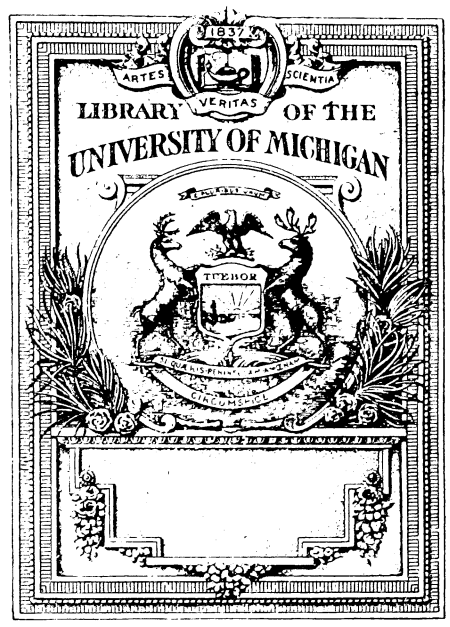
We also ask that you:

+ *Make non-commercial use of the files* We designed Google Book Search for use by individuals, and we request that you use these files for personal, non-commercial purposes.
+ *Refrain from automated querying* Do not send automated queries of any sort to Google's system: If you are conducting research on machine translation, optical character recognition or other areas where access to a large amount of text is helpful, please contact us. We encourage the use of public domain materials for these purposes and may be able to help.
+ *Maintain attribution* The Google "watermark" you see on each file is essential for informing people about this project and helping them find additional materials through Google Book Search. Please do not remove it.
+ *Keep it legal* Whatever your use, remember that you are responsible for ensuring that what you are doing is legal. Do not assume that just because we believe a book is in the public domain for users in the United States, that the work is also in the public domain for users in other countries. Whether a book is still in copyright varies from country to country, and we can't offer guidance on whether any specific use of any specific book is allowed. Please do not assume that a book's appearance in Google Book Search means it can be used in any manner anywhere in the world. Copyright infringement liability can be quite severe.

About Google Book Search

Google's mission is to organize the world's information and to make it universally accessible and useful. Google Book Search helps readers discover the world's books while helping authors and publishers reach new audiences. You can search through the full text of this book on the web at `http://books.google.com/`

Digitized by Google



Digitized by Google

HF
5801
.P457

Digitized by Google

Digitized by Google

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXII, No. 1 NEW YORK, JULY 1, 1920 10c A COPY

GENERAL LIBRARY
JUL 8 1920
UNIV. OF MICH.

AROUND the little one-man shop of Jerome I. Case, founded in 1842, there has grown the great city of Racine, Wisconsin. And from the little shop itself, there has grown the great plant shown in the composite view above, now occupying more than 140 acres and giving employment to over 4,000 experienced workers.

For seventy-nine years, this plant has consistently and continuously grown in production and prestige, until today, Case Power Farming Machinery, bearing the good old trade mark of the Eagle on the Globe, is used and advertised in every civilized country in the world.

Advertising Headquarters is proud to have a part in proclaiming the superiority of the Kerosene Tractors, Steam Tractors, Threshers, Grand Detour Plows, and other Power Farming Machinery built by the J. I. Case Threshing Machine Company.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK BOSTON CLEVELAND CHICAGO

Digitized by Google

Advertising is an Investment

ADVERTISING IS "GOOD WILL" INSURANCE

A business built upon price alone has no insurance against the fire of competition.

As an asset, the "good will" of such a business is worth very little. As an investment, it is as hazardous as a horse race. It is neither a self-owned nor a self-controlled business.

On the other hand, a business or product based on trademark "good will," with quality and fair price firmly established in the public mind by ADVERTISING, is as solidly founded as the Rock of Gibraltar.

The trademark alone becomes an asset, recognized as a service to the public, valued as a profitable investment by the world of finance.

When you want to take out a policy of "good will" insurance—

"Put It Up to Men Who Know Your Market."

FEDERAL
ADVERTISING AGENCY, INC.
6 East Thirty-Ninth Street New York

Digitized by Google

PRINTERS' INK
Registered U. S. Patent Office

Issued weekly. Subscriptions $3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXII NEW YORK, JULY 1, 1920 No. 1

Disston Advertising Net Catches Both the Known and Unknown User

Sales Synthesis Combined with Sales Analysis Basis of Big Advertising Campaign of Saw Manufacturer

By Roland Cole

EVERY manufacturer, if he believes in advertising at all, looks at it in one of three ways: (1) It should be directed at known users; (2) it should be directed broadside at the entire public; or (3) it should be a combination of both.

Merchandising is selective or collective. There is sales analysis and there is sales synthesis. By one method a field is carefully charted and picked by hand. By the other the whole field is taken as one unit—one big prospect—and combed by machinery. Both methods may be combined.

The Disston advertising campaign, now running, is like a submerged fishing net stretched across the mouth of a river. Nothing that comes down the river on the surface or below it can get through. Further upstream the sportsmen work with rod and line going after selected prospects—the big known users. The net catches the unsuspected ones—the potential users.

The simile is strained. Buyers of Disston saws are not like fish, for they need the saws and want them, but many of them do not know it until they have purchased.

There may have been a time in the history of the Disston business when the question was asked "Who uses saws?" Carpenters, of course. The next questions, where are the carpenters, and how can they be reached, probably resulted in a modest, carefully considered advertising campaign directed at carpenters.

Every manufacturer is up against the same problem in the beginning. A few of them never get by it, like the faint-hearted wooer who does everything but bring home the bacon. The Disston campaign shows one way to solve the problem. The bedrock foundation of the whole thing, in this case, is the quality of Disston saws and the age of the house. Sales are made through jobbers and dealers. This is the starting point.

Proceeding by the method of analysis, who buys Disston saws and who can buy them? There are two big general classes: (1) The man who needs them in his business, and (2) the man who could use them in his personal or individual capacity.

But there are classes in between—the farmer, the storekeeper, the mechanic, and the boy. The boy plays and studies. He uses a saw at home and in the school shop. Besides all the known and unknown *users* of saws there may be many unknown *uses* developing in hidden corners of our complex and ever-changing civilization.

National advertising will reach them all. Nothing new about that. But how can the individual groups

Table of Contents on page 166

370876

Digitized by Google

be reached and developed? How can the "handy man about the house" be put to work with a Disston saw without cheating the carpenter out of a job? How can farmers, boys, tradesmen and the unknown user be talked to individually and educated into better and wider uses?

The best answer is the campaign itself—unusual for its extent, completeness, size and quality. It is an "idea" document for advertisers, full of unusual features and bulging with interest.

FIRST THE DEALER

The manufacturer who knows definitely what he is after has his sales campaign half way up the grade. If his merchandising plan rests on the dealer as a distributing agency his first effort will be to give the dealer the same knowledge. Many Disston dealers were already sold on the Disston line. They must be sold more thoroughly and kept sold. At the same time new dealers must be sold. The dealer campaign, therefore, carried three cars to its engine, (1) getting dealers, (2) making them better dealers, and (3) informing them about the national advertising.

To reach the dealers, trade papers were used. The first announcement in the series began with the caption: "How We Carry the Disston Message to All Classes of Tool Users." In this the dealer was asked to consider the various people to whom he sold saws and tools—the carpenter and mechanic, the home owner, the farmer, the business man and the boy. All were particularized and described as well as the "unknown"—new classes of purchasers. The national advertising would reach every one of these classes and "in future pages of this magazine we will discuss in detail how we reach each of these various classes and the effectiveness of this work in helping your sales of good saws and tools."

That's all clear and definite, you think. What next? Why, first they'll go after the professional user, the carpenter and mechanic, and the manufacturer and sawmill man. These are, of course, the biggest users. They are the ones to tackle first. But a moment's thought will convince you that Disston could not have been in business for sixty-five years without having a comfortable chunk of that business already. Such a course would therefore be all wrong. So the farmer was selected as the first group to reach for in the big new campaign, and it was the farmer upon whom the dealer's attention was riveted in the following month's trade paper announcement.

"Every Farmer Is a Buyer of Saws and Tools," said the advertisement to the dealer—over six million farms in this country and every one is equipped with saws and tools. "We are going after this farm business with all our hearts," the copy reads. "Advertisements will appear in every one of these farm papers—29 of them in all—a combined circulation of 4,737,245. Think what a direct help to your farm business it is to have this immense audience interested in our saws and tools." This advertisement carried an illustration of the front covers of the whole 29 papers, just to make the statement as vivid as possible to the dealer's mind.

A footnote in this piece of copy said "Next month we will tell you of another part of our work—influencing the boys of America to the use of quality saws and tools. They are being constantly advertised to more than seven and a half million people."

The following month's advertisement, entitled "Teaching American Boys to Buy Good Tools," featured illustrations of a group of magazines read by boys and described the value and extent of this field. Manual training courses, said the copy, are teaching boys and young men how to do good work with tools. They make up a class of tool-buyers worth cultivating—young amateur carpenters and wood-workers—who are caught young and inoculated with the Disston idea. A circulation of 781,067 is reached

Digitized by Google

Our Business

OUR business is that of furnishing an advertising service. We do not manufacture and sell a commodity, but we do render a definite, personal service in the application of advertising to the distribution and sale of commodities. It has been our endeavor over a period of years to make this service increasingly valuable to our clients. We believe we have succeeded in this endeavor.

We make no claim that we have found secret short-cuts to success through advertising. The preparation and use of advertising requires careful study and investigation, straight thinking and sound reasoning; and to properly perform its functions an advertising agency must have the right kind of an organization and an experienced and trained personnel.

In common with many other advertisers we have a business story to tell and this is the first of a series of short talks regarding our Company and its equipment for advertising service. To those interested we shall be glad to send an advance portfolio of the entire series.

THE H. K. McCANN COMPANY
Advertising · 61 Broadway · *New York*
CLEVELAND SAN FRANCISCO TORONTO

TRUTH WELL TOLD

Digitized by Google

this way, which, combined with the agricultural press, makes a circulation of 8,497,003 copies each issue.

Then came "The Handy-Man About the House" in the succeeding month's issue. This important but much lampooned individual, the dealer is told, is reached through national publications to the tune of three million copies weekly. The copy is interesting: "We believe one of the most effective ways in which we are helping on the sale of saws and tools is by our advertising to American homes—to the man who buys a saw for use around the house. Our aim is to tell the people in these homes — from Maine to Texas—about our saws and tools so that no matter what State your business is in, the people who trade with you will be better acquainted with and more interested in owning Disston goods. Your business is being given the best kind of assistance by our thorough-going cultivation of every sort of tool-user."

A second advertisement drove this idea home again, by shifting the emphasis from the "handy-man" to the home—"Every Home Needs the Saw Most Carpenters Use." Note the clever way in which the carpenter is brought in. "The rusty 'toy' saw has hung long enough in the basement of American homes. 'Every Home' is our slogan. Let's put the saw most carpenters use into every home."

GIVING THE FARMER AN IDEA

Advertising is doubly effective when it gives a prospect an idea. The farmer is not the easiest man in the world to sell, particularly on tools. To tell him merely that he ought to be progressive and use quality tools sounds interesting to him only because anyone should think such an argument would appeal to him. To-day farmers are more wideawake than ever—and more discriminating. They want good goods, but they have to be shown.

When you go to farmers, however, and try to help them with ideas, they understand what you are talking about. The copy used in the twenty-nine agricultural papers sought to do this. For example, one advertisement read:

"The farmers of this country own a $200,000,000 woodlot. How much money will you make on your woodlot? Coal will be mighty scarce next winter. Many a factory, many a family, will have to use wood. Sell all the wood you can cut. Use a Disston Cross-Cut Saw for felling and cutting cordwood lengths."

This was followed by a few facts on saws—the different kinds made and the purposes for which they are used.

Time and money are lost, said another advertisement, when cattle stray through broken fences, when barns and housing for live stock are in bad repair. The wise farmer tries to keep his buildings and fences in good condition. Sometimes he uses poor tools and makes up for their shortcomings by the extra work of his muscles. The best saws are cheaper than time and labor.

"Cut your firewood with a Disston buck-saw," is another. Disston corn-knives, hand-saws, mitre-box saws, try-squares, bevels, plumbs and levels, files and trowels are also featured. In addition, a free booklet is offered, "Disston Saws and Tools for the Farm."

THE GREAT BOY MARKET

Every manufacturer who has studied the boy market knows there are two sides to it. When does the boy do his own buying and when does someone else do it for him? When that question can be settled, the advertising campaign may start. A boy's first demand for tools is uncolored by preference as to make. Moreover, the younger boy does not do his own buying. He works on Dad. If Dad is a carpenter, all is well. If he is not, then he knows as little about quality as the boy. Educating the boy, in this case, won't get very far unless Dad is included in the education. Obviously, then, the boy must be

Digitized by Google

1 out of every 20

Living in the rural districts and small towns of this great country there are, according to the latest available government reports 10,755,790 families, sheltered in 10,551,603 dwellings.

Roughly speaking, THE AMERICAN WOMAN goes into 1 out of every 20 of these homes on direct yearly subscription. And in each of these homes, there are an average of 4 6/10 persons.

These figures are mentioned merely to visualize the enormous market for every variety of merchandise that advertisers in THE AMERICAN WOMAN reach at the lowest advertising rate that prevails in publications in our class. No other woman's publication concentrates so large a percentage of its circulation in this field, the possibilities of which are first beginning to be realized by keen manufacturers and advertisers.

THE AMERICAN WOMAN

"The Real Magazine of the Small Towns"

Member of the Audit Bureau of Circulations

Western Advertising Office
W. H. McCurdy, Mgr.
30 N. Dearborn St., Chicago, Ill.

Eastern Advertising Office
W. F. Haring, Mgr.
Flatiron Bldg., New York

Digitized by Google

worked on from two sides or he will slip out from under.

But, in the case of saws and tools, there is another aspect to the situation. Shop schools and manual training courses are now a part of our system of education. All the fine educational work done on the boy and his Dad may be wasted effort if the school is equipped with other goods.

First analysis and then synthesis. Synthesis in this case is taking the parts and combining them into a single advertising problem, instead of working on each element separately. National advertising will reach school, Dad and boy—national advertising with reinforcement at certain points. While the national advertising is dealing with the problem in the large, a special group of mediums—publications read by boys and school authorities—is used to particularize.

Here is a fairly representative piece of copy: "There are two good reasons why Disston saws and tools should be shop equipment in your school: (1) The student will be started with standard tools that help shape his ability correctly from the start. (2) Disston is the standard he will select, use and depend upon later, at his trade, when he comes to know what's what in tools."

Another, entitled, "Train Your Young Men With the Disston Saw," tells them that the saw most carpenters use is the obvious saw for school shop-work. This is gathering up everybody concerned in one compact handful—carpenter, Dad, boy and schoolman. But the advertisement that seems to ring the bull's-eye loudest is the one entitled "Son, this saw is part of your education," with an illustration of Dad and the boy. Dad says to Son:

"It will give you the practical experience you need to develop the talent that's in you. Another thing, Son, this saw is balanced, sharpened and set as accurately as a delicate instrument is adjusted. And with proper care it will stay that way. It develops initiative, resourcefulness and creative ability. It cuts so clean, so fast, so true that its use is a constant inspiration toward good work."

A department has been created in the Disston organization to study the shop school. Work of this kind is beyond the ability of the average dealer. This does not mean that the dealer is forbidden to enter the field, and any dealer who has enterprise enough to go after such a prospect will get all the help he requires from the Disston company. But it is a special department, fraught with peculiar difficulties, which can be negotiated best on a direct basis between school and company. In the end this works out to the dealer's advantage and he is usually pretty glad to have the work taken over for him.

HANDY MAN ABOUT THE HOUSE—AND OTHERS

The groups of buyers that come strictly and legitimately in the path of the national advertising campaign have already been referred to—the home-owner, the carpenter, the manufacturer, sawmill, lumberman and others. All of them are great big fields. Thousands of manufacturing plants throughout the United States have been Disston users for years. Likewise carpenters, of which there are estimated to be 815,000. The home-owner—the handy man about the house—constitutes a tremendous field. One-fifth of the population is usually taken as a basis for estimating the number of homes in this country. Therefore, there must be upwards of twenty million homes in the United States.

The copy in the national publications speaks alternately to the various groups. "Disston Mill Saws Speed Up Production," says one. "Disston Steel and Temper Standardize Cross-Cut Saws," says another. "Every Home Needs the Saw Most Carpenters Use," is a third.

There is an interesting feature

(Continued on page 126)

Digitized by Google

When you think of Greater New York, think particularly of the home section of it—Brooklyn.

Here are 2,022,262 consumers who need everything from safety pins to false teeth.

And they begin at an early age to read the Standard Union.

Digitized by Google

Keeping Pegasus a Plug

Would the Advertiser Be Apt to Stand for Such Dizzy Flights?

By Howard V. O'Brien

THIS fellow, P. K. Marsh, takes me back to my lost youth. I used to sling a mean pen myself. Keats and Endymion and those fellows had nothing particular on me. Then, one day, the devil gave me a client of my own, and—well, you know how clients feel about their appropriations: "pens that touch literature shall never touch mine."

Marsh is a clever kid, but he's full of hops. Suppose he actually tried some of that Dobsonesque stuff on an ordinary hard-boiled business man. Can't you picture the reaction on the man paying the bills?

Chicken-skin — "Might offend somebody. Ugly picture, anyway. *You* never plucked a chicken, Mr. Marsh!"

Delicate white, painted by Carlo Van Loo—"Whoinhell's he? Nobody'd get that high brow stuff."

Loves in a riot—"There's too much industrial unrest as it is. Nobody'd get that high-brow stuff."

Of light—"That's not such a bad line."

Roses and vaporous—"How can a color be vaporous? Our trade would kid the life out of us on that!"

Blue. Hark to the dainty frou-frou—"That's French, ain't it? The people are fed up on war stuff."

Picture that if you can; Eyes that would melt as the dew; This was the Pompadour's fan—"What are you bringing in a hair-dresser for? And why the capitals?"

Grand Finale

"Remember, Marsh, you aren't writing for a young ladies' seminary. This stuff's goin' in the *Pea and Bean Review.* You gotta talk brass tacks to these dealers."

Exit Marsh

* * *

Re-enter Marsh, bearing revise.

Our goods are best quality, used in the best families. Packed 1 doz. in a box. We solicit your trade.

Business of client expressing enthusiasm: "Just what I wanted."

And that's the way it goes. The big-league poets didn't work under conditions where a dyspeptic copy chief bounces in just as a fellow is locking up the desk preparatory to nine holes before supper, with a demand for nine pieces of copy on canned quince.

If they did, I'll lay a spread to an agate line that they never would have knocked out any

Lucent syrops, tinct with cinammon
Manna and dates, in argosy transferred
From Fez: and spiced dainties, every one
From silken Samarcand to cedar'd Lebanon.

Not by a jugful of expurgated Bud! They'd have scratched off a few lines that would read intelligibly, offend no one, move no one—well, you can see what I mean in any issue of the S. E. P.

Marsh didn't tell the whole truth about the poets. He didn't mention the fact that for every poem that has survived, a thousand were buried in the obloquy of the critics.

A real honest-to-goodness poet feels things strongly. He wants the rest of the world to feel strongly, too. So he writes. Then the hammers come out. But when Homer smote his bloomin' lyre, it didn't make a bit of difference what the critics said. The peepul ate his stuff!

Advertising copy writers are supposed to feel strongly. And sometimes the poor devils do. Sometimes they write strongly. But the client is a lily-livered craven who lives in terror of offending someone. So he fixes the copy man's stuff. O, how he fixes it!

There aren't any critics of advertising. There's nothing to

Digitized by Google

"—A Good Cigar Is a Smoke"

Kipling said it—and it's right. There's a world of contentment in watching the blue-grey smoke rings of your good cigar—or cigarette, or pipe. American tobacco growers know it, and make their appeal to the smoker who knows a good thing. They seek buyers who know the best when they see it—and can pay.

That's why during the year of 1919

4,812 lines of Tobacco advertising

appeared in the pages of the AMERICAN FRUIT GROWER.

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

Guaranteed minimum circulation, 200,000 monthly

Members of Agricultural Editors Association
Members of Agricultural Publishers Association

SAMUEL ADAMS, Editor
ROBERT B. CAMPBELL, Publisher
J. E. FORD, Director of Advertising

Digitized by Google

criticise. Criticism implies a live subject. Advertising writing is still-born.

You can't, says the office Philistine, reading over my shoulder, say anything new or vivid or arresting about *garters*. Good Lord, is there anything older than the sun? Yet look at your Bartlett and see how many people have written with ingenuity and enthusiasm about it.

Some day a Magellan among advertisers will loose the pent-up enthusiasms of his copy writers and will let himself be carried on the flood. They will write perfectly shocking copy! It will be unlike any copy that ever was. It will not be "copy" at all. It will irritate a great many consumers and offend a number of dealers. The advertiser will be scared stiff. There will be articles in the trade papers, and fellows like P. K. Marsh will make invidious comparisons.

But the volume of business, at the year's end, traceable to advertising, will exceed all precedent.

The other advertisers will fall in line.

Copy writers will make more money than solicitors.

Then the world will come to an end!

Frye Leaves Royal Worcester Corset Co.

W. Philip Frye has resigned as advertising manager of the Royal Worcester Corset Company, Worcester, Mass., after fourteen years' service. His new business connection, it is stated, will be announced later in the month.

H. L. Simmons Joins Snodgrass & Gayness

H. L. Simmons, recently with N. W. Ayer & Son, and who was at one time owner and publisher of *Farm News*, Springfield, Ohio, is now with Snodgrass & Gayness, Inc., New York.

Finney Briggs With Thielecke

Finney Briggs, formerly with the Mitchell-Faust Advertising Company, Chicago, has joined the copy staff of The Thielecke Advertising Company, also of Chicago.

New Postal Law Affecting Advertising Considered

One of the bills affecting the postal service, which was favorably reported by the House Committee on Post Offices and Post Roads, was H. R. 14,119, introduced by Congressman Summers, of Washington.

The purpose of the bill is to permit the transmission through the mails at second-class rates of postage of single sheets or portions of newspapers or periodicals sent by publishers to advertisers for purpose of checking of advertising matter. Under existing law, to secure the benefit of second-class rates, an entire paper must be transmitted, otherwise the matter sent pays the third-class rate.

Information from Washington indicates that the bill had the unanimous endorsement of the Post Office Committee and that it is expected it will pass the House shortly after Congress reconvenes.

Joseph Nash, Jr., With Erickson Agency

Robert H. Buggeln, who has been in charge of the printing department of The Erickson Company, Inc., New York, for several years, has resigned to go into the printing business for himself.

Joseph Nash, Jr., who for the last six years has been connected with Frank Seaman, Inc., New York, succeeds Mr. Buggeln at the Erickson agency.

C. W. Burt Leaves Orange Judd

Charles W. Burt, who for fifteen years has been New England manager of the advertising department of the Phelps Publishing Company and Orange Judd Company, has resigned that position to associate himself with the J. D. Bates Advertising Agency, of Springfield, Mass.

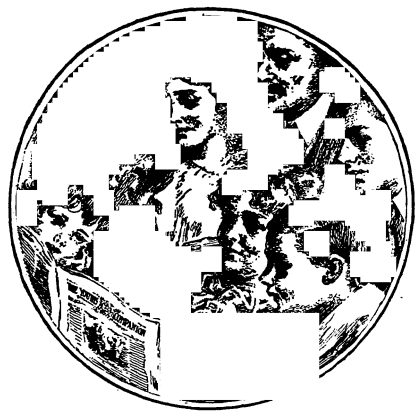
Gilchrist Appointed Advertising Manager

W. C. Gilchrist has been made advertising manager of The Argus Enterprice, Inc., Cleveland. He has been handling the advertising for several months as account executive, under Lloyd W. Young, Cleveland advertising agent.

G. L. Hammer Joins MacManus Agency

George L. Hammer, who for the last eleven years has been with the Curtis Publishing Company, is now associated with Theodore F. MacManus, Inc., Detroit.

Digitized by Google



Our 5-plus *Want* Family

It is easy to imagine the hundred special wants of each individual in the

Big Youth's Companion Families

Then think of them as a family with their *combined wants.* They are prosperous, united families with splendid homes to maintain.

And they have the price—

Do they know what you have to offer?

THE YOUTH'S COMPANION, ***For All the Family***

Boston, Massachusetts

N. Y. Office: 1701 Flatiron Building. Chicago Office: 122 So. Michigan Boulevard

Digitized by Google

Collier's
THE NATIONAL WEEKLY
5¢ a copy

Every time a truck goes over a bump in the road the engine and chassis suffer—unless the tires are resilient enough to take up the shock.

Ordinary solid tires can't break the force of the blow much. They have neither a sufficient volume of rubber nor the ability to expand and contract quickly. There is only one steel base, pressed-on tire that has—the Kelly-Springfield Caterpillar.

Its great volume of rubber, together with its patent-protected system of side vents—an exclusive Kelly-Springfield feature—enable it to absorb bumps and shocks that the ordinary solid tire merely passes along. And it gives mileage that it would be unreasonable to expect from any other type of tire.

Kelly-Springfield Tire Co.
NEW YORK, N. Y.

Digitized by Google

Kelly-Springfield and Collier's

Collier's has been chosen as a leading factor in the Kelly-Springfield national advertising campaign.

Collier's
THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

Digitized by Google

The Newspaper Medium of High Frequency

THE daily seeking of the newspaper by practically everybody affords the national advertiser, as well as the advertiser with a "class" proposition, the advantage of getting his message across any day of the week. Likewise, the frequency of the newspaper's appearance gives the advertiser his choice of the precise day best suited to his advertising.

In addition to this, the newspaper, as a high-frequency national medium, permits of great concentration of advertising energy within brief periods—makes possible any degree of intensity up to full and double pages daily—adapts itself to the use of serial copy with any desired intervals between insertions—and obtains, through the flexibility of space and intervals, a maximum cumulative effect.

Another important advantage of the daily appearance of the newspaper is its adaptability for "current events" copy, which gains strength and forcefulness by absorbing some of the spirit and interest of the moment.

Day after day the stream of papers issues from the press of The Baltimore NEWS, constantly bringing new opportunities for all advertisers, national or otherwise, who take advantage of the high-frequency and strength of its 100,000 circulation.

The Baltimore News

Goes Home and *Stays* Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Digitized by Google

Senator Harding's Correspondence

Three Thousand Letters a Day and What He Does with Them

By C. H. Claudy

PICTURE a solitary secretary entirely surrounded by stenographers. Enter two strong men, carrying behind them one large mail bag, followed by another strong man with other mail bags and still other men, perhaps not so strong, but with just as large a burden. Visualize all this in the modest offices of a United States Senator in the Senate Office Building adjacent to the Capitol at Washington, and you have the first brush strokes of the picture of the postal troubles of a Presidential nominee.

Senator Harding receives a deluge of from two to three thousand letters a day. Sometimes, as when he was thought to be about to go back to Marion, Ohio, the letters bank up, and he gets a collection of 15,000 at the same time. If the secretary and the ten or twelve stenographers do not tear their hair it is because they have found it happens too often to be good for their hirsute adornments.

"Who writes all these letters, anyway?" asks the average curious citizen and a bothersome scribe who interrupted the processes of opening, reading and answering these multitudinous screeds.

"Everyone, apparently," was the half-despairing answer. "Oh, it's a nice mail, a fine mail. A large proportion of the letters are friendly offers of support, congratulations, good wishes, and so on. But there are all kinds of letters here, alike in only one thing—they need to be answered.

"Do you answer them *all?*"

"Why, of *course*. If anyone has interest enough in Senator Harding to write him a letter about anything, he is due to get and does get an answer. Of course, we can't answer all the letters the same day we get them, and we are not, as yet, really properly organized to take care of the huge correspondence his nomination has brought into being. Any kind of a stenographer is scarce, and good ones are scarcer yet. We have just had to get hold of as many as we could—good ones, you know, because we haven't time to fool with poor ones. We could use more than we have, and probably will, when we get located in permanent headquarters in Marion."

"When do you go?"

"Next week. We have secured the house next door to Senator Harding's residence, and we will establish an office there, where we hope to be able to give prompt and courteous attention to all mail, whether it be congratulatory, expostulatory, controversial or whatever."

"Do you get many 'crank' letters?"

Mr. Christian, Senator Harding's secretary, began right then and there the practice of that diplomatic evasion of the difficult question which he must practice from dawn to dawn if he becomes the private secretary to a United States President.

"Not crank letters," he said. "I should say we have an occasional 'nut' letter, but they are very few."

"How about letters on specific questions of the day?"

"Oh, loads of them. People intensely interested in the League of Nations, pro and con, or labor questions, or the railroads or woman suffrage or any one of a thousand public matters write and offer advice, their views, ask questions, etc. It's a healthy sign. The more people take an interest in such questions the better they can be settled.

"We get a great many letters from organizations. There are thousands of organizations in this country, and they all write to Senator Harding, apparently. Senatorial mail is now conspicuous by

Digitized by Google

its absence, partly because Congress is no longer in session and partly, I suppose, because Mr. Harding is in the public eye now as a nominee for the highest office rather than as a Senator."

"How many of these two or three thousand letters a day are from women?"

"We haven't counted. But we have a large number of enthusiastic feminine supporters who write us cordial and happy letters and a great number of these show an intelligent grasp of public matters."

"Do the letters come from any particular part of the country more than others?"

"Not that we have noticed. They not only come from all States, but from all countries. We are getting letters from over seas, and I suppose they will come more and more as the news gets further and further around the world."

"Do you write an individual answer to each letter or do you use form letters?"

"We have no form letters," was the vigorous reply. "If a man writes us a personal letter he gets a personal reply. I can't say we have the time to write a lengthy answer to every letter of congratulation, or answer every question we are asked, but we do the best we can, and if we are a little slow, it isn't that we are not interested and anxious to keep up our end of the correspondence, but just that there are physical limits to the capacity of the human letter-writing machine."

Senator Harding is probably, at the moment, the best advertised man in the world. His correspondence is a direct result of having his name heralded from pole to pole and ocean to ocean as one of two men, either of whom may be the next President of the United States. He is experiencing the power of the printed word to bring replies in all its force: doubtless if he were to take up a mercantile career he would be an enthusiast on the subject of advertising. Meanwhile, Senator Harding is doing his best to answer his friends, his critics, his supporters, his political enemy, his crank (pardon, "nut") correspondent, and to stand before his friends who write him, as he has always stood before the friends who see him, as a kindly, considerate and courteous gentleman, who sees nothing in the prospect of being President of the greatest of all nations to make him less regardful of the courtesies of correspondence, even though that correspondence has grown to the Gargantuan proportions of three thousand letters a day.

Winnipeg "Tribune" Changes Ownership

The Winnipeg *Tribune* has been purchased by Wm. Southam & Sons, Limited, owners of the Ottawa *Citizen*, Hamilton *Spectator*, Calgary *Herald* and Edmonton *Journal*.

The Winnipeg *Tribune* was founded in 1890 by R. L. Richardson, M.P. Mr. Richardson retains an interest in the paper and will continue his connection with the editorial department of the paper. M. E. Nichols, formerly with the Winnipeg *Telegram*, and more recently director of information for the Dominion government at Ottawa, has been made managing director of the *Tribune*.

Additions to Gardner Staff

Ralph S. Page, formerly with Potts-Turnbull Advertising Company, Kansas City, has becomes sales promotion manager of the Ernest F. Gardner Advertising Service of that city.

Miss Ruth Ridgell, associated with the Gardner Advertising Service for the past three years, has recently been made a member of the writing staff.

Back With Lyddon & Hanford Co.

John P. McCarthy, who left the Lyddon & Hanford Company to become space buyer for Wylie B. Jones, Inc., Binghamton, N. Y., a year ago, has resumed his connection with the former company at its Rochester, N. Y., office.

Consolidation in Baltimore

The George M. Binger Advertising Service has been consolidated with the Deatel Advertising and Selling Service, Baltimore. Mr. Binger was formerly advertising manager of Brager's Department store, Baltimore.

Digitized by Google

Teaching the Workers What Advertising Does

An Opportunity Missed if Employees Are Not Told How the Company's Advertising Is Beneficial to All Concerned

THE STANDARD PARTS COMPANY
CLEVELAND, June 23, 1920.

Editor of PRINTERS' INK:

I wonder if you can refer me to any articles in PRINTERS' INK or elsewhere on the subject of merchandising the national advertising campaign to the employees, particularly the men in the various shops.

Our proposition is one which involves several plants somewhat scattered, with the advertising campaign handled through central office. We want the men to look upon our page of advertising, not as so many thousand dollars doubtfully expended for an intangible good, but we want them to realize that that advertisement reproduced two and one-quarter million times is going to be seen by at least that many people, and so have a feeling of pride in the fact that they are working on products whose names will shortly become well and favorably known throughout the country and among all classes of people.

At the present time we have no house-organ in which to carry this message. Any suggestions that you can give us will be very much appreciated.

RALPH LEAVENWORTH,
Advertising Manager.

PRINTERS' INK has published several articles upon the subject mentioned in Mr. Leavenworth's letter. It surely is becoming more and more important that the man who invests his muscle in the business instead of capital should know something about the advertising which the firm is doing and the part it plays in selling merchandise. It should be made clear to him that the consumer pays both wages to labor and dividends to capital. Too often the worker considers production as complete in itself. When raw materials, plus machinery, plus management and labor produce the finished product, he often feels that the process is complete. He is apt to forget that until the finished product is in the hands of the user, there is no money for either capital or labor to divide.

The place of advertising and salesmanship in the distributive process, and its bearings on the contents of his pay envelope are not pointed out to him often enough.

The president of a large western manufacturing company discovered by investigation that many of his men, good Americans all of them, imagined that the real profits in the business came from the sale of common stock in Wall Street. The difference between the par value and the selling price they believed was pocketed by the firm. The president blamed himself for this misapprehension and started to remedy it by bulletin-board posters as part of his plan. He realized that leaving the economic education of his men to the street-corner orator was a short-sighted policy.

In the task of educating the worker on some of the problems of management it is always well to point out the value of the firm's advertising and its place in the economic scheme. Unless a man is told to the contrary he is apt to believe that advertising is done merely because the boss "wants to see his name in the papers."

WHERE ALL THE WORKERS WILL SEE

In many plants, of course, the employees' magazine is used to reproduce the advertising, with a short talk about why it is and what it is. With a concern like the Standard Parts Company, which does not have an employees' magazine, the other possibility seems to be posters inside the plant, placed on bulletin boards, built especially for the purpose. In reproducing the national advertising in this way, it is well to point out to the worker that some of the greatest industries in America employing large numbers of workers have been developed almost entirely through advertising. Advertising, in other words, has actually created occupations which could never have existed

Digitized by Google

except for its use. A fact of even greater interest to labor is the regularity of employment offered by firms which are consistent and regular advertisers. As has been pointed out in PRINTERS' INK, those industries in which men are worked long hours for a certain period of the year and laid off in idleness for another, are almost without exception industries which have never built up a regular market through consistent, continuous advertising. PRINTERS' INK in the past has been full of stories of companies in which the use of advertising has made seasonable products into all-year-'round markets. Advertising as business insurance; as a builder of good will on the part of the buyer, and pride in craftsmanship on the part of the maker affects the worker's future as well as the owner's.

Telling labor about advertising has gone to quite interesting lengths in one or two firms. At Ballard & Ballard's plant in Louisville, Ky., a realization of how closely advertising touches on morale, labor turnover and mental attitude, has induced them to adopt the policy of having each piece of copy submitted to a committee of the workers for criticism and suggestion. The advertising manager says that as they have a share in the making of the product, they are entitled to a share in suggesting what is said about that product, and in sharing responsibility for its performance.

The Fisk Rubber Company, at Chicopee Falls, Mass., uses the bulletin board method of telling their workers about their advertising. Upon each one of the fifty bulletin boards throughout the plant they place a reproduction of each advertisement which appears in the national publications, and the first of each month they send to their field organization, to the department heads in the Administration Building, and to the executives and foremen in the factory, a bulletin announcing the complete advertising campaign for the month. These bulletins cover in detail the space they are using in the various publications, announce poster design, newspaper plan, new display material, etc. As Miss M. G. Webber, advertising manager, says, "This is a line of co-operative thought that we hope to develop further within our own organization, because we find that the rank and file of our employees are decidedly interested in our advertising."

Teaching the workers in the plants how advertising helps all the partners in industry is a step in the right direction toward organized co-operation. A manufacturer to-day surely cannot afford to leave the education of his workers entirely to the professor of the soap box. In the new education some constructive thought about the part advertising plays in the economic scheme is important. A few thoughts on how advertising touches the worker's task and future pasted up under the reproduction of the advertising on the bulletin boards in the plant appears to be one of the best ways of getting this idea across.—[*Ed.* PRINTERS' INK.

Indianapolis Advertising Club's Election

Jesse E. Hanft, of Oval & Koster, has been elected president of The Advertising Club of Indianapolis. Other officers chosen are: O. T. Roberts, *Indiana Daily Times*, vice-president, and Mary Davis, Indianapolis Letter Shop, secretary-treasurer. Directors, in addition to the above, are Ernest Ropkey, Indianapolis Eng. & Elec. Company, and Ralph W. Wishard, Indianapolis Bill Posting Company.

Ernest Briggs, Foreign Representative, Demuth Pipes

Ernest Briggs, for about two years New York manager and for the previous four years foreign manager of J. Roland Kay Company, has been made foreign representative for William Demuth & Co., "W. D. C." pipes, New York.

Meredith Agency Has Corliss-Coon Account

Meredith & Co., Inc., Troy, N. Y., advertising agency, has secured the advertising accounts of Corliss-Coon & Co., Inc., Troy, maker of Corliss-Coon shirts and collars, and The J. T. Robertson Company, soap manufacturer of Syracuse, N. Y.

Digitized by Google

Dominate Philadelphia

U. S. Census figures again confirm its rank as the third largest market in America:

Population within city limits	1,823,158
Population of Philadelphia trading territory	3,000,000
Separate dwellings in Philadelphia	400,000
Manufacturing places in "The World's Workshop"	16,000
Wholesalers, retailers, jobbers	48,000

You can at one cost
reach the greatest number of possible consumers
in the Philadelphia territory
by concentrating your advertising
in the newspaper "nearly everybody reads"—

The Bulletin

Net paid average circulation for the six months ending April 1st, 1920, as per U. S. Post Office report:

466,732 *copies a day.*

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

In Philadelphia nearly everybody reads The Bulletin

Digitized by Google

THE CLEV

In Cleveland The Press Is Firs

—FIRST in prestige and influence
—FIRST in daily circulation
—FIRST in local display advertising
—FIRST in daily classified advertising

THE PRESS is first in influence and prestige because editori emphasis is placed upon local affairs—questions which affec Cleveland citizens.

THE PRESS offers vigorous and able leadership in matter which affect the welfare of all the people.

Raised safety zones for street-car riders—efficiency of th Cleveland Police Department—equitable rates for Publ Service corporations—activities of fair-price commissioners—recommendations on prospective city bond issues—city goverr ment by commission—on subjects such as these the citizens c Greater Cleveland look to THE PRESS for clear, helpful, ir telligent, conservative guidance.

With its 95% coverage of the homes of Greater Cleveland, THE PRESS offers the advertiser dominant city circulation of highest quality.

THE PRESS appeals to ALL people who think. It is a newspaper of character and marked individuality—honest and unafraid—fearless, yet conservative and constructive.

The Cleveland Pres

Total net paid circulation, average for the six months ending March 31, 1920 **190,613**

SCRIPP

Digitized by Google

AND PRESS

ıere are two classes of newspaper readers—the oughtful and the thoughtless.

that much-used word "quality" means anything, refers to the thoughtful—to the people who HINK and take life more or less seriously.

:ripps Newspapers have 100% "quality" circulation :cause editorials, special articles and news-treat-ent are for, and can only be appreciated by, HOUGHTFUL people.

dvertising addressed to The Scripps Newspaper udience is highly productive because Scripps readers 'e intelligent, discerning, discriminating and sensible.

ıron Press
eveland Press
ncinnati Post
ɔlumbus Citizen
ɔvington (Ky.) Post
ıllas Dispatch
ɜnver Express
ɜs Moines News
'ansville Press
ɔuston Press
ɔs Angeles Record

Memphis Press
Oklahoma News
Portland (Ore.) News
Sacramento Star
San Diego Sun
San Francisco News
Seattle Star
Spokane Press
Terre Haute Post
Tacoma Times
Toledo News-Bee

EWSPAPERS

Foreign Advertising Department
Union National Bank Bldg., Cleveland, Ohio
'k Office: Marbridge Bldg. Chicago Office: First National Bank Bldg.

Digitized by Google

Ripples

Drop a pebble in the water.

At the exact point of contact there is a distinc agitation—a movement of the main body of water *which continues all the way to the bottom.*

Wavelets spring from the spot and race outwarc over the surface until natural resistance overcomes them.

But no matter how many pebbles you drop, *these wavelets never reach below the surface.*

Just like advertising.

Launch a campaign in a market like Chicago. In *Chicago proper* the effect is felt *all the way to the bottom.*

In surrounding territory wavelets indicate a surface disturbance—but it is *only* a surface disturbance.

No matter how many campaigns you launch, the result will be the same. A visible effect *on the spot,* and surface indications outside until the momentum of sales effect caused by the campaign is ineffectually spent over the wide territory that the ripples cover.

The reason why The Daily News is so uniformly successful in putting the advertising message over in Chicago is because 94% of its nearly 400,000 circulation is concentrated in one spot, and the full effect of its advertising influence is felt straight down to the bottom of the Chicago market.

Concentrate in The Daily News in Chicago.

The Daily News

First in Chicago

Digitized by Google

Another Seasonal Product Joins Year-Round Class

Garment Bags Now Being Advertised for All-Year-Round Protection Against Moths

By Arthur McClure

AS another interesting example of how advertising is playing its part to extend the sales period of an article of merchandise from a short season to a full year, the present general-magazine campaign on White Tar Garment Bags may be studied with profit.

This is a general tendency among seasonal advertisers, as was pointed out in an editorial in the May 20th issue of PRINTERS' INK. It is highly significant, this steady procession of erstwhile seasonal products to the ranks of year-round staples, like comets that become fixed stars. Each new accession adds its weight to the mass of evidence piling up in corroboration of the soundness of the practice. It is also logical and in exact accord with the laws of growth and development. Indeed, seasonal advertising employed in behalf of a seasonal product creates an influence which while periodic is in addition cumulative and tends unavoidably toward the extension of the range of influence following each recurrence of advertising activity.

Every manufacturer of a seasonal product not now enjoying all-year-round sale—bathing suits, ice skates, straw hats, fireworks, summer underwear, winter underwear, building materials; toy balloons—may be inclined to think an extension of his selling season impossible. Yet who would have thought, ten years ago, that women could be induced to wear furs during the summer and straw hats and silk hosiery in the winter?

As an illustration of what advertising can do these two examples may not be convincing to those who believe that reversing the natural order entails an economic loss which must be compensated for. However interesting it may be that advertising can make a woman wear furs on a sweltering July day, it is nevertheless true that such a practice is probably a fad that will not endure. Advertising in this case sought not merely to lengthen a selling season, but to stretch it to the breaking point.

LIMITED ONLY BY THE IMAGINATION

But, right or wrong, advertising did it. The wrong use of advertising may be just as destructive as the wrong use of electricity. When rightly employed both are good servants, and it is with the right use of advertising that this article deals. For example, advertising could sell swimming-pools—in fact, there should be more, for swimming is a sport that needs promotion. The health of the nation would be improved by it. Many temperate zone people take winter vacations and go to Florida and California. They could easily be taught to buy their bathing suits at home, could they not, even if the snow is on the ground when they do their buying?

The same is true of ice skates. Many cities have indoor rinks of artificial ice. To cite but one example: The Elysium, of Cleveland, a large indoor ice rink, has been the means of lengthening the season of ice skating. Since the establishment of this institution some years ago, ice skating has become a popular daily sport from October to April, where formerly it prevailed only intermittently from late November to middle March. Frequently protracted thaws make outdoor skating impossible for a week or more at a time. Who doubts but ice skating, ten or fifteen years from now, when artificial rinks are much more numerous than they

Digitized by Google

are at present, will be enjoyed eight or nine months of the year, instead of but four or five, as it is at present?

There are two ways to advertise: (1) Blindly follow somebody else's lead, or (2) originate a plan of one's own based on peculiar conditions.

The principle is a broad and universal one. The reader may be a manufacturer of mouse-traps, filing cabinets, hen-coops, drills or garment bags. The problem may be one of finding more uses for filing cabinets or extending the sales season on garment bags. In the end it all comes to educating the public to think about the article as the advertiser would like to have them think about it. So garment bags will serve for an illustration as well as fine tools or special machinery.

The present periodical campaign of the White Tar Company proves the point. The field is competitive. A number of other companies were in the market before White Tar, brought out its garment bag line. It is the trade custom to advertise garment bags in September and October, and to advertise moth bags in the spring. But moths are no respecters of seasons. It is the garment the moth is interested in, not the weather. The temperature of clothes closets is about the same throughout the year. Every garment not in daily use is a good prospect for a moth. It is not the moth itself that is destructive, but the egg it lays, that when it comes to life feeds on its nice warm bed of wool or fur. This can take place on a dress or suit of clothes that is out of service for a week or two.

The public was first taught to think about the protection of winter things — furs, overcoats, blankets, auto robes, portieres, rugs—that are put away in the spring until fall. Then it was taught to think about summer things—dresses, flannel skirts and trousers, and other summer togs—that are generally laid to rest in early autumn. The public did just what it was told to do, being responsive and obedient to the voice of advertising. Having done this it rested, like a good public, until it was told to do something else. It may have noticed now and then that a misguided moth would get busy out of season and commit a depredation on a summer garment in the summer time or a winter garment in the winter time. This, however, it set down to the moth's ignorance of the advertising plans of the manufacturer of garment bags.

A problem always looks ridiculously simple after it has been solved. Many manufacturers of seasonal goods have been won to the use of continuous year-round advertising after contemplating the success of the fur people in making women wear furs during the summer. Imitation of a method that has proved successful for one situation does not always bring success for another. The garment-bag manufacturers, therefore, thought out one or two things on their own account before they attempted to tell the public that moth protection was a year-round matter.

The first thing they did was to provide a line of receptacles suitable for the requirements of the average household. This meant garment bags in six different sizes, (1) for muffs, (2) blankets, (3) suits, (4) overcoats, (5) ulsters and (6) auto coats, and a special, or de luxe receptable, in two sizes, for women's fine dresses. All of these were made in four different materials—pine tar, cedar, white-lined or odorless, and lavender. Besides the line included the usual tar or cedarized paper for packing trunks, lining bureau drawers, wrapping blankets, portieres, and the like.

Such an extension of the line accomplished this: The garment bags in a variety of sizes and made of different materials enabled the housekeeper to pack away her summer and winter clothes just as she had formerly done, but, furthermore, she was able to use them for garments in use. In other words, every piece of wearing apparel in the clothes closet could now be hung in gar-

Digitized by Google

ment bags. The bags were in addition clothes hangers, and it was no more difficult to protect a suit of clothes from moth spoliation, as the lawyers say, than to hang it away on a clothes hanger.

When this was accomplished the White Tar Co. was ready to talk to the public, through national mediums, about all-year moth protection. The accompanying copy, now running in a group of women's publications, tells the story:

"The practical, economical and safe way to store garments. Easy to handle, keeps clothes free from wrinkles and ready to wear instantly.

"One bag holds three garments —each on a separate hanger. The money saved in pressing alone more than pays for these compact safety garment containers. Airtight, dust, damp and moth proof."

A booklet is referred to in the advertisement, "Clothes Protection," which the reader is asked to send for. The address of the New York office is given and each advertisement is keyed. Mail inquiries, as soon as received, are forwarded to the company dealers. It is a singular fact that 55 per cent of the sales of garment bags have been in the metropolitan district, in and about New York, due probably, and no other important explanation offers itself, to the tendency of so many out-of-town people to buy goods of this nature while traveling. However, the company enjoys national distribution among drug and department stores, previously established for its regular line of White Tar products, sulphur candles, moth balls and other fumigating articles.

Pause and ponder, all ye who advertise in part or not at all. Except in one case out of a thousand, you can make the public think *your way* about your product, provided it has merit and you have faith in it.

How? Read this article again.

The
George L. Dyer Company
42 Broadway
New York
Western Offices
76 W. Monroe St.
Chicago

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

Digitized by Google

Has Your "Week" a Reason Behind It?

That's the Question That Should Be Asked Before a "Week" Is Decided Upon—Without a Reason, It Falls of Its Own Weight, for Then Nobody Gets Excited Over It

By Joseph Katz

THERE'S an epidemic of advertised "Weeks"—has been for some time. From grape juice to garments, we open our magazines to find that this is "so and so week"—and this week, of all weeks, we must drink that particular brand of grape juice or wear the make of clothes specially featured for that time.

It's a great thing for the manufacturer—but I wonder how many of these national advertisers have really talked to *consumers* about it—and seen whether they take these "weeks" very seriously—how they look at them.

The writer has been in a big retail store for a good long while as advertising manager and has seen some things happen that were not on the programme. Often women would say to us: "I see that this is 'so and so' week—what's special?" And then our troubles would begin.

Weeks that have behind them as their only reason for existence the fact that a maker wants to feature his product for a certain time often cause the retailer embarrassment by having customers ask just such a question as the one above.

How much better it is to plan your week with a real reason behind it. A certain corset manufacturer does it by featuring a particular number at a special price for that week only. There's a "hook" in that plan. There's a real reason for telling a woman to go to her dealer that particular week—and the retailer likes to spend some of his own money to cash in on the national advertiser's publicity because he is advertising a definite piece of merchandise—not a trade-mark.

"Weeks" that are built on special demonstrations in stores for a particular time are also welcomed by the retailer. But there must be an *interesting* demonstration—not merely a cold window display of merchandise.

The Gillette people had the idea when they sent Gillette users to their dealers to have an expert to tell them how to get the most out of their "safeties."

Demonstrations of appliances are always welcome. Every week with something definite is welcome.

But see that your "week" has a reason behind it—so when Mrs. Smith asks the dealer "Why should I get interested in Goober's Peanuts this week of all weeks"—he will have the answer.

Maryland Has New Advertising Laws

A newly-enacted Blue Sky Law of Maryland makes it possible for "any person, partnership or corporation" convicted of fraudulent stock, bonds, notes or securities promotion, to be fined not more than $10,000, or not more than two years' imprisonment for officials connected with it, or both the fine and imprisonment, H. J. Kenner, secretary of the National Vigilance Committee, informs PRINTERS' INK. A new fraudulent advertising law also has been enacted by the Maryland Legislature, which makes it possible to fine any person, official or corporation convicted of employing fraudulent or misleading advertising, not more than $1,000 and its president or such other officials as may be responsible for the conduct and management of the concern, shall be imprisoned for not more than one year in the discretion of the court, according to the new law.

Both the Advertising Club of Baltimore and the Vigilance Committee of the club were instrumental in bringing about the passage of these laws which are designed to make advertising in Maryland more trustworthy and investment more profitable. Both laws became effective June 1, 1920.

Made Auto Accessory Sales Manager

James W. Powers, formerly with the Jaxon Steel Products Company, Jackson, Mich., has been appointed sales manager of the Motor Starter and Air Pump Company, Detroit, maker of "Long Stroke" truck tire pumps and garage compressors.

Digitized by Google

No space investment that an advertiser may contemplate is worthy of more favorable consideration than color representation in THE PEOPLE'S HOME JOURNAL.

The impressive color work which we are now producing by our ultra-modern process adds charm, dignity and attractiveness to the advertised product; gives to it the atmosphere of quality and distinction which is invariably associated with the best in reproductive art.

Pictures That Appeal

The People's Home Journal
NEW YORK

For 35 Years the Magazine for Every Member of the Family

Digitized by Google

CIGARETTE MANUFACTURERS, as indicated in the accompanying chart, are appealing in their advertising more and more to business men along business lines—along lines of common sense and practical facts. Leslie's, naturally, plays an important role in this development.

Leslie's is edited primarily for the business man. Leslie's financial department, for instance—"Jasper's Hints to Investors"—was the first service bureau of information in its field. Leslie's Motor Department, rendering a similar service, has helped thousands of business men in their problems of automotive transportation.

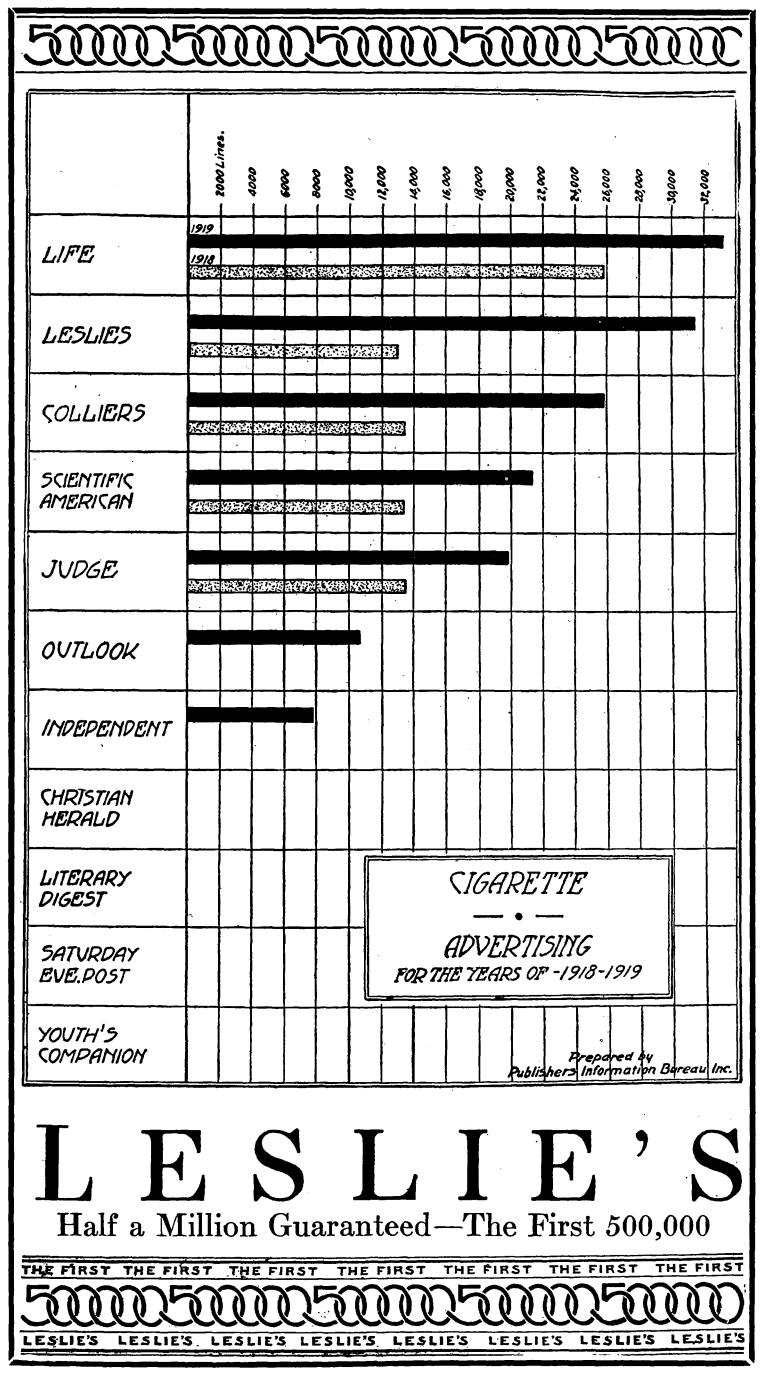
And now Leslie's is ready to extend this type of service to every field of business—under the sweeping slogan, "Ask Leslie's!" This bureau will supply, free of charge, to Leslie's readers the sort of authentic information that will allow them to crystallize their own ideas and make intelligent selection of goods and decisions of policy. It visualizes the dynamic appeal that Leslie's makes to business men. And don't forget that you too are invited to ask Leslie's.

FRANK L. E. GAUSS
Advertising Director

THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST

LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S

Digitized by Google



LESLIE'S

Half a Million Guaranteed—The First 500,000

THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST

LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S

Digitized by Google

Try it out in Representative Milwaukee

Wisconsin's Service Newspaper

The Milwaukee Journal is a newspaper of SERVICE. Not only does it give real news service to its readers comprising 4 out of 5 of the English-speaking people of Milwaukee, but it offers the utmost in SERVICE to its advertisers.

The Journal's service to advertisers differs in various instances, but is always carefully fitted to the advertiser's individual problems. Some of the forms of service arranged by The Journal's Sales Promotion Bureau are:

Route Lists	Notifications to the Trade
Letters of Introduction	Special Reports
Window Displays	Surveys
Portfolios	Statistics and
Personal Introductions	Mailing Lists

Ask the Journal for information on the Milwaukee Market and see what a profitable field is awaiting your merchandise. You can cover it thoroughly, economically and at *only one cost* with the exclusive use of Wisconsin's Service Newspaper.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.
Special Representatives
New York Chicago

Digitized by Google

Advertising Must Help to Speed the Back-to-the-Farm Movement

Peace-Time Recruiting to Meet the Nation's Need

By A. R. Howell

"LABOR is taking time to look around. The world can no longer expect to find men who will spend their lives in barely avoiding starvation and content to pass that heritage to their children."

In those two sentences one of England's foremost thinkers gives one of the basics underlying the present world unrest and at the same time outlines an opportunity for advertising.

We face two simple but vital facts in our current existence. One is that the American farmer is seriously short of help. The other is that any slowing up of manufacturing due to the present credit and transportation conditions cannot help but show in unemployment in the factory centres. Here is a demand for man time and a supply of man power, about to be released. Advertising in its simpler aspects was devised for little else but to bring such a demand in touch with supply. And it can bring these two together if the proper methods are selected and applied before the situation becomes as serious as it well may.

The newspapers have given only little space to the cuts in working schedules made by the big New England textile plants, but a question here and there uncovers the fact that few mills will run on full schedule this summer. Some are anxious to make very necessary repairs to machinery that has had to stand up without much attention under the continuous pressure of the war and post-war production drive.

In many cases machinery is being relayed out to produce a line that more nearly meets the world commodity demand. In all cases it is the manufacturer's chance to weed out the "soldiers" or other incompetents from his payroll.

The men who will first feel the force of this economic condition will therefore be the men who are least fitted for the factory work they have undertaken. The nation, acting under war pressure, moved many of these workers from more suitable types of employment. And both the men that remain and the industry generally will be better off if the misfits find work that more nearly capitalizes their abilities. We are undertaking the vocational training of combatants that war has unfitted for peace-time effort. We owe no less to those whose industrial war service has left them unfit for the jobs they find themselves in now that war conditions have passed. The nation that moved these men, many of them from the farm, has a duty in pointing the way back to their old occupation or to more fitting lines of endeavor.

LESSONS FROM OUR WAR-TIME INDUSTRIAL RECRUITING CAMPAIGN

The advertising drive that built Bridgeport's industrial army is typical of the methods used to strip less essential industries in order that war production might drive ahead full speed. Its directors used periodicals, trade or vocational papers, posters, etc., in fact all the familiar mediums that could comb the country with a selective message. This part of the campaign built the background message of patriotic duty. Then the advertising columns of newspapers located in centres where labor engaged in unessential work could be found in a massed audience focused the attention of the interested reader on the fact that the kind of essential war work referred to could be had in a nearby manufacturing town.

The message used laid stress on the opportunity to discharge a pa-

Digitized by Google

triotic duty and at the same time earn a high salary in a locality where city conveniences and amusements would compensate for the breaking of old ties. This campaign, as we all know, was immediately effective. In fact, the pressure of public opinion built up by these methods was so strong that one maker of paper specialties largely associated with the luxury market was forced to use big space to advertise the fact that his factories were largely engaged in making surgical dressings so that his workmen could face their friends with a high head and not be forced to leave him and seek what public opinion endorsed as more essential war work.

The number of men moved in this way from country towns to the big industrial centres when added to the women who entered the small-town local factory service as a result of this labor drive meant that an appreciable percentage of our population moved from agriculture into manufacture in spite of the effort made even at this time to hold labor on the farm.

This industrial recruiting is still going on, for as rising city living costs have made it harder to move labor to the cities, many manufacturers have found it advisable to move the factory out to the small town.

NOT SAFE TO SAY THE END IS IN SIGHT

And the drag on food production will no doubt continue to go on, for even if this epidemic of shutdowns spreads, as it is apt to, from the textile industry to other trades these small semi-rural metal-working, wood-working and cutting-up trade shops will be the last to reduce their working forces. Costs are lower at these small plants and the organization, with more than one factory, that feels the pressure of current conditions, will close its city plant first and take up any resultant slack by speeding up production at the smaller establishment.

But it is hardly likely that unemployment will be really widespread. Our big financial and manufacturing executives do not look for bread lines or hard times, but they do see the necessity for certain industries to mark time, and they sense the opportunity to shake down many working forces to a more efficient basis. This task of "shaking down" can be passed along to advertising. Proper publicity can sift out the men who are better fitted for agricultural than factory effort and show them the greater net returns to be found in their taking up the, to them, more congenial work of food production.

If labor is really "looking around" and weighing the days ahead in terms of personal accomplishment the logic of a move from the over-crowded factory city to even the average country town is immediately apparent. But the pure logic of the situation will hardly put the idea over. The very success of the emotional appeal in the campaign that moved these workers to the industrial centres points the necessity for making use of similar basics in recruiting these men to the work of increasing the country's food production.

ORDINARY FARM-LABOR METHODS CANNOT BE USED

The methods used in farm recruiting in past seasons have been confined to classified advertisements run in big city newspapers by organization that made a specialty of furnishing the more ignorant type of manual labor. This same mechanism is used to collect lumber-jacks for shipment to the North Woods and in other times furnished the crews for our big sailing craft. Since the men engaged in this recruiting work are paid each time they place a man they are only human when they keep the labor they are in touch with moving from job to job. The type of man they enlist, while more than equal to the hard physical work of crop moving, must be supplemented by a more intelligent class if farm production is to be increased without too great a jump in costs. Men who can handle agricultural machinery efficiently, repair it if necessary, and

Digitized by Google

use their heads to cut cost corners are the men demanded by current farm conditions. They can be secured only by the kind of message that appeals to their class. And once secured, these men will not be so apt to float around learning a new job every season, particularly if the "selling-the-job" campaign is built to appeal to the family rather than to the individual.

NEGATIVES AND POSITIVES WHICH MUST BE CONSIDERED

The negatives that will have to be overcome in building such a campaign centre largely around the popular conception of the lonesomeness of farm life and the lack of opportunity or future on the farm. Many farm-labor prospects will feel that the work requires greater physical stamina than they feel they possess. Then, too, farm wages look small to eyes focused on city living costs.

There are, of course, great stretches of agricultural land where big centres are few and far between, but an analysis of movie-film distribution shows hardly a square mile in agricultural districts without at least a weekly show.

Nor is it necessary for the newly recruited farmhand to settle on the farm on which he finds employment. If single he will be able to spend his Saturday nights and Sundays at the nearby supply town, and if he has a family he can no doubt arrange quarters there for his family so that even during the rush harvest season he can spend some time with them.

With the local supply centre as a home point the farm recruit is in a position to find a winter or slack-season job in any nearby industrial establishment, or if he is too far off the railroad line he can probably turn his hand to the many kinds of work that can always be had in any community by a man whose training makes him "handy with tools." The marked tendency of factory development toward the small town makes it unlikely that many such centres as we are discussing will be overlooked. In fact, a canvass of farm-supply centres shows hardly a town without some small industrial development.

This review of living conditions to be met by the newcomer to the farming community is made solely to establish the fact that a farmhand can so supplement his field labor with less physically exacting work that he can hope to build capital even while he is building himself physically for farming as a life work.

APPEAL SHOULD BE AIMED AT THE LABOR RECRUIT'S WIFE

The advantages of life in the small town lend themselves to an emotional appeal to the woman who is ambitious for her family. The real friendships to be made, the chance to be somebody—the comparatively low living costs that insure independence in old age—the conveniences that now make farm life hardly more laborious than city existence as found in the factory sections all lend themselves to the kind of copy that has built our correspondence schools.

And right along this line it should be possible for the earnest would-be farm owner to take title to his land without having to drudge along first as farmhand and then as tenant-farmer.

One of our big national weeklies offered the following plank to the political parties now before the public on national issues:

"We aim to put the land-owning, permanent, family-raising farmer back on the soil of the U. S. We pledge ourselves to extend the Federal Farm Loan principle not only so that the farmers already owning land may borrow on farms, but so that properly qualified citizens may buy farms. We pledge ourselves as a party to press upon all State governments to readjust their taxation of farm lands and farm improvements with the direct purpose of placing the burden of taxes upon the holder of land either idle or not operated by the owner and of removing the burden as far as possible from the land-operating owner and from all improvements he makes upon the land."

The biggest question that inter-

Digitized by Google

ests the rank and file of the people is the one that most interests the politician, so with the High Cost of Living in the political eye we may safely look to measures of this sort being adopted, particularly since they appeal unquestionably both to the city and farm voter. This fact may settle, too, the question of who shall sponsor the advertising campaign that must bring the farm opportunity to the attention of the workers who can best profit by it.

WHO SHALL SPONSOR THIS ADVERTISING?

The first thought would be to pass the expense of such publicity along to those who might immediately profit by a building up of the small independent farmer. Manufacturers of agricultural equipment of all sorts might well pay the bill. And the difficulty of collecting the bill so that it would fall in just proportion on those who would benefit most might be solved by the publications who could best carry the advertising. The methods used by New York newspapers in building co-operative advertising of a public-service nature are a good example of such a plan. But when you analyze the question "Who will profit most?" we see that all of us have a stake in the success of any campaign that increases the number of farm workers. It is, therefore, logical that Government monies be used to this end.

The men who directed our wartime industrial recruiting have mostly dropped out of Government service and gone back to commercial life, but the record of the mechanism they built still remains. It should not take long to rebuild it to function in behalf of farm recruiting. In fact, a few ex-advertising men like Cholmeley-Jones who remain at Washington and who know the Federal organization short-cuts, if they could be interested would be able quickly to shape up this kind of Government publicity effort. It is probable, too, that this back-to-the-farm recruiting can link up with other Government bureaus. We have been interested in placing our war veterans on public lands, though not on quite the liberal basis followed by Canada (outlined in a recent issue of PRINTERS' INK) and have been blocked by the character of the Government land remaining for distribution.

A loan plan for land purchase would be the logical way out where the ex-soldier is qualified by training for immediate food-production work.

But the work of getting all this effort started should not be left until after this coming harvest season has suffered from the current farm-labor shortage.

A campaign started to-day would get under way none too soon. For there are negatives that must be faced that are other than those considered in preparing a copy plan. Labor organizers, for instance, will look askance at any move that tends to thin the ranks of any of their locals. All the small minds that surround labor groups in any community will have their calamity prophecies to retail. And the conservative workman who must be the backbone of such a movement is constitutionally apt to take a long time to make up his mind. To get set for this kind of long educational pull means to start right away. As they say in all selling editorials: Write your Congressman.

New Accounts of Gannon Agency

The Jiffy-Cake Flour Company, Inc., New York and Indianapolis, prepared cake flour, has placed its advertising account with J. W. Gannon, Inc., New York. Advertising will appear in newspapers.

Other accounts recently obtained by the Gannon agency are the Rainbow Waist Shops, Inc., New York, advertising to appear in women's magazines; M. D. Cannon & Co., Newark, N. J., advertising caps for women employees, in trade publications, and A., M. & E. Levy, New York, men's clothing.

Culver-Hammel Agency at San Francisco

The Culver-Hammel Corporation, advertising agency, Los Angeles, has recently established an office in San Francisco under the management of John G. Rayley. Mr. Rayley was formerly with Matteson, Fogarty, Jordan Co., Chicago.

Digitized by Google

IT'S HARVEST TIME IN KANSAS

for the millions of bushels of golden wheat that are daily adding many dollars of wealth per capita to every one of its nearly two million citizens.

IT'S HARVEST TIME, TOO FOR THE MANUFACTURER OR DISTRIBUTOR

who desires to market his product in this prosperous, responsive territory. As the ages of states go, Kansas is young—its people are noted for their open-mindedness, their readiness to try new things—anything that promises to add to their progress, their comfort, their pleasure or well-being in any way. And Kansas people have the money to get whatever they want.

Just tell them what you have to offer and they'll respond—tell them thru their favorite daily, the truly representative Kansas newspaper.

The Topeka Capital
Daily and Sunday

the paper that carries 50% more Kansas news than any other—the paper that carries far more national, local and classified advertising than any other in its immediate field—the paper that reaches practically every home in Topeka and goes to almost every postoffice in the state—a paper which for over forty years has held the entire trust and confidence of its readers.

CIRCULATION 34,000—8c per line

A portfolio now in preparation will give you interesting facts and figures about the Capital and its territory. Write for it. Our promotion and research departments are at your service for your individual need.

The Topeka Daily Capital

ARTHUR CAPPER
Publisher

W. B. FLOWERS
Advertising Manager

MARCO MORROW
Asst. Publisher

TOPEKA, KANSAS

BRANCH OFFICES: Chicago, 109 N. Deaborn St. New York, 501 Fifth Ave. Detroit, 702 Ford Bldg. Kansas City, 300 Graphic Arts Bldg. Omaha, 203 Farnum Bldg. St. Louis, 1318 Chemical Bldg. Oklahoma City, Farmers Nat'l Bank Bldg.

Digitized by Google

760 Inquiries fror

A New England manufacturer placed 13 page advertisements in the American Machinist. They featured a booklet describing a new machine and invited requests for copies.

The fact that 760 straight, legitimate inquiries were received in response is only a detail.

The important point developed from this series is that 137 Proprietors and Managers, 238 Superintendents, 204 Foremen, 61 Designers and Draftsmen, 8 Toolmakers, 41 Machinists, and 41 whose positions are undetermined—these men representing plants manufacturing 154 individual types of machinery or metal products —made answer to these 13 page appeals.

—Proof positive that the American Machinist is reaching the manufacturing executives—the men who do the buying—in all manner of industries maintaining machine shops of every kind.

Information pertaining to this field in its relation to any specific, marketable product will be furnished upon request.

"THE MARKET PLACE OF

American

10th. Ave. & 36th. Street

Digitized by Google

3 Page Advertisements

Below are listed the products manufactured in those industries making answer to these 13 page advertisements. This list gives a comprehensive idea of the Machinery and Metal Products Manufacturing Field—the field covered by the American Machinist.

Agricultural Implements
Automobiles
Air Compressors
Automobile Parts
Air Brakes
Adding Machines
Axles
Asbestos
Bolts and Nuts
Brass Goods
Bridges
Button Machinery
Ball Bearings
Bells
Boats
Boiler Stokers
Brick Making Machinery
Brewery Apparatus
Box Nailing Machinery
Bolt Cutting Machines
Belts
Bakers' Machinery
Box Machinery
Clay Machinery
Cement Manufacturers
Contractors
Corn Planters
Carriages
Cash Registers
Cotton Mills
Cotton Presses
Cutlery
Coin Machines
Clocks
Coaster Brakes
Cream Separators
Canning Machinery
Castings
Contractor Trucks
Coal Mine Machinery
Calculating Machines
Car Seats
Clutches
Drying Machines
Duplicating Machines
Engines
Electrical Machinery
Electric Motors
Embroidery Machinery
Electric Hammers
Engraving Machinery
Elevators
Electric Cranes
Electrical Specialties
Electric Fans
Foundries
Faucets
Flour Mill Machinery
Fire Arms
Fuses
Fire Extinguishers
Gas Engines
General Metal Products
Gears
Gas Fixtures
Galvanized Products
Gas Tractors
Hardware Specialties
Heat Regulators
Heaters
Insulating Machinery
Ice Machinery
Indicators
Kitchen Utensils
Locomotives
Looms
Lockers
Land Rollers
Light & Heat Equipment
Marine Engines
Motors (Auto)
Machinery (Misc.)
Machine Tools
Mining Machinery
Metal Furniture
Metal Fixtures
Magnetos
Mines
Motor Cycles
Meters
Microscope Lenses
Metal Novelties
Mill Supplies
Mill Machinery
Mine Supplies
Metal Hangers
Optical Goods
Oiling Devices
Oil Well Supplies
Office Machinery
Pins and Hooks
Presses, etc.
Pumps
Printing Presses
Paper Mill Machinery
Pipe Fittings
Pulleys
Railroad Shops
Rubber Tires
Rules
Road Machinery
Radiators
Steel Cars
Steel Mills
Steel Tubing
Sewing Machines
Small Tools
Ships
Scientific Instruments
Saw Mill Machinery
Special Machinery
Safes
Scales
Screws
Shovels and Spades
Saws
Steam Gages
Spring Machinery
Shoe Machinery
Silverware
Steel Rails
Talking Machines
Textile Machinery
Telegraph Apparatus
Toys
Type Setting Machines
Tool Cabinets
Tractors
Twisting Machinery
Typewriters
Telephone Appliances
Tags
Textile Mills
Turbines
Umbrella Frames
Umbrellas
Vises
Valves
Wire Specialties
Wire Springs
Watches
Windmills
Water Meters
Wire Machinery

THE MACHINERY INDUSTRY"

Machinist

New York City

Digitized by Google

WHAT DOES "JOBBER INFLUENCE" OF A NEWSPAPER MEAN?

Indianapolis Drug Jobbers Sold $7,000,000 of Goods to 2,436 Retail Customers in 1919

Druggists in Five States Buy from Indianapolis Jobbers

The influence of News advertising on the three drug jobbers of Indianapolis produces sales results for manufacturers far beyond the actual circulation limits of the paper. The territory shown on the map is worked very intensively by these wholesalers, the largest of whom has thirty salesmen on the road. The buyers in these three drug houses naturally are more familiar with The News than with any other advertising medium. They "follow you" immediately when you show them The News' portfolio of non-cancelable advertising. And the attitude of these few wholesale buyers is reflected in the sales of your product in five states.

Send for booklet—Seven Studies in Distribution

The Indianapolis News

First in America in National Advertising 6 Days a Week

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Digitized by Google

Manufacturers Who Are Advertising Now to Make Business Good in 1930

A Campaign That Aims to Safeguard Future Markets

By G. A. Nichols

THE great development in household labor-saving appliances that has come about in the last year or two has given to advertising some unusual problems and promising opportunities. Ever since wartime conditions made household "help" scarce and high-priced, manufacturers have been turning toward this class of merchandise at a remarkable rate. One authority tells PRINTERS' INK that for more than a year an average of two good electric or water-power washing machines have been coming on the market each month. To dig in and consolidate this gain and to put the production and merchandising of washing machines on a secure basis that will mean the most for the future is the interesting task that now is being attempted.

The unusual part of the thing comes in the bigness of the present and potential market. A power washing machine offered on the instalment basis is about the easiest thing in the world, next to food and clothing, to sell right now. If a woman has electric power in her house—and more than half of the women in the country have—and for any reason has to do her own laundry work she needs no argument at all to convince her that a washing machine is just the thing for her to have. It is the thought of some far-seeing leaders in this industry that the great market and the absence of selling resistance may possibly bring about methods of manufacture and advertising calculated to do harm to the future growth of the washing-machine business. With this possibility in view they organized the American Washing Machine Manufacturers' Association, which comprises about ninety-seven per cent of the country's producers in that line.

"The purpose of this organization," E. B. Seitz, secretary of the association, said to PRINTERS' INK, "is in a general way to establish and insist upon a high standard of ethics in the manufacture, advertising and selling of washing machines. The need of this is shown by the mushroom crop of washing machines that has been springing up ever since the market became so great. A large number of local companies were formed to make machines and rush them on the market.

ALL MACHINES WERE NOT SATISFACTORY

"A first-class washing machine is by no means a matter of inspiration. It reaches success and a high standard of operation only after a process of development. I have known companies to be formed almost over night and begin the manufacture of some machine, the idea for which was suggested by some clever mechanic who had not made good through the process of experience. The machine would be hurried through to completion, and of course it would sell readily. If it did not make good the company might have to go out of business. Thus there would be no redress for the dissatisfied buyers. In a way it might be said that washing-machine manufacturers in general have no business to interest themselves in such a situation. But the fact is that if a woman is dissatisfied with a washing machine and does not succeed in getting her grievances remedied, the whole washing-machine industry gets a black eye

Digitized by Google

forthwith. Not only is this woman an enemy of washing machines, but she is a walking and talking advertisement of the wrong kind and spoils many future sales.

"If a manufacturer had only the present to consider he would not need to worry about ethical standards or anything else. Every manufacturer of washing machines in this country to-day—good, bad or indifferent—has a volume of business that he cannot possibly hope to take care of. But it stands to reason that this is not going to continue forever. So we must advertise now and work now to make the business secure in 1925, 1930 and succeeding years.

"The manufacturers have been quick to see the advantages of thus safeguarding the future. This is why they are going into advertising in such a big way—advertising not only to the user of machines but to the maker."

Mr. Seitz emphasized the fact that the manufacturers' association does not in any way attempt to fix prices. No division of market is made. The members are all competitors. They carry on their individual manufacturing, selling and price-making just as if they were in no association at all.

The advertising being done by the American Washing Machine Manufacturers' Association is an interesting commentary on the manysidedness of advertising and also an illustration of the fact that printed advertising is only one branch of publicity effort. No advertising in national mediums and newspapers is done by the association as such. But most of the campaigns being carried on by individual manufacturers are based upon ideas, facts and counsel supplied by the association. A member desiring to market a machine, say in the South, may, if he desires, consult the association headquarters and get dependable data upon which his advertising agency may proceed to lay out the campaign. He may gain such essential information as the number of houses served by central district electric plants. He can get dependable information as to the mediums, local or national, with which to reach the people he is trying to sell.

BIG FIELD IN THE SOUTH

"Speaking of the South," said Mr. Seitz, "this is a potential washing-machine market of more than amazing possibilities. The clean clothes problem in the South is perhaps more serious than in any other part of the country. During the last three or four years the negro mammy has been drawn away from the washtub by high wages in other lines. She can pick cotton for five dollars a day and thus make during the cotton-picking season as much money as under the old conditions she would make in a whole year by washing. She can get other kinds of jobs at high wages. The white women of the South have been absolutely depending upon the negro women for laundry work. All at once they found they had to do it themselves. Naturally the Southern women almost fight to get the privilege of buying a good washing machine.

"Another interesting thing about the washing machine market in the South is the large number of houses that are wired for electricity. In South Carolina, for example, 71 per cent of the houses in towns served by central district electric plants are wired. This percentage is higher than in some Northern States. With information like this the manufacturer can get a dependable idea as to the extent of the business he has a right to expect to obtain in any given market.

"Four years ago it was generally conceded that the negro mammy and her washboard had the South's washing problems decided for all time. But how quickly seemingly settled conditions can be tipped over! To-day we find the South the most ready purchaser of washing machines. That is saying a great deal.

The farm extension activities of the International Harvester Company spoken of by Mr. Seitz were covered in detail in the September 18, 1919, issue of

Digitized by Google

PRINTERS' INK. In this same connection it would be well to read again an article in PRINTERS' INK of May 13, 1920, telling about the activities of the Benjamin Electric Company in behalf of farm lighting systems. The latter article quoted the advertising manager of the Benjamin Electric Company as saying that the extension of farm lighting plants opened up a wonderful market not only for manufacturers in that line but for everybody selling labor-saving appliances that were run by electricity. Mr. Seitz was asked how the development of the farm lighting plant idea affected the washing-machine business.

A VAST POTENTIAL MARKET ON FARMS

"Figures right here in this office," he said, "show that more than 100,000 farm-lighting plants are installed in this country each year. And the farms thus equipped up to date represent only the smallest fractional per cent of the total number of farms in the country. The business-getting possibilities right in this field alone for the washing-machine manufacturer are almost terrifying in a way. As we contemplate it even on a conservative basis of future achievement, we can hardly believe what the figures tell us. The mere matter of getting light appeals to the farmer as being one of the least important reasons why he should install a farm lighting plant. The thing he is after is power—power to run much of the machinery without which no modern farm is complete. For the farmhouse equipped with electricity the first of the electric appliances thought of is naturally a washing machine. This is inevitable. If a farm has electric power somebody is going to sell a washing machine on that farm. Is it any wonder with all this wonderful future market at our disposal that we are trying to get the whole washing-machine industry to a basis of manufacturing, advertising and selling that will enable it to live up to this great opportunity in a natural way and with the best possible results for all concerned?"

All this shows once more the truth of the assertion made several times in PRINTERS' INK to the effect that no manufacturer can expect to make his advertising a power unto himself alone. The electrical company sells a farm lighting equipment. This automatically creates a demand for electrical accessories which will enable the farmer to utilize the power in driving his machinery. Then comes the washing-machine man with his product. When the farm woman gets this the next logical thing is an electric iron, and so on. He is indeed a skilful and wise advertising man who utilizes and profits by the advertising of others—even that of his competitors. Nobody in business, be he manufacturer, jobber or retailer, gets all the trade his advertising stirs up. Much of it goes to others. But he in turn also gets help from others.

ADVERTISING'S INDIRECT BENEFIT TO OTHERS

If the writer had a little retail store he would ask for no better fortune than to have it located next door to Marshall Field. Field's advertising and windows would bring the crowds down that way and the writer would get much business from it. But he would be paying for it just the same. He would be paying in additional rent what otherwise he would spend for printed publicity. Pay day always comes in advertising as well as in anything else.

This principle is being worked out in a campaign that is now being planned by the American Washing Machine Manufacturers' Association to prepare the way for high-grade individual advertising effort. The benefit that is going to be derived from this will develop every maker of other household labor-saving appliances as well as the maker of washing machines.

"Our idea," said Secretary Seitz, "is that the effect of much good advertising is minimized through lack of proper preparation and adequate preliminary cultiva-

Digitized by Google

tion of the field. When all this preparation and cultivation has to be done through the medium of the printed message alone the expense may be greater than is at all necessary.

"As a part of our campaign to prepare the way for the individual advertising effort of our members we are going to work in co-operation with the Government home-demonstration agents. In many of the counties of the United States, especially in the South, the Government, as you probably know, has these women agents located. Their salaries are paid partly by the Government and partly by various county and women's organizations. Periodical meetings are held in which are made demonstrations of various home economics.

DEMONSTRATIONS AND TALKS FOR ALL MEMBERS

"Miss Keown, assistant secretary of this association and an expert in domestic economy, will attend these meetings and will discuss washing machines in general. She will refer to no particular make of machine, but merely will show the great economic benefits attending their use. Such members of the association as are in that district may have their machines at the meeting for demonstrating purposes. After a meeting of this kind the time of course is ripe for real advertising effort on the part of local manufacturers or distributors of washing machines. Every woman attending the meeting is a prospect for a machine, and probably has had her interest aroused to a point where she will buy with the utmost readiness.

"Another advertising idea which we believe will do much in preparing the way for advertising all kinds of household labor-saving appliances is a textbook that we will prepare for use of the domestic science departments in colleges and high schools. This will give in an entertaining and profusely illustrated way the detailed history of laundry methods from the old plan of washing clothes in streams used by the ancients up to the corrugated washboard, the old-fashioned hand power washing machine and the modern electric machine of to-day. We have received advance assurances that such a book will be more than welcome in the various institutions of learning."

The organized effort to make dependable washing machines as spoken of by Mr. Seitz is bearing tangible fruit already. This is seen in the readiness with which department stores now handle power machines. Formerly the department stores were inclined to keep away from power machines because the machines were so likely to get out of order. The present-day standard is so high on the well-known advertised machines that there is practically no cost for upkeep. The department stores are taking them on, therefore, and are selling them on the instalment basis. Instalment selling is a radical departure for high-grade department stores who sell only for cash or on thirty-day credit. Stores of this type selling washing machines on instalments usually go no farther in that method of selling.

The strength of the instalment method is shown by the lack of inducement to pay cash for washing machines. A Chicago advertising man went to a certain store and bought a power washing machine that would cost him $164 payable in instalments of $7.50 per month. He told the clerk he did not want to be bothered with instalment payments and preferred to pay cash. How much would the machine cost him on a cash basis? The clerk told him the cash price would be $155—only nine dollars less than on instalments.

"I'll take the instalment plan," the man said. "I can use that money just as well as you can. If your cash price were $140, say, I could afford to pay cash. As it is, the instalment plan for mine."

"That's what they all say," replied the clerk.

There must be an advertising angle to the instalment selling of washing machines that the manufacturer and retailer want to keep.

Digitized by Google

Indiana Is the Fourth State in Value of Its Farm Land

Indiana, the home territory of the Indianapolis Star, stands fourth in the United States in the value of its farm land. In two years, from 1916 to 1918, the value of Indiana crops jumped from $285,384,000.00 to $507,563,000.00.

The farmer has the money in Indiana, the average farm family income being over $4,000.00 yearly. What this money is spent for should be of surpassing interest to the manufacturer.

The Indianapolis Star has analyzed this market for the advertiser. Its survey among the farmers gives information that is absolutely invaluable to the manufacturer who is desirous of entering this field.

Many thousands of Indiana farmers subscribe for and read the Star every morning; learn how they spend their money by sending for "What the Indiana Farmer Does With His Money"—write to

The Indianapolis Star

Largest morning and Sunday circulation in Indiana

Eastern Representative—Kelly-Smith Co., Marbridge Building, New York.

Western Representative—John Glass, Peoples Gas Building, Chicago.

THE SHAFFER GROUP

Indianapolis Star

Terre Haute Star **Muncie Star**
Rocky Mountain News **Denver Times**
Louisville Herald
Chicago Evening Post

Digitized by Google

The Industrial Growth of Baltimore

¶ Baltimore's industrial growth during the twelve months ending May 31, 1920, has been greater than during all of the years from 1899 to 1914.

¶ Stated in terms of money and men, this twelve months' growth amounted to plant investment of $72,612,200.00 and 39,850 new employes. In that time, 100 new industries have decided to locate in Baltimore involving plant investment of $43,691,700.00 and employing 21,536 persons, and 134 expansions have taken place requiring 18,314 employes and an increase in plant investment amounting to $37,920,500.00.

¶ The importance of these figures is clearly appreciated by comparing them with those of the 15 years from 1899 to 1914. During that time, new industries and expansions were established in Baltimore employing 7,198 persons and $70,084,000.00 capital.

Digitized by Google

¶ Baltimore is throbbing with life—is advancing at a fast pace. There is wealth in Baltimore and the will to spend it for the best in merchandise and values.

¶ If there is anything you want to know about creating a profitable market in Baltimore for your product, write our Service Department.

¶ You can cover this ready, responsive market for your product at one cost by concentrating your advertising in the *Sunpapers*. They will carry your message into Baltimore's worthwhile homes, and do it quickly, surely, economically because

Everything In Baltimore Revolves Around

THE SUN

Morning Evening Sunday

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"

Digitized by Google

The
LARGEST
PAPER
IN THE STATE OF
CONNECTICUT

The
HARTFORD
Sunday
COURANT

ONLY SUNDAY PAPER
IN HARTFORD—

COVERS THE FIELD
THOROUGHLY

Gilman, Nicoll & Ruthman
REPRESENTATIVES
World Bldg. New York *Tribune Bldg. Chicago.*

Digitized by Google

When the Salesman Feels Sorry for Himself

It Is a Condition for Which His Sales Manager Is Apt to Be Primarily Responsible—Just Another Case of Lost Enthusiasm Due to Lack of Proper Support from the Home Base

By A. H. Deute

A LOT of people wondered how it happened that George Hall went stale and lost his job with the Blank Biscuit Company. While we are not particularly interested here in the sad little story of George Hall, it may not be out of place to consider his case as it applies to a good many other men on sales forces.

George Hall made a fine record over a period of some three or four years. He got his territory into first-class shape where it was producing good volume. He was getting down to the fine points of the job and starting to break down the few remaining hard cases where he had not yet been able to get distribution for his line.

Then gradually his record began to decline. At first it was only a small drop, but over a period of months it became plain that he was not holding up to the volume he should be getting.

After about a year of this, he was dropped from the sales force. George says he resigned, while the house says he was fired. But the only point of interest to us is how it happened that he weakened.

It is a peculiar fact, but nevertheless one that salesmen still believe, that a house likes to fire a man. On the contrary, if there is anything which hurts the sales manager's standing, it is when he has to admit that he picked a poor man, which he does when he must let a man go. It costs money to pick unsatisfactory men. The only difference between the sales manager who succeeds and the one who does not lies in the ability of one man to develop a sales force which can get the business while the latter doesn't do it. So one is a success and the other is a failure. I have in mind one sales manager who was so mild and easy-going that he rarely found fault with his men, yet, when due to a poor showing, he himself was called to account, he finally did turn upon some salesman who was failing to get the business, and relieved himself of the most brutal tirade imaginable.

When a salesman falls into a slump and when his sales manager happens to be of the type mentioned, then the trouble is apt to start.

In brief, then, this is what happened to George Hall. He got into a selling slump, which is a more or less common thing with practically every salesman. Things didn't go so well and all the troubles seemed to come in bunches.

But Hall's slump came right at the same time when five or six other men were going bad and the result was a poor showing for the house for the month. And the sales manager "got his," as the saying goes.

So he, in turn, passed it on to the men whose showing was below par and he didn't mince words. In the case of Hall, his remarks were especially caustic because Hall was his principal business getter, and with him in a slump it was apt to influence the showing of the rest of the men. When the star salesman slipped, the younger men were inclined to use that fact to alibi their own shortcomings. So while Hall didn't realize it, his slump was making a lot of trouble right along the line, and in exact proportion to the trouble he was creating he was "bawled out."

And under the "bawling out" Hall weakened. Instead of bracing up and developing a burst of

Digitized by Google

strength, he began to grow peevish and nurse a grouch and get a "what's the use?" feeling. Then he began to tell his troubles to some of his best friends among the trade. Next he told them to some of the salesmen on the road.

All this time his record was showing up poorly, but instead of gathering himself together, he began to think up excuses and reasons. When he got his regular monthly letter telling him of his poor showing, he began to write in long letters explaining the lack of business. Being a good salesman, it did not take him long to sell himself the reasons why business was not coming. He began to find fault with the line and that directly injured his sales talk. He began to find fault with the credit department, and as a result he lost confidence in that end of the business.

It was not long before he had mentally formulated a series of trials and difficulties to which he was subject. And these troubles and difficulties became so monumental that they overshadowed all the good points he used to see in the line.

As a matter of fact, the house kept him much too long for his own good or its own good, but the trouble was that nobody knew what was wrong. Hall was sincere in his own way and was really doing his best, so far as he knew, but he was working against an unconscious handicap. He was coming to feel sorry for himself and having a perfectly good time pitying himself. So while he apparently did his best and really felt he was trying, he was mentally unfit to get the business, and he didn't get it.

On the other hand, the executives of the house thought he was shirking his job and even began to accuse him of disloyalty. Today they are convinced of it, because after Hall left them he got a job with a competitor and began to do good work.

Now, knowing Hall and having heard him tell of his troubles and also knowing his house and his former sales manager, it is not hard for a third party, standing at a distance, to see the whole thing from both sides.

It may be possible that the picture which presents itself to us may enable us in our own work at some time or another to recall these facts and apply them.

WHY THE GOOD SALES MANAGER IS DESERVING HIS PLACE

First of all, we must keep in mind that while both the sales manager and the salesman may have personality and temperament, the fact remains that the sales manager must be able to submerge his own feelings and consider only the other man—the man who is working for him and for whose showing he is largely responsible. The sales manager may be "getting his" from the boss higher up and may be rankling under pretty tough criticism. Yet it is his job to remain calm and sweet and confident and enthusiastic as far as the salesmen are concerned. If a salesman or a group of salesmen get the impression that their sales manager is not in the best of standing, it is the natural thing for them to lose confidence in him, and once they start losing confidence the sales manager's "goose is cooked," because the men look to him for the source of energy which keeps them going.

In the case of Hall, he and his sales manager got out of harmony and out of sympathy. The sales manager let feelings persuade him that Hall was shirking and was not giving him the best that he had in him. On the other hand, Hall got it into his head that the sales manager "had it in for him" and was not giving him the proper support.

Little things which in themselves meant nothing were taken by each man as personal affronts. While Hall was as much to blame as his sales manager for this childish attitude, nevertheless the sales manager was the man actually responsible for this condition, because he was the man paid to keep pesonalities out of the running of the sales end of the business.

Digitized by Google

HIGHLY CONCENTRATED CITY CIRCULATION IN NEW ORLEANS

The leading commercial center of the South—the second port of the U.S. A cosmopolitan city—a highly active buying and selling market—responsive to advertising.

Suburban New Orleans is too limited—too scattered to reach economically. Concentrate on city circulation Advertise in the States. You will get more prompt returns at a lower cost.

Want More Information? We'll Gladly Furnish It.

WRITE

ADVERTISING DIRECTOR

New Orleans STATES

EVENING SUNDAY

Digitized by Google

In falling down, Hall naturally injured himself, but what most concerned the house was that he injured its standing, lost customers which were taken away by other houses and finally was taken off the job with his territory pretty well demoralized. It was a case of lack of thought and judgment and foresight on the part of the sales manager in letting one thing lead to another and ending up by Hall going stale. And the only thing that really happened to Hall was that he got to pitying himself and feeling abused and imagining a lot of things which were not so.

MEETING DIFFICULTIES OF THE MEN IN ADVANCE

Over against this case, there is the method employed by a sales manager who works in advance to prevent just such a condition whenever he can. He sees his men but rarely—at most twice or three times a year. Most of his work is done by correspondence and his men must be kept working at top speed by letter. At best, this lacks the personal touch of immediate contact. Now, to get around this, he has what he calls his "personal file."

To commence with, each salesman's picture is before him on the wall. And for each salesman there is a personal file in which the sales manager has that man's complete record and also a general résumé of the man's characteristics and good and weak points. When he sees a man falling down a little, he gets out his information and studies the why of it and then he writes him in such a way that the man is anxious to reply and make a clean breast of things. A great deal depends on the very first letter a sales manager writes to the man who is falling behind. If it is just the right sort of letter, it brings out all the good in a man and gives the sales manager a chance to help him.

If, on the contrary, the sales manager's letter is cold or unsympathetic, the salesman is apt to feel hurt and retire into his shell and then immediately start to slide down hill. One letter brings out the best in the salesman, while another brings out the stubbornness which may be in him. One makes him feel the sales manager is with him and is big enough and powerful enough to help him, and that gives the salesman a feeling of security which permits him to go ahead strong. Over and over again, a slipping salesman is brought up sharp by simply getting the right kind of letter from his chief—a letter which seems to knock his difficulties out and away from him—a letter so full of confidence and assurance that unconsciously the s alesman gets to minimizing his troubles.

But if the letter be fault-finding, without being hopeful and encouraging and constructive, the natural thing for the salesman to do is to sit down and study out a lot of alibis and reasons. Immediately, he and the sales manager are on opposite sides of the fence and it becomes the salesman's job to show the manager that he is a good salesman but can't get the business.

This sales manager who keeps the pictures of his men in front of him said to me the other day: "It's mighty easy for a salesman to feel friendless and abused.

"When the going gets a little rough and the salesman runs into difficulties and objections, then is the time when he begins to feel that his life is a hard one and if, on top of that, he has his fur rubbed the wrong way, it is easy for him to sell himself the idea that the house is fighting him. Some salesmen develop this tendency more than others, but very often it develops most easily in the salesman who is otherwise of the very finest type. It is a disease which seems to affect first of all the high-strung, oversensitive man—just the man who, when handled properly, is the best business getter.

"This handling of the salesman when he gets to feeling sorry for himself is a most interesting problem—one which is half solved as soon as the sales manager realizes what is the matter with the man."

Digitized by Google

NEW YORK Theatre Programs stand 19th in volume of advertising carried in a list of 74 national mediums.

680 advertisers recognize the importance of concentrating on the worth-while people in the country's richest market.

Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.

New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO 406 Tower Bldg. *BOSTON* Little Bldg. *SAN FRANCISCO* Crocker Bldg.

Digitized by Google

The Blackman

ADVERTISING

Digitized by Google

How can you standardize an Individual?

ADVERTISING men frequently comment on the variety of presentation in the work we do for advertisers. Advertisements leaving our Production Department have no "Blackman" earmarks.

Our answer is this:

Businesses are as individualistic as humans. Advertising is the business of establishing the individuality of a business in the mind of the Public. Thus the advertising of two manufacturers in the same line may often be as far apart in "looks" as the poles.

Of course, the advertising man is himself an individual. He has his pride of self-expression. He must constantly cross swords with himself to avoid using his client's space to exploit his personal technique.

It isn't always easy.

We are not the father of any particular school of copy, nor have we discovered any one best method which with slight modifications may be applied to many businesses.

The manufacturer is more often right than wrong when he says, "My business is different."

Often it is exactly that difference which is fairly crying out for expression in print.

Is it so with you?

Company New York
95 MADISON AVE.

Digitized by Google

When You Buy Printing, What Do You Buy?

WHEN you walk into a store, you select your article and make your purchase. If the seller comes to you, he ordinarily carries samples of his goods which he submits for your inspection.

Printing is different. It is first sold and then manufactured. When you buy printing you are buying good faith; nothing more. Now there is this to be said about doing business on such a basis: it behooves you to use discretion in picking the party of the second part.

By placing your interests in our hands, you are eliminating the percentage of gambling. Our creed is fairly simple. We print as well as we know how, not simply good enough to get by; and we stand behind our product.

If you will get in touch with us by 'phone or letter, we will take the chance of interesting you further.

CHARLES FRANCIS PRESS

461 EIGHTH AVENUE
NEW YORK

Telephone Greeley 3210

Digitized by Google

Educational Advertising Can Foster Intelligent Buying

It Can Accomplish More in Reducing Living Costs Than an Association of Consumers Can

By M. W. Mix

President, Dodge Manufacturing Company

[EDITORIAL NOTE: E. St. Elmo Lewis in PRINTERS' INK, June 3, discussed the question, "What can the public do to defend itself against the attacks of Labor, organized, on one side, and Capital, organized, on the other side," by outlining the possibilities of a brotherhood of consumers. Mr. Mix looks upon popularizing of this movement by the forming of an association with alarm. He believes that "the great educational white light of sane publicity" will do the work.]

THAT Mr. Lewis has struck a popular chord goes without saying; his appeal is direct, pertinent and timely, notwithstanding the fact that it reflects an idealized condition which has yet to become crystallized in the minds of the buying public, and does raise the old mass-class question in an ingenious but unmistakable form.

I am impelled to remark that we use the numerals 90,000,000 to 100,000,000 inhabitants in a most effective way at times, but when we consider that it is composed of men, women and children, males and females, native and foreign born, naturalized and otherwise, effectives and defectives, and numerous other subsidiary divisions, we begin to see the necessity of separating the sheep from the goats when dealing with such large group formations. And when we get to the plan of separating the sheep and the goats in this great struggle, we find those who are sheep in one pasture are goats in another —and there may be camouflage in either instance which does not effect the *vice versa* situation at all.

I "view with alarm" any tendency toward the indiscriminate and ever popular indoor sport of popularizing certain movements by forming new associations, leagues, guilds, etc.

We have too many now, and who can say that the majority of them are not well founded on reason and conditions; but the efforts are too small, too limited in force or geographical coverage, really to mean much to 90,000,000 or 100,000,000 people, referring, of course, to gross list in this computation.

It becomes a veritable Giroflé-Girofla wherein we wear pink identifying ribbons to one party, blue ones to another, and if we get overly entangled in the maze of associations and leagues, not to mention substitutes for "2.75," we may wear both at the same time with a few extra colors for good measure.

In my humble opinion, what we need most now is just plain, old-fashioned, pioneer, honest-to-goodness common sense, which will restrain people from buying things they don't need or from buying those things that may be dispensed with if the price is inconsistent with the individual pocketbook or the buyer's knowledge and opinion of what constitutes good values. Discourage useless, ignorant and extravagant buying and the profiteers' funeral will not be far off—and the need for recognizing this goes just as urgently to those who are engaged in producing these unnecessary things at high prices as it does to the general unidentified class that does not produce.

How are we going to separate the population and form this middle class without having members diametrically opposed in interest? It is a good deal like the old Reciprocity measures we used to discuss—the other fellow was expected to do the "reciprocating," but it was a fine idea just the same.

Common sense will do more to

Digitized by Google

correct the present situation than boycotts, threats, excoriation or challenges and, like charity, it can begin at home. The great educational white light of sane publicity and home-economies propaganda will beat all the leagues and class associations in the world unless, indeed, we may "federate" the whole bunch, but then —who would be left? Who would stand at the plate? Who would conduct the ceremonies? You know as well as I do.

Cartoon Rivets Price on Buyers' Mind

"Old Dollar Bill" is personified in current copy of the Ever-Ready Safety Razor, to get over some good-natured competitive price talk. After a five-years sleep, a dollar bill awakens to find none of his safety-razor friends left—so goes the "plot"—except Ever-Ready. "Bill" is pictured as wearing a heavy beard. "And with that beard," it is stated, "he couldn't have had a better friend left."

A prospective buyer of a dollar safety razor will be apt to remember the name Ever-Ready after he reads this advertisement, which is modeled after the style of cartoon that has been made familiar by the daily newspapers.

Advertising Representatives Enjoy Outing

Upward of 200 members and guests of the Representatives' Club, New York, attended the thirteenth annual outing of the club last week.

Roy Barnhill won the low gross prize in the golf tournament and William Hutton, of the Crowell Publishing Company, was winner of the tennis tournament.

There were over 150 prizes in all and about fifty manufacturers donated favors.

"Dixie Motor News" Appears

The *Dixie Motor News*, a new semi-monthly issued in Atlanta, has made its initial appearance. Officers of the publishing company are N. L. Royster, president; Charles C. Kranz, vice-president, and Dan C. Pate, secretary and treasurer. J. T. Tucker is advertising manager.

Harry Levey Forms Company

Harry Levey, for three years manager of the industrial and educational department of the Universal Film Company, New York, has resigned to head a producing organization of his own, to be devoted to making this type of motion picture.

Direct-Mail Advertising Sells College Endowment Issue

Mount Holyoke College, Following Out the Idea That a Contribution to a College or University Is an Investment, Makes Its Printed Request Take the Form of a Stockbroker's Prospectus

PROBABLY inspired by the many statements that a contribution to the endowment fund of this university or that college is an investment, Mount Holyoke College, in seeking a $3,000,000 endowment fund, turned its direct-mail advertising into a stock-broker's prospectus.

Not only by its size, shape and style of printing, but also by its contents, this piece of direct-mail advertising brought to mind immediately the usual printed circular offering participation in a stock issue.

When the legal-size envelope that enclosed this unusual circular was opened attention was immediately attracted by the words:

"New Offering—Free from the tax imposed upon all business by the States of Industrial Unrest, Inefficiency, Bolshevism, I. W. W.-ism, Anarchism and Crass Materialism."

Then in true stock-broker style there followed:

"$3,000,000 Mount Holyoke College Endowment Fund. Cumulative Preferred Stock, Private Announcement. Dividends Payable Every Stock-Taking Day Forever.

"CAPITALIZATION: Faith in American Ideals at full par value.

"Business—Founded by Mary Lyon in 1836 as Mount Holyoke Seminary for the purpose of preserving and developing the best assets of this country—its Womanhood — the institution grew rapidly, and a college charter was granted in 1888. The present student enrollment is about 830, drawn from all parts of the United States and some foreign countries.

Digitized by Google

Get the Facts!

About the LOUISIANA-MISSISSIPPI MARKET

TRADE-EXTENSION BUREAU

INTRODUCTORY SERVICE!—Still another phase of ITEM TRADE EXTENSION ACTIVITY, aimed to facilitate the prompt and intelligent introduction onto the New Orleans market.

Assistance to agents, manufacturers, and distributors in securing advantageous and adequate sales connections with jobbers, wholesalers and retailers. Letters to the trade or personal visits—anything to get proper "tie up."

THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

JAMES M. THOMSON
Publisher

National Advertising Representatives
The JOHN BUDD COMPANY

A. G. NEWMYER
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle.

Digitized by Google

"Plant—At South Hadley, Mass., the College has fifty-three buildings, with equipment and furniture, of a total value of over $2,000,000. The plant is as complete and efficient as the rapid growth and inadequate finances of the institution have rendered possible.

"Product—Better Womanhood, better Motherhood, better America. The demand for trained women is widespread and pressing. The College is preparing women for leadership, trained intellectually and equipped physically to meet the demands of life.

"Management—General management is in the hands of a gifted, capable and efficient President, and picked men and women forming a Board of Trustees. The teaching staff is second to none in ability and in devotion to the ideals of the institution.

"Assets—In addition to the plant, Mount Holyoke College has an endowment fund of about $1,200,000, the income from which has so depreciated in purchasing power that a deficit of $28,688 was incurred in 1919. Against this must be set the enthusiastic and loyal devotion of 7,000 alumnæ and a world-wide reputation.

"Financing—The purposes of the present financing are (a) the addition of $2,000,000 to the endowment fund for increased income with which to raise faculty salaries to a reasonable level, and (b) the expenditure of $1,000,000 for buildings and improvements urgently needed to meet the growing requirements of the institution.

"Earnings—In potent force for a better America and a better world, the graduates of Mount Holyoke College are of immeasurable value. They are the tangible embodiment of America's answer to Bolshevism—Education versus Ignorance.

"You are offered an opportunity to invest—not to give—to share in the maintenance of this bulwark against the forces of unrest and ignorance, to benefit in its protection of the American Home and American traditions of unselfish service to the community at large."

A letter from the chairman of the committee, in which the history of the college was set forth, and coupon to be sent with a subscription, completed this circular.

This direct-mail advertising did not entail any great expense, and yet was able to attract attention and gain interest to the point of obtaining many subscriptions.

Nationalized Industries in Russia Shows Deficit

The official organ of the Russian Bolshevist government reports an estimated deficit for 1920 on the operations of nationalized industries of 23,750,700,000 rubles, according to a Berlin dispatch.

The total includes 5,630 million rubles spent on official salaries and on organization of the industries, 14,393,000,000 rubles lost owing to production cost exceeding sale prices and 1,210 million rubles spent on political measures necessary to keep the workmen quiet.

United Cigar Stores Earnings Increase

Net earnings of the United Cigar Stores Company of America in May showed an increase over 100 per cent compared with the same month last year. This increase was accomplished despite the fact that sales which amounted to $6,823,443 showed an increase of but $1,477,043, or 27.6 per cent.

J. N. Cummings With Associated Business Papers

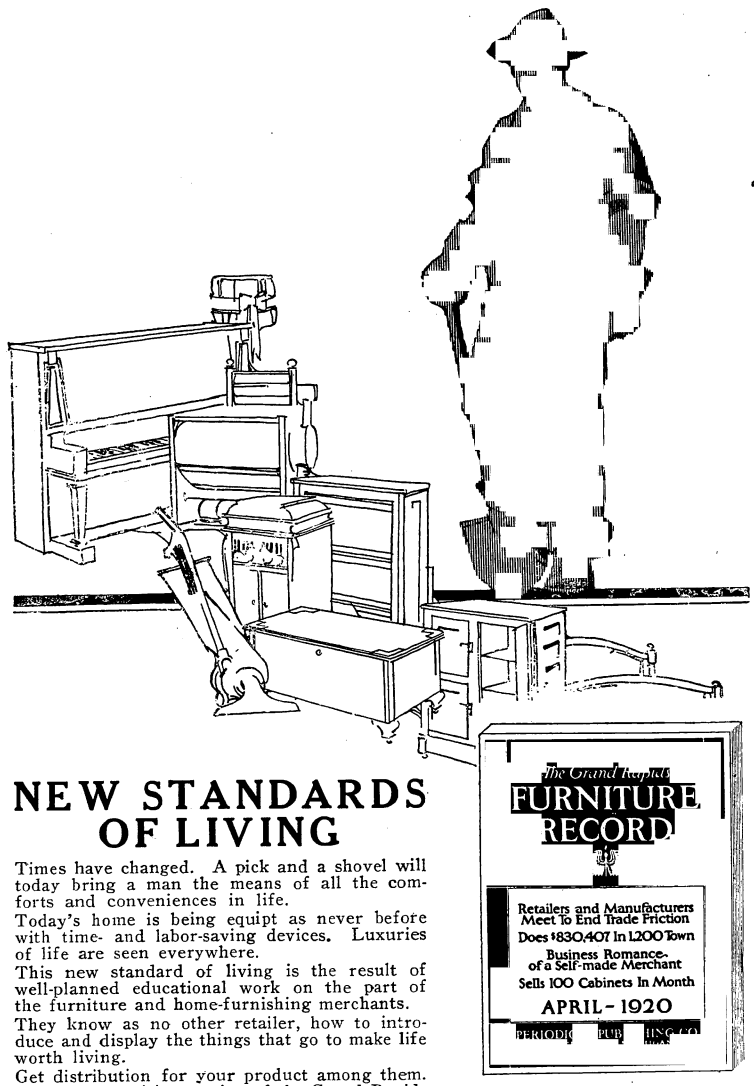
J. N. Cummings, who was recently advertising manager of Gilbert & Barker Manufacturing Company, maker of gasolene pumps, underground storage tanks and oil stove systems, Springfield, Mass., is now with the Associated Business Papers, Inc., New York.

Argentina Cuts Salesmen's Tax

American salesmen, with the exception of those handling alcoholic drinks, are freed of the necessity of paying more than one license tax under the terms of a treaty which been agreed upon by representatives of the United States and Argentina. Heretofore salesmen have been required to pay a separate license tax in each province.

Fred F. McCaleb is now in charge of the art department of the New Orleans office of the Ferry-Hanly Advertising Company, Kansas City, Mo.

Digitized by Google



NEW STANDARDS OF LIVING

Times have changed. A pick and a shovel will today bring a man the means of all the comforts and conveniences in life.

Today's home is being equipt as never before with time- and labor-saving devices. Luxuries of life are seen everywhere.

This new standard of living is the result of well-planned educational work on the part of the furniture and home-furnishing merchants.

They know as no other retailer, how to introduce and display the things that go to make life worth living.

Get distribution for your product among them. Use the advertising section of the Grand Rapids Furniture Record.

Write for Facts

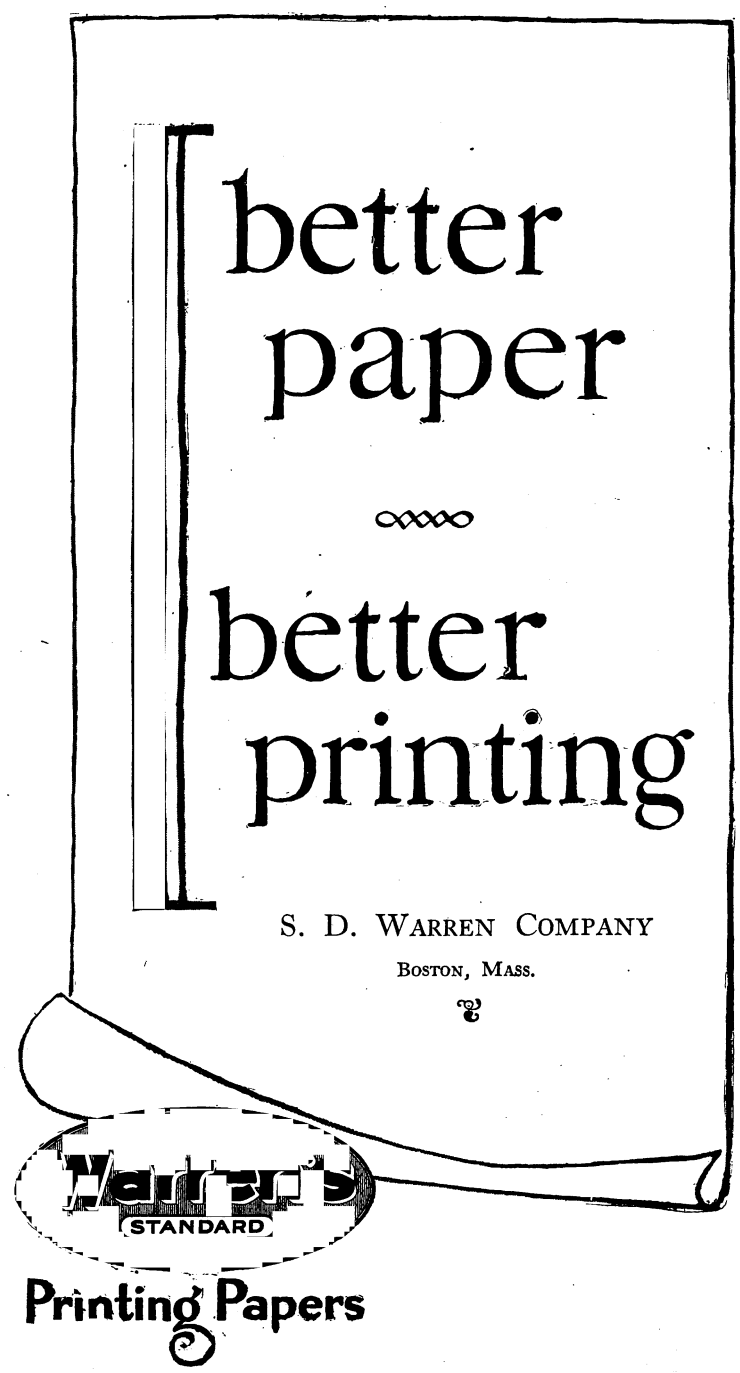
PERIODICAL PUBLISHING COMPANY
Grand Rapids Michigan

Member A. B. C.
Member Associated Business Papers

The Grand Rapids Furniture Record

A paper with true dealer influence

Digitized by Google



Digitized by Google

Colors

SILKOTE is almost as highly prized for commercial printing as it is dear to the artist. One of the dozen Warren Standard Printing Papers, it was manufactured originally because of the need of a certain much-admired dull-finish effect which it would lend to photographs. Its semi-dull enamel surface adds exceptional depth to solids, making Silkote a choice stock for halftones of difficult photographic subjects, and for process color work. The charm of enhanced values in color prints of fabrics and materials having texture is sought by many advertisers, and is found by them when Silkote is employed. It is used also for leaflets, folders, catalogs and house organs of distinguished appearance.

S. D. WARREN COMPANY
BOSTON, MASS.

Warren's
STANDARD
Printing Papers

Digitized by Google

A few papers of

BUCKEYE COVER

STRATHMORE
ALADDIN COVER

WONDERFOLD
ENAMELED BOOK

STRATHMORE
RHODODENDRON COVER

STRATHMORE
BANNOCKBURN COVER

STRATHMORE
ALEXANDRA VELLUM
COVER

WARREN'S STANDARD
PRINTING PAPERS

SIXTY-ONE years of untiring effort to build up a well-rounded collection of papers from which the Metropolitan District could select, is reflected in the quality and scope of the papers of *"The Lindenmeyr Lines."*

We know that our efforts have been worth-while whenever we see the gratifying results advertisers obtain with our papers.

We are always ready to advise on the use of these papers, and to offer samples and dummies.

Henry Lindenmeyr & Sons

ESTABLISHED 1859

32-34-36 Bleecker Street, New York City

Branch Houses

NEW YORK NEWARK HARTFORD

Digitized by Google

What Can Be Done to Prevent Cancellation?

Methods That Are Being Used to Get Weak-Kneed Buyers to Accept Ordered Merchandise

By Martin Hastings

THE cancellation problem, like the problem of the poor, has always been with us. In periods of top-notch prosperity, such as that through which we have been passing, the difficulty may not exist. But just as soon as conditions become normal, up bobs the old evil again.

Right now its effects are being felt, more or less severely, in several industries. Manufacturers in these fields are finding retail merchants cautious about future commitments and in many cases refusing shipments ordered months ago. This attitude of the retailer is caused both by the difficulty he meets in obtaining credit and his inability to forecast future demands. Orders given during the height of our era of heavy buying now assume forbidding proportions and the dealer fears that he cannot dispose of the goods.

In order to get an idea of the extent of the evil at the present time and the measures being taken to correct it PRINTERS' INK has made an intensive survey of the industries affected and the following is an interpretation of the impressions gained from interviews with the executives of these businesses.

To begin with, the basic industries, such as iron and steel, fabricated metals, engineering products, construction materials, paper and paper products, have experienced little, if any, trouble with cancellations of orders. Such as have occurred are due largely to the fact that manufacturers are heavily oversold, and the buyers are devising makeshifts or finding other sources of supply which, in most cases, turn out to be no better than the original ones.

This, then, leaves for our consideration those industries which furnish the merchandise for the retail trade of the country, which it is estimated has been running at the rate of forty to fifty billions per year, and which are vitally affected by the contraction in retail buying, credit restriction and the economy wave that has recently swept the country. This economy wave has swept adrift one phase of seeming prosperity in these industries to which one of New York's largest department store owners called attention almost a year ago. He said: "Manufacturers tell us that they are oversold, and must prorate our orders; that they can give us only 40 or 50 per cent of what we call for. In the majority of cases they suggest that we take this fact into consideration when making up our orders. In other words, that we order twice as much as we really want. Therefore, much of the open business on these manufacturers' books should be heavily discounted." No doubt these are some of the orders which are now in dispute.

RESIDENT BUYERS SHOULD BE CONSERVATIVE

Another phase of the situation was pointed out by the secretary of a trade association in the garment trades. That is, cancellations that can be blamed on irresponsible resident buyers. As a class the resident buyer is a conscientious merchant who meets a definite need. There are some, however, who when they get an order for a half-dozen garments, in their anxiety to make a showing, will rush around and place the same order with four or five different houses. Each concern ships the goods. The customer selects the lot he wants, and ships back the others. This association has cautioned its members not to ship on open orders. If they do

Digitized by Google

so it is on their own responsibility. In case they report cancellations on a bona fide order, the association writes a diplomatic letter to the customer, explaining the ethics of the case, and ninety-nine times out of a hundred the goods are accepted. They believe that it is largely a matter of educating the customer, and as a part of that education the customer is given to understand that the association is at his service and that if any of its members attempt to take advantage of him the association will look after his interests. This organization has had comparatively little trouble with cancellations, particularly in the case of high-grade merchandise.

Shoe manufacturers and wholesalers held a meeting not long ago. With the view of discouraging cancellations they circularized the retailer, telling him that it is to his own worst interest to cancel, because such action will force the manufacturer to sell the goods at lower prices and in the end he may find his competitor next door underselling him with this lower-priced merchandise. That this is no idle theory is borne out by a recent press announcement that one large shoe manufacturer has started to sell at retail several million dollars worth of shoes accumulated on canceled orders, at about one-half the prices they were originally marked.

"During the war period," said another garment organization executive, "there were two classes of sellers. First, was the class that conscientiously filled every order they accepted, even though at times they suffered a loss of three or four dollars a dozen because of the rapidity with which costs advanced. The other class notified the customer that on account of increased costs of labor and material they would be unable to fill the order except at a higher figure, and in the meantime they sent out their merchandise on later orders that paid them more money. We educated our members to do business in the first class and we feel that as we have helped our customers to make money on the upward swing, that now they ought to do the square thing by us when the pendulum is swinging the other way." The members of this organization suffered quite a number of cancellations right after the armistice, at which time the association collected information from the different members as to how they were handling the situation. This was then interchanged among all the members. They came to the conclusion that there was not much else that the association could do in the case, and that it was largely a matter calling for individual action.

An order, properly signed, and accepted by the seller, of course becomes a contract in the eyes of the law, under which damages can be collected if there is a breach on either side. The difficulty that this association executive points out is that a great many orders are signed by persons who have no authority to bind their firms. If a part shipment is made and accepted, that is equivalent to an acceptance of the contract by the buyer. If not, only moral suasion is available to prevent cancellation.

GOOD WORK OF ASSOCIATION

The American Association of Woolen and Worsted Manufacturers is handling cancellations through its Unfair Practices Committee, although many cases are amicably adjusted by the Secretary before they get to the Committee. In the event that the decisions of the Committee are not accepted, the names of the customers are confidentially bulletined to the members of the association, which is equivalent to branding those customers as having been guilty of unfair and unwarranted practices. The principal difficulty confronting this industry is the fact that the manufacturers have always been liberal, or weak-kneed, according to the point of view, in the way of accepting cancellations. Hence it is difficult to get the trade to understand that they will not be accepted now, when the bottom seems to have dropped out of things for the time being. Their

Digitized by Google

A New Development in Dealer Service

A representative of The Farmer now devotes his entire time to market extension work among the dealers of The Farmer's territory.

He visits them at their shops, discusses with them the advertising which The Farmer is carrying, suggests means for more complete tie-up of the local store with this advertising, and helps them make better plans for their own sales and follow-up work.

As a feature of this work, The Farmer is collecting a remarkable array of actual facts concerning dealer methods and sales conditions in its territory.

All this is being done as a means of increasing the value to advertisers of the space used in our columns.

THE FARMER

A Journal of Agriculture

WEBB PUBLISHING COMPANY, Publishers
St. Paul, Minn.

Western Representatives:
STANDARD FARM PAPERS, INC.,
1341 Conway Building,
Chicago, Ill.

Eastern Representatives:
WALLACE C. RICHARDSON, INC.,
381 Fourth Avenue,
New York City.

MEMBERS AUDIT BUREAU OF CIRCULATIONS

Digitized by Google

difficulties are heightened by the fact that there is a surplus of capacity, which was more than ample to take care of all requirements, even during the war-time boom.

Another textile group is proceeding along much the same lines, although in this case the committee that is handling the complaints is composed of three men not connected with the industry. It is believed that this will lend strength to their findings and that it will have a sentimental effect on the trade.

The silk industry was perhaps the earliest to feel the blow, and as it is unusually well organized, it has made probably the most comprehensive plans to cope with the evil. A Bureau of Contracts has been organized. An agreement has been drawn up under which the signers bind themselves not to make any contract adjustments, either by way of rebates, total or partial cancellations, acceptance of return of merchandise, or in any other manner, until the matter has been submitted to and reported upon by the Bureau of Contracts. In turn, the Bureau will publish to all subscribers the names of concerns making claims for relief from contracts, together with a statement of the nature and basis of the claim. The Bureau is employing accountants to investigate claims as to financial inability to meet contracts, as well as textile experts to look into all claims as to alleged defects in merchandise. The originators of the plan believe that it will materially aid in bringing about stable conditions in the trade.

A plan that seems practical, and bound to succeed, because it is based upon the education of the customer, is being tried out by a number of manufacturers that have felt the force of the cancellation wave very lightly as yet, but who believe in taking time by the forelock. This plan is based on the old idea that the root of the cancellation evil is inefficient selling. Most orders that are canceled were not thoroughly sold. The same is true of goods that are returned. Buyers who are today canceling orders that they placed months ago must be sold all over again. They bought the goods in the first place because they thought they needed them, and that they could use them or re-sell them profitably. They must now be taught that they still need those goods and for the same purpose. These manufacturers are proceeding on the assumption that the best way to convince the doubting buyer that he is wrong is to show him that he has misinterpreted the present economic situation. He is guessing wrong on the future of business. He is backing up when he should be going ahead.

These manufacturers find that there are two prime reasons for cancellations. First, the customer's fear that prices will go way down and he will be unable to market his merchandise except at a loss. Second, the fear that a period of business depression is coming and that he will be unable to sell his goods at any price.

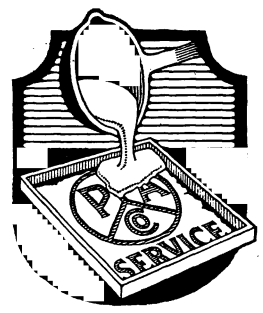
WHAT DETERMINES COST?

In overcoming these fears, the men in this industry are telling their customers that the prime factors in the cost of merchandise are labor, raw material, fuel, money and taxes. The situation with respect to these various elements is then detailed as follows, and comes to the conclusion that economic position is sound and should inspire no hesitancy in buying:

Labor: The rates for common labor run from fifty to ninety cents an hour, compared with fifteen cents before the war. Skilled labor is getting eight and nine dollars a day, and in many lines the earnings run up to a hundred dollars a week. It is claimed that 85 per cent of the cost of all manufactured products is represented by labor. What are the prospects for this portion of our costs being decreased? Wages cannot be substantially reduced until the cost of living goes down. What are the prospects in that direction? While some reductions

(*Continued on page 73*)

Digitized by Google

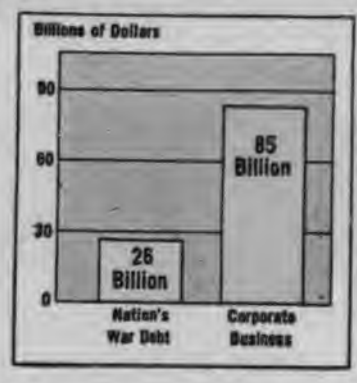


There's a lot of last-minute, high-pressure work in the advertising game; but we like it. Dead-line stuff gives us a thrill. Don't do it on purpose, of course; but if you habitually have a lot of dead-line connections to make, in spite of all you can do, turn them over to us and breathe easy, the way so many others do. Distance makes little difference; we sometimes save more time for clients on their electros, stereos and mats than it takes to send stuff here by mail.

Partridge & Anderson Company
Electrotypes · Mats · Stereotypes
714 Federal St., Chicago

Digitized by Google

A Measure of the



The $85,000,000,000 income of corporations is three times the nation's war debt. Outgo is nearly the same amount—divided between payment of help and purchases.

THE yearly income of business corporations amounts to eighty-five billions of dollars—a sum that is three times the nation's war debt.

Corporations *pay out* about the same amount. Most of it is divided between payment of help and purchases of materials, merchandise and equipment for business.

They buy everything from monkey wrenches to Portland cement, from erasers to motor trucks.

All of this purchasing for corporations is done by business men. It measures much of their big buying power.

And it is the tremendous buying power of business men that constitutes the Business Market. What they buy for business and for themselves makes it the greatest market.

* * *

IN contrast to great buying needs, however, the *number* of corporations is not a big figure —only 351,429. And one-third

SYSTEM
THE MAGAZINE OF BUSINESS

Digitized by Google

Business Market

of them, on the average are inactive or do not make a profit.

The remaining profitable corporations include most businesses that *are big* or expect to *grow big*. Their number—232,079—is one index to the size of the Business Market.

In its growth to a Quarter Million circulation, SYSTEM, the Magazine of Business, is rapidly covering the Business Market and is making it easier to reach.

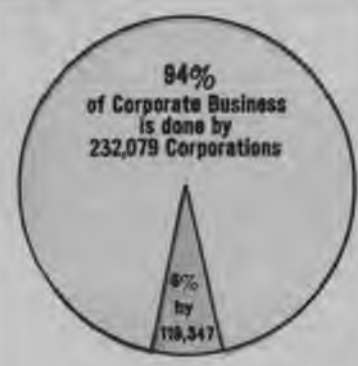
* * *

BUSINESSES that *are big* and businesses that expect to *grow big* are headed by the kind of men who *think about business* more than other men do; they get more satisfaction out of it.

Naturally they lead in the big movement toward business reading—a movement that is multiplying SYSTEM's sales on the newsstands and is creating a Quarter Million buyers of "the Magazine of Business."

You will see why this is true when you, too, read a current copy of SYSTEM.

RAPIDLY COVERING THE WHOLE BUSINESS MARKET



The 232,079 profitable corporations do 94 per cent of corporate business. They include most businesses that *are big* or expect to *grow big*.

Digitized by Google

Reader Acceptance

Advertising men have heard a good deal about consumer acceptance, but little about reader acceptance. The latter is as important to a newspaper as consumer acceptance is to the manufacturer of a good product.

When a newspaper has reader acceptance it has the confidence of its public—the people have faith in its advertising columns.

To hold the confidence of its readers, the News-Times constantly rejects certain types of advertising. We exclude "blue sky" and objectionable patent medicine copy.

This is but one of the constructive policies that serve to make the News-Times *the* strong paper of its territory—Northern Indiana and Southern Michigan.

Let us send you—News-Times, Jr.

SOUTH BEND NEWS-TIMES

Morning *Evening* *Sunday*

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE & WOODMAN, INC.

Chicago New York Detroit Atlanta Kansas City

Digitized by Google

in wearing apparel are in sight, the food situation is such, due to under-production, and the fact that increases in acreage tilled is not keeping pace with increases in population, that high prices must be expected for a long time. Moreover, there is a shortage of houses which cannot be satisfied for several years. Therefore, rents are not likely to come down to any extent for years to come.

Raw materials.—These are affected by the same problem—the high cost of labor. Farm labor is scarce. Materials which are bought from other manufacturers in a semi-converted state are suffering from the same handicap. The only prospect for a lowering in costs of such materials is where the stoppage of demand has caused a temporary surplus, which must be marketed at a sacrifice to permit necessary financing. But these are temporary reductions and such manufacturers prefer to shut down, as is now being done in some directions. In the end they figure that everyone in the trade will be the gainer if there isn't a surplus of merchandise pressing to be sold.

Fuel: Coal is selling at from $7 to $11 a ton, about four times the pre-war figures. These prices may go down when the present shortage is relieved, but it will be at best a heavy item of expense.

Money: It is tight and will continue so, adding greatly to the cost of inventories, until the water is squeezed out of the credit situation. Not merely by deflating prices and getting everything on a lower basis of values, although that is bound to come gradually. The other recourse will be for the world to catch up in production and gradually place solid assets in back of the billions of bonds that are afloat, representing sums wasted in war.

Taxes: The annual interest on the public debt alone is as much as the entire expenditures of the Federal Government were before the war, and the necessary expenses of the Government will be at least four or five times that amount for several years, meaning a continuation of heavy taxation.

THE CHANCE OF DEPRESSION

What about the second proposition, the fear that there will be business depression? What are the basic industries upon which the buying power of the country largely rests? Agriculture, building construction, railroad equipment purchases and the operation of the railroads, mining, steel, iron and oil.

With a bigger market than it is able to supply, is there any reason to look for a lessening in productive effort on the part of the agriculturist?

Building construction ranks next. There are literally hundreds of different trades and industries involved in the preparation of the materials and in the construction of a building. With the many thousands of homes, warehouses, factories and office buildings that are needed to make up the under-construction of the past five years, it is not hard to forecast conditions in this prosperity-making industry.

The surplus of copper accumulated during the war has been practically wiped out, meaning a restoration of copper mining, and this together with other mining operations will be limited only by the ability to get cars and transportation.

The demand for oil continues unabated, and the underlying strength in these various basic industries insures a strong market for iron and steel products, which are often referred to as the backbone of the country's industrial system and which furnish huge buying powers. Moreover, this present and potential huge volume of trade which is taxing the abilities of the railroads to the utmost means that there must be expended within the next few years huge sums for track and terminal extensions, for additional cars and locomotives, all of which will in turn mean steady employment for millions of workers, with a sustained buying power running into the billions.

By instilling confidence into the

Digitized by Google

buyer with arguments of this sort, and meeting him half way in his problems with respect to prices and quantities of goods he has on order, manufacturers who are using the economic-educational plan of presenting cancellations bid fair to navigate through the readjustment period into the port of future prosperity with a minimum of squalls.

After all, it is hard to get a man to accept goods that he doesn't want. There is always a way for him to circumvent his obligations, despite all the legal pressure that is brought on him. The best way to make goods stay sold is to sell them right in the first place. But this means more than the mere selling of the goods themselves. The buyer must also be sold on his ability to re-sell the goods. Convince him that he can and cancellations will wane.

Butter-Kist Sales Made by Advertising

There is no mystery about Butter-Kist advertising. It is just as simple as A, B, C. Furthermore, we are not trying to do anything impossible with advertising. We do not expect extraordinary results. The thing that we want our advertising to do is to help sell machines. And isn't that what *you* want advertising to do?

The results from our advertising are very carefully recorded. We know just what to expect from advertising. We know just where to invest our advertising dollars for the best results. Each year we learn something new about advertising. We learn something new about our proposition. We learn how to advertise it more effectively. At the end of the year when we check up just what we have accomplished through advertising we find that our results are better than the year before.

Judging from the standpoint of sales results, our 1919 advertising campaign was an overwhelming success. It really helped to sell machines. Over 46 per cent of the total number of sales made were directly traceable to leads sent to you men in the field. Bear in mind that this 46 per cent of our business was the *direct* result of advertising.

Indirect results are hard to estimate. One of our most successful men says that in his opinion 95 per cent of the people who buy Butter-Kist machines are influenced directly or indirectly by advertising.—"The Butter-Kist Booster."

Ad-Dicta

By Milton Goodman

Q. How long should copy be?
A. As long as it is interesting.

The $25,000 campaign has to be ten times as successful as the $250,000 campaign.

Like plays, the best advertisements are not written; they are re-written.

We are all in danger of in breeding technique—in danger of finding our sources in the work of other technicians, and in danger of trying to dazzle the advertising fraternity. In the meantime, there is a product to be sold to a public.

The man who is his own advertising counsel has a client too easy to please.

"I can never read the words 'tie-up to this advertising,'" says a dealer named Jones, "without mentally placing them in the vocabulary of bunk."

This same dealer has conceived the clever idea of insinuating a Jones Week somewhere between the fifty-one others he has been ask to tie up to.

The best art in advertising, as elsewhere, is the art that conceals art.

Biow Agency Increases Staff

Gordon Cole, who for the last six years has been a member of the sales division of *Vogue*, New York, has joined the staff of The Biow Company, New York.

Miss Virginia Vincent, formerly with the advertising department of Best & Co., and recently with R. H. Macy & Co., has joined the copy department of this agency.

G. D. Hirst, formerly production investigator to General Williams of the War Department and Eastern Regional Chief of Department of Equipment Resale, United States Railroad Administration, is now in charge of merchandising and marketing for The Biow Company.

Digitized by Google

From the Letter of A Prominent Advertising Agent

"The Record has maintained its original qualities; it has not become machine-made nor a mere expression of 'syndicated-originality'; but it is a substantial Philadelphia newspaper endowed with the Philadelphia spirit, able to translate it every day and consequently, having more power per copy than most papers enjoy."

THE PHILADELPHIA RECORD

Always Reliable

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO
Peoples Gas Bldg.

NEW YORK
Fifth Ave. Bldg.

Digitized by Google

Coca-Cola's Frank Talk on Prices

Tells Retailers Through the Newspapers That Good Will Is Fostered by Holding Down Prices—Danger of "Getting While the Getting Is Good"—Sane Prices Are the Only Sound Policy

ON the subject of price The Coca-Cola Company has addressed an advertisement to its dealers. Feeling, perhaps, that here and there a dealer may "want to charge all that the traffic will bear it asks for a little family discussion with the windows open so that the neighbors can hear if they want to—about that ever-vital topic, Prices."

The discussion, advertised to the general public, is as follows:

"This is the one time above all others in our long career of sound merchandising when Price ought to be governed by Principle.

"High principles of merchandising alone can be relied upon to combat high cost in many lines where the temptation to profiteering is strong because of public demand.

"To charge all that the traffic will bear is bad business at any time; at this time it is the worst of bad business for the Coca-Cola dealer whose maintenance of standard price for many years has not only established Coca-Cola's good faith with the American millions, but, together with its maintained quality and maintained advertising, has built the good will of the product.

"We ask our friends and partners in the most comprehensive system of distribution in American business to reflect that Coca-Cola was the beginning of the soft-drink industry and has always been the backbone of the soda-fountain trade; has carried and built up many an enterprise which made it a trade "leader"; has far outsold any other soft drink in the world; and that for thirty years it made the 5-cent nickel the biggest buying power in a beverage. Independently of the cost of making it, The Coca-Cola Company has steadily maintained its delicious and refreshing quality insured above imitation, and maintained its advertising appeal to the increasing millions of its consumers without permitting any conditions of ordinary fluctuation to disturb the price. In no other way could Coca-Cola have built up the volume of business for you, Friend Dealer.

"Sound merchandising alone can weather the storms. The policy that overlooks the insured dollar of to-morrow to pick up the loose dime of to-day points away from prosperity to demoralization. Your neighbor who is merely 'getting while the getting is good' is at the same time dispensing bad will that will react upon him in the day of reckoning. Sane prices are the only sound policy and safeguard of success one year with another. Fair prices to-day are your option on the volume of trade that will forsake the profiteer to-morrow. You will be doing business at the same old stand.

"Stand by high principles of merchandising and they will stand by you when you have need of them—

"There is no more powerful and compelling example for good in these times than the merchant who stands on principle to forego opportunism—

"There is no one force that will stand the nation in better stead."

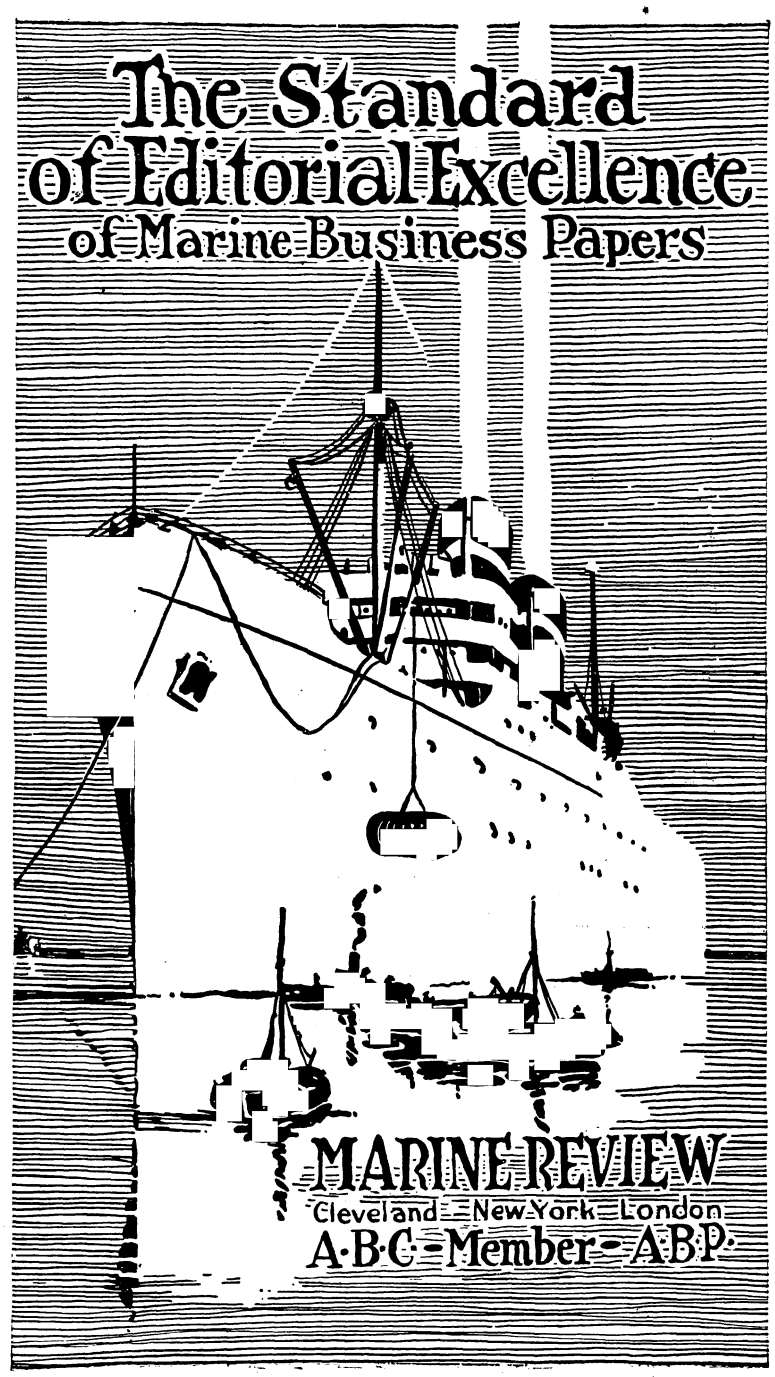
Self-Serve Chain Stores Make Big Sales

Fifty-one Piggly Wiggly stores in Chicago during a recent week made sales amounting to $159,281.26—an average of $3,123.16 for each store. This fact was announced in display space in the newspapers.

This advertisement also paid its respects to stores which, it is alleged, look like a Piggly Wiggly establishment. "A Piggly Wiggly store," it is affirmed, "is the *only* store in the world that is entitled to look like a Piggly Wiggly store, and the only one that can legally look like one."

Wilbur L. Davidson, who for the past year has been in charge of merchandising for Pierce's Farm Weeklies in Chicago, has become business manager of *The Maryland Farmer*, Baltimore, Md.

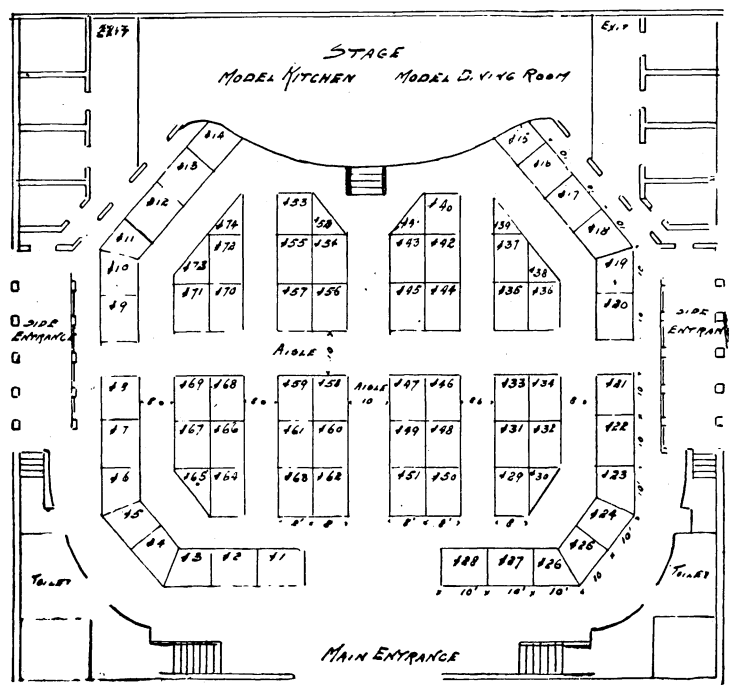
Digitized by Google



Digitized by Google

Second Largest Daily Morning Circulation in Ohio

A Message to



36 of the 74 booths have already been reserved by well known food and household equipment companies.

The Ohio State Journal.

Established 1811

STORY, BROOKS & FINLEY, Foreign Rep.

NEW YORK PHILADELPHIA CHICAGO

Read by the Buying Power for 109 Years

Digitized by Google

Read by the Buying Power for 109 Years

Food Advertisers

Are You Going to Hold Your Place in the Sun?

PRIDE of leadership is never secure.
The sun is a very small place.
Barely large enough for the three—
Or four—who glisten in its rays.
A leader must always lead.
Tireless scores seek to displace you.
You cannot afford to make many mistakes.
You cannot afford to be in the background.
You must always be conspicuous.
It is the price of leadership.
That is why—
You should play a prominent part
In the Ninth Annual Food Show
Of the Ohio State Journal
At Columbus, November 1st to 7th—
The biggest food event of the year,
In central Ohio.
If *you* are not there—*others* will be.
Are you stepping up—or down?
What about *your* place in the sun?

[*Write Merchandising Dept. for further information*]

Second Largest Daily Morning Circulation in Ohio

Digitized by Google

Tho you send out letters by the *ton* they will be received one by one.

MAKE every letter count! Select the paper as if each letter were the *only* letter. Postage the same,—stenographic labor the same,—for a cheap sheet as for a sheet of

Worthmore Bond

On a "per letter" basis Worthmore Bond is more economical than a paper costing only half as much per ton. Seventeen years have proved it to the complete satisfaction of thousands. One mailing will prove it to you.

THE WHITAKER PAPER CO.
HOME OFFICE:
CINCINNATI, OHIO

DIVISIONAL HOUSES—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton, O., Indianapolis, New York, Pittsburgh.

BRANCH HOUSES—Birmingham, Columbus, Ohio, Richmond, Virginia.

SALES OFFICES—Akron, Buffalo, Cleveland, Colorado Springs, Kansas City, Knoxville, Lexington, Louisville, New Haven, Philadelphia, Providence, Salt Lake City, St. Louis, Washington, D. C.

Digitized by Google

Girls Tell of Pleasant Working Conditions, in Big-Space Advertisements

A Jolt Is Needed to Stir Up a Determination to Work

ONE reason why the usual sort of classified "help-wanted" advertisement failed the Indiana Telephone Company is probably applicable in the cases of other employers. Girls (and men, also, it would seem) are not seeking a change in occupation in normal numbers—some persons believe, in fact, that many erstwhile workers are not seeking employment at all.

At any rate, in April the "school" of the Indianapolis office of the telephone company was practically empty. All the old, accepted methods of interesting new girls in the work had been used with indifferent success. Classified advertisements of the most alluring nature failed to produce applicants. Even the payment of a prize to all old operators who succeeded in interesting new girls in the work failed to stimulate sufficient interest.

The company's training department—the "school," as it is known—must be kept full at all times if normal telephone service is to be uninterrupted. Turnover of labor on the switchboards must be anticipated, because each new employee must be given a training course of from two to three weeks before she can be of the slightest service to the company.

Two methods of interesting a greater number of girls in the work were decided upon: Merchandising the employment department to the company's patrons who came to the office each week to pay their bills and the use of big space in telling the story of telephone work. The two recommendations worked hand in hand; neither of them was new, in the sense that other companies had not used it in their labor problems, but the results were so immediate that the methods are worth a brief description.

The decision to use the buyers of telephone service was followed by the placing of an employment desk in the main lobby of the building with an accommodating young lady in charge, and surrounded by signs featuring the attractive nature of the work.

Signs of like import were likewise placed at the cashier's windows and in the contract department.

The advertising recommendation called for the use of full-page advertisements in the local newspapers at intervals of one week, for a period of six or seven weeks. The copy was not to give the impression that the telephone company was in dire need of help—but that the work was unusually attractive, and offered advantages not to be had in other fields. Above all, it was decided to give the work a professional atmosphere and lift it out of the class of "factory" employment.

A CHANCE FOR GIRLS WHO HAD NEVER WORKED

The use of display, it was believed, would enlist the services of many girls who previous to reading the advertisement had not thought of taking up work or of making a change in their employment.

The first advertisement of the series struck the note for the entire campaign in its heading: "Life of the 'Phone Girl Is a Happy One." The copy was illustrated with views of the girls at work and at rest, and with reproductions of photographs of two of the company's employees who had won speedy advancement on their merits.

The story told in this opening advertisement was written in a bright, cheerful vein, and featured the welfare work of the telephone company, the fine type of girls

Digitized by Google

found in telephone work, the care with which girls are instructed in the work at the expense of the company, and other "sales points." The girls whose pictures appeared on the page were interviewed and their opinions of telephone work quoted.

The day following the appearance of this copy the employment curve took a sharp upward turn, which continued during the entire week that followed.

The second piece of copy was headed: "One Business Course That Girls Are Paid to Take." It showed views of the schoolroom, and interiors of the exchange, together with portraits of successful operators. This advertisement, in addition to the point brought out in the headline, again featured the pleasant nature of the work and the opportunities for promotion.

The third one bore the caption: "One Way for a Girl to Get Work Near Her Home." It was illustrated with views of the various outlying exchanges, and showed how girls in any part of the city could be placed in one of these exchanges, within walking distance of their residences. Here, again, the human element was not ignored, and the picture of one of the successful employees, together with a statement from her, was embodied in the copy.

The fourth advertisement: "Splendid Opportunities in Telephone Work," featured a whole bevy of good-looking girls, most of them "chiefs" of a number of exchanges, and told a series of stories of rapid advancement in telephone work.

By this time the employment curve was running so high, and the school was so full of students that it was found necessary to terminate the campaign before its allotted time had run. Two weeks later the employment curve was still mounting upward.

Perhaps the cause underlying the quick "returns" from this advertising—apart from the use of big space—is to be found in the fact that satisfied employees did a large share of the talking. It wasn't the say-so of the company, primarily, that persuaded the applicants the telephone exchange was a good place to work, but Nora Dugan, whose face gave evidence of a contented mind, and Ruth McDowell and Edith Timmerman, who tell of their love of the work and the interest it has for them. The testimonial of an employee goes farther than anything an employer can say in his own behalf.

Belgium Taxes Advertising

On January 1 a new advertising law went into effect in Belgium, which aims to gather revenue by taxing enterprise, somewhat after the manner of the bill introduced in the last session of Congress by Representative Thompson.

The Belgium law provides for the taxation of all notices (or advertisements) on ordinary paper, according to the size of such notice; notices on paper specially prepared to render it more durable, e. g., protected by glass, varnished, etc., or attached to plates of cardboard; notices on cardboard, wood, metal, luminous signs, screens, etc.; notices affixed to a building more than 100 meters from a town or anywhere in the devastated districts.

The government has power, in order to safeguard the beauty of the buildings, monuments, sites and scenery, to prohibit the posting of notices exceeding certain dimensions in specified localities, and especially in the devastated districts.

A Sign of the Times

The Western Brewer, published at Chicago by H. S. Rich & Co., has changed its name to *The Beverage Journal*. In announcing the change of name the publishers said: "As the trade began to change, in obedience to the changing conditions arising from the spread of prohibition, *The Western Brewer* registered the change in its pages and modified its character to fit the changing trade."

Miss Greenfield With Liberty Mutual Insurance

Miss Julia Greenfield, recently with C. R. Larson and staff, New York, has been made assistant to Robert P. Ashley, manager of the publicity department of the Liberty Mutual Insurance Company, Boston.

Will Represent Bayonne, N. J., "Times"

Payne, Burns & Smith, Inc., New York, and G. Logan Payne, Chicago, have been appointed foreign representatives of the Bayonne, N. J., *Times*.

Digitized by Google

ANNOUNCING

the formation of

HARRY LEVEY CORPORATION

Producers and Distributors of

INDUSTRIAL EDUCATIONAL FILMS

Mr. Harry Levey announces his resignation as Manager of the Universal Film Manufacturing Company, Industrial Department, and the formation of Harry Levey Corporation, Producers and Distributors of Industrial-Educational Films, with general offices in New York City.

The determination to separate industrial-educational from amusement production is, in a large measure, the result of the advice of our good friends among advertising and sales managers and business executives who have convinced us that the past close connection between the amusement and the industrial departments has been detrimental to the best interests of industrial and educational films.

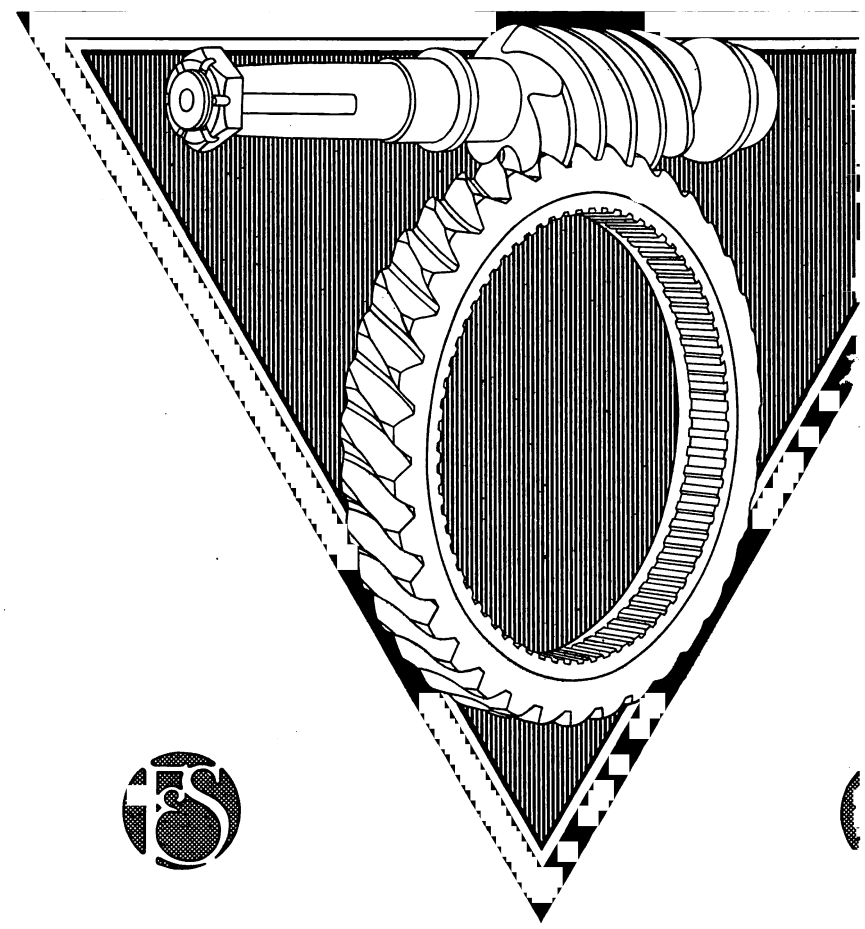
The personnel of the organization is practically the same as that associated with Mr. Levey before his resignation. It consists of well-known directors, scenario writers, cameramen, editors and technical artists. Merchandising and publicity departments are manned by experts. Studio and distribution facilities are the best obtainable.

Arrangements have been completed by Harry Levey Corporation for the production and distribution of industrial-educational films through both theatrical and non-theatrical channels. Theatrical distribution facilities have been materially increased by removing the limitations of one-organization distribution.

HARRY LEVEY CORPORATION
Producers and Distributors of Industrial Educational Films
NEW YORK CITY

Until the completion of new offices temporary headquarters are located at the Hotel Astor, N. Y., Suite 8A

Digitized by Google



Flier Advertising

Digitized by Google

Besides

TIMKEN-DETROIT

the clients of Fuller & Smith are:

The American Multigraph Sales Company,
The Multigraph

The Austin Company,
Standard and Special Factory-Buildings.

The Beaver Board Companies,
Beaver Board, Vulcanite Roofing, Beavertone, Beaver Black Board.

The Beaver Manufacturing Co.,
Beaver Kerosene Tractor Engines.

Burroughs Adding Machine Co.,
Adding, Bookkeeping and Calculating Machines.

The Cleveland & Buffalo Transit Company,
Lake Steamship Lines.

The Cleveland Provision Co.,
"Wiltshire" Meat Products.

The Craig Tractor Company,
Farm Tractors.

Denby Motor Truck Company,
Motor Trucks.

Dunlop-American, Limited,
Tires and Golf Balls.

Ericsson Manufacturing Co.,
"Berling" Magneto.

Field, Richards & Co.,
Investment Bankers.

Free Sewing Machine Co.,
Sewing Machines.

Gainaday Electric Company,
Retail Stores for Electric Household Appliances.

The Glidden Company,
Paints, Varnishes and "Japa-lac" Household Finishes.

The Glidden Nut Butter Co.,
"Dinner Bell" Nut Margarin.

Ivanhoe-Regent Works of General Electric Company,
"Ivanhoe" Metal Reflectors and Illuminating Glassware.

National Lamp Works of General Electric Company,
National Mazda Lamps.

R. D. Nuttall Company,
Tractor Gears.

The Outlook Company,
Automobile Accessories.

The Peck, Stow & Wilcox Company,
Pexto Tools and Machines.

Pittsburgh Gage & Supply Co.,
"Gainaday" Electric Washing Machines.

H. H. Robertson Company,
"Robertson Process" Metal, Gypsum and Asphalt.

Hotels Statler Company, Inc.,
Operating Hotels Statler, *Buffalo, Cleveland, Detroit and St. Louis, and* Hotel Pennsylvania, *New York.*

The Timken Roller Bearing Company,
Roller Bearings.

University School,
College Preparatory School.

The Westcott Motor Car Co.,
Passenger Cars.

Westinghouse Electric and Manufacturing Company,
Electric Apparatus, Appliances and Supplies.

Willard Storage Battery Co.,
Storage Batteries.

F & Smith

Cleveland

Digitized by Google

Reaching 110 Million Hardware Buyers

SOME 50,000 dealers in hardware are serving the entire population of the United States.

On an average, then, each dealer is supplying the hardware needs of 2,200 people.

Each dealer represents an opportunity for you to cultivate approximately 2,200 hardware buyers.

Therefore, if you are confining your advertising effort to 20,000 of these dealers and withholding your story from the remaining 30,000, you are passing up an opportunity to influence vast numbers of hardware users.

Think this over. Every hardware dealer that you add to your list of customers represents, on an average, an increase of 2,200 names on your prospect list.

Aren't they worth going after? Do they not provide an inducement for you to cultivate the *whole* field?

The magazine GOOD HARDWARE provides the opportunity. It takes the message of the advertiser to *every* hardware dealer whose name and address can be secured.

GOOD HARDWARE

W. LINFORD SMITH, Publisher
PITTSBURGH, PA.

MERWIN B. MASSOL, Business Manager, Pittsburgh, Pa.

FRANK C. THOMAS, Eastern Manager - 116 West 39th Street, New York
W. B. CONANT, Western Manager, - - - - - State-Lake Building, Chicago
A. D. McKINNEY, Southern Manager - - - Post-Dispatch Building, St. Louis

Digitized by Google

Shipping Board Advertising Programme Begins to Take Form

Government Officials Consider Advice Given at New York Conferences of Advertising Men—Shipping Board Appoints Advertising Manager

THE United States Shipping Board has taken the advice of advertising men regarding the paid advertising programme which it should follow. The recommendations made by advertising men in two conferences held at New York by H. Laue for the Shipping Board, as reported in PRINTERS' INK of June 24, have been tentatively agreed to by officials of the Shipping Board.

A third meeting was held in Washington on June 23 at which Admiral Benson, Chairman; Capt. Paul Foley, Director of Operations; Mr. Barnes, Division of Operations, and Mr. Laue, represented the Shipping Board and at which the following members of the committee on advertising were present: O. H. Blackman, the Blackman Company, chairman; W. H. Johns, George Batten Co., Inc.; Stanley Resor, J. Walter Thompson Company; Charles Presbrey, Frank Presbrey Company; Wendell P. Colton, Wendell P. Colton Company; Robert Herman, Albert Frank & Company; John P. Hallman, The H. K. McCann Company; James O'Shaughnessy, Advertising Agencies Corporation; Henry E. Hooper.

At this meeting Admiral Benson reviewed the establishment of the United States Shipping Board and the Emergency Fleet Corporation, outlining the purposes of the creation of these organizations and the difficulties encountered through the period of the war. He stated that approximately 100 shipyards were engaged in shipbuilding as well as hundreds of factories; and as a result of canceling such contracts as it was considered inadvisable to continue after the armistice was signed, 5,636 claims had been filed against the Board, of whch 3,336 have been settled up to date.

He added that these cancellations had left in the hands of the Board a very large amount of materials in various parts of the country which it was now the desire of the Board to dispose of in the most favorable manner, these materials consisting of plates, angles, frames, deck winches, motors, completed engines and boilers, etc.

Furthermore, as a result of the war shipbuilding programme, he stated, the Board is now the proprietor of 1600 vessels which are to be disposed of to private interests in a manner that will assure the establishment of an efficient American merchant marine, and this is the greatest problem of the Board, involving first the creation of routes to be fostered by the Shipping Board until found profitable. The Chairman also laid stress upon the importance of avoiding monopolistic control, affording all parts an opportunity to gain an interest in the new merchant marine, calling special attention to the great development yet to take place in the southwest in its trading with Latin America. He also dwelt upon the terms at which the vessels would be sold, stating that the Board would be lenient and would co-operate in every possible manner to aid American interests to gain a foothold in the shipping industry. He expressed the opinion that the public was not informed of what the Board had done and the problems confronting the American people in connection with the creation and maintenance of an American merchant marine.

Mr. Laue stated that the entire results of his conferences with the advertising men at New York had been submitted to and had obtained the hearty approval of Commissioner John A. Donald of the Shipping Board.

Mr. Laue, who has been made advertising manager, has been

Digitized by Google

engaged in advertising, editorial and publishing work during the last seventeen years. His connections during that time include the New York *Tribune,* the Brooklyn *Eagle,* United Press Association, and Thomas A. Edison, Inc. He has been with the Shipping Board during the last two years, and has had charge of the advertising that has been done by that board for the last year.

Much discussion took place on the question of an advertising survey. At the New York conferences it had been resolved that "A complete survey be made according to the best practice prevailing with large commercial institutions contemplating advertising," and "That the sum of $50,000 be appropriated by the board and made available as needed to cover the necessary and approved cost of such survey. Disbursements of amounts out of this fund to be under the supervision of the proposed director of advertising."

Regarding the proposed survey Mr. Blackman explained briefly the procedure of the New York conference, said that he believed that the work of the Shipping Board was not understood by the people generally, and that "the feeling is that we were thrown into building these ships during the war and may heaven be kind to us in getting rid of them as quickly as possible."

He added that the discussion at New York resolved itself into the thought of creating a body for the purpose of surveying the whole field in order that "we, as technical advertising men, might suggest the application of advertising if it were warranted, so that the money we spent would be economically spent." The problem, he explained, was considered in four major divisions, namely: The question of selling the ships; the sale of surplus materials; securing of cargo; and the sale of passenger accommodations."

Captain Paul Foley said, at the conclusion of the meeting, that the survey would be authorized, and that it was merely a matter of formal action by the board.

National Advertisers Resolve to Save Paper

The following resolution was adopted at the semi-annual meeting of the Association of National Advertisers, in session at Bedford Springs, Pa., last month:

"*Whereas* there is an admittedly acute shortage of practically all forms of paper,

"*Be it resolved* by the Association of National Advertisers in convention assembled at Bedford Springs:

"That they urge all their members, as well as all other advertisers, to refrain from increasing the sizes of their individual advertisements in all the various publications, as well as urging that extreme care be used in preparing mailing lists for direct-by-mail advertising and house-organs, using the selective method rather than the broadcast method in these latter forms;

"Further be it the recommendation of this association that they urge their members, as well as all other advertisers, to consider the fact that dominance is but a matter of relevance—or, to make it concrete, if each double-page advertiser during this crisis reduce to a page, every full-page advertiser reduce to a half-page, and so on, thousands of tons of paper will be saved."

Kelly and Jenkins With Reliance Company

George W. Kelly, for many years with Thos. Cusack Co., Chicago, has been made manager of the Chicago office of the Reliance Company, outdoor advertising, Milwaukee.

Lester D. Jenkins, who was at one time with the Thos. Cusack Co. and was later with the Chicago *Herald and Examiner,* has joined the Chicago staff of the Reliance organization.

John J. Mead, Jr., With Erie "Times"

John J. Mead, Jr., has resigned from the E. Katz Special Advertising Agency to become associated with the Erie, Pa., *Times* in an executive capacity. He was formerly a member of the advertising staff of the New York *Times.*

Lehigh Valley Account With Mutual Service

The advertising account of the Lehigh Valley Railroad Co., New York, is now being handled by the Mutual Service Corporation, New York.

Harold Kayton, President, Texas Ad Clubs

Harold Kayton has been elected president of the Associated Advertising Clubs of Texas. J. Howard Payne is president of the Advertising Clubs of Texas at large.

Digitized by Google

Announcing

ALEXANDER POPINI

Mr. Popini's name is nationally known to magazine readers and advertisers and, as an illustrator, he has an international reputation.

CHARLES DANIEL FREY COMPANY

Advertising Illustrations

Flatiron Building
NEW YORK

Monroe Building
CHICAGO

Digitized by Google

Constructive Merchandising

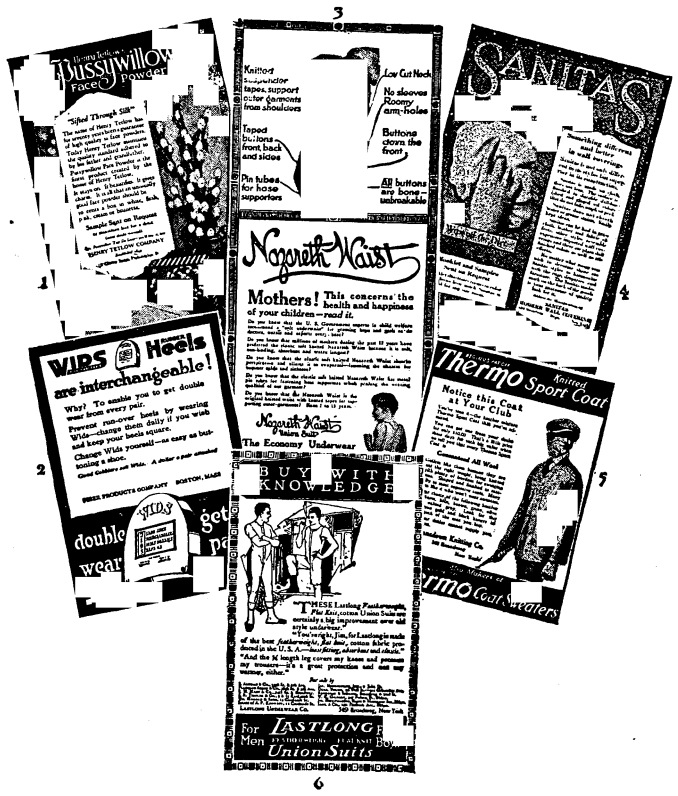
In merchandising, the Lesan Agency has the individuality of Mr. James Mackay to offer. He is peculiarly fitted by training and past experience to advance sound and constructive ideas on merchandising problems connected with the marketing of goods sold through dry-goods, department, drug and general stores—articles generally considered as having a retail outlet.

For twelve years Mr. Mackay was associated with the *Dry Goods Economist.* As head of its Special Service Department for eight years he gained much valuable experience in merchandising and advertising through contact with manufacturers, wholesalers and retailers.

That his ability is thoroughly appreciated by our clients is evidenced by the years he has continuously handled the accounts whose advertising is reproduced on the opposite page.

If you are interested in this sort of individual, personal service, write us now.

Digitized by Google



Mr. Mackay has given service to the above accounts, as follows:

1. Henry Tetlow Company..... 5 years
2. Fiber Products Company..... 1 year
3. Nazareth Waist Company.....15 years
4. Standard Textile Products Co..16 years
5. Swansdown Knitting Company.. 3 years
6. Lastlong Underwear Company.. 3 years

H. E. LESAN ADVERTISING AGENCY, Inc.
440 Fourth Avenue - - - - New York City
Republic Building - - - - - - - Chicago

Digitized by Google

BUNDSCHO
never forgets that your purpose in letting him make your advertisements look good is to make them sell goods. Every little beauty has a wallop of its own. No "art for art's sake" with him

TYPOGRAPHER

J. M. BUNDSCHO, *Advertising Typographer*
Fifty-eight East Washington Street, Chicago, Illinois

Digitized by Google

Advertiser Locks Horns with a Buyers' Prejudice

After Seven Years of Advertising of the Usual Sort, the Sperry Flour Company Starts a Campaign for Progressive Development of Market

IS there some undercurrent of prejudice against your product that you are glossing over, or perhaps neglecting entirely, in your advertisement? An unreasonable prejudice perhaps it is, but would it not be better to have it settled once for all? The manner in which a difficulty of this sort is being handled by a Pacific Coast manufacturer may be food for thought to readers of PRINTERS' INK in other fields.

A flour milling company had been successfully manufacturing and selling prepared poultry feeds since 1912. From the beginning, advertising was used, in which the quality of the product was made the major note. The product had merit, and advertising and sales supervision were in competent hands. The sales climbed until the 1919 production was seven times greater, in tonnage, than the 1913 output, and ran into many millions of pounds.

The company referred to is the Sperry Flour Company, whose stock and poultry-food department is located at Stockton, California.

The advertising of a proprietary poultry feed, one might think, would become after seven years a more or less standardized affair. Wide distribution would have been attained for the product. It would be extensively known among poultry feeders. It would have a reputation. Advertising, one might think, would be a simple matter of repeating sales arguments formerly advanced, putting out advertisements which were substantially rehashes of old material.

However, examination of copy running in 1920 on the company's leading poultry feed, "Surelay," reveals a disposition to depart from conventional poultry feed advertising, and to break new ground, overcoming prejudices interfering with the exploitation of the market and establishing the individuality of Surelay not alone as superior to old-time methods of feeding, but as superior within the dry mash field.

One advertisement in the current series, scheduled to appear in Pacific Coast farm and poultry papers, as well as many interior newspapers, takes up a color prejudice which has interfered with the untrammeled sale of Surelay. This advertisement is headed, "Your Hens Can't Eat Color—They Want *Feed*."

This advertisement is a product of a crucial sales problem. The company has never before attacked it in advertising. A proprietary poultry feed, it should be explained, cannot be manufactured economically if color is strictly adhered to. The Surelay people disregard color, but adhered to test—that is, they produced a top-notch feed consistently, but a feed necessarily of some variation in color according as different materials were available or were dictated by the market.

They used corn, for example, yet corn "came" in yellow, white or mixed colors, always, however, being of similar feeding value. Oats "came" in white, gray, and red. Wheat was white or red. Barley might be white or blue. Oilcake and other meals varied in color; charcoal varied in shade.

There were some California feeders, however, who invariably bought a poultry feed on color, believing they could tell by the color how good a feed it was. Others thought the variation in Surelay indicated a variable quality, a lack of uniformity in feeding worth. Some deduced from the color variation that their dealer was dishonest, and had filled a second-hand Surelay bag with a mixture of his own.

The salesmen of the company, in personal talks with feeders, are

Digitized by Google

trying to break down this old belief that color is an index of the worth of a poultry feed. The educational advertisement backs them up. This advertisement, a page, uses a single column at one side in straight newspaper style to explain why color varies. The column is headed, "Feeding Value vs. Color—by George R. McLeod, Agricultural Department, Sperry Flour Co."

It is a discussion, innocent of direct advertising, of the color fallacy. It is told in that intimate yet simple style which has made popular science papers so widely read. Everybody is interested in color. Human interest is inextricably woven in the subject. While getting a reading, because of the pure human appeal of the topic, the advertisement sells the fact that feeds cannot safely be bought on color, but only on analysis of chemical content. The explanation that Surelay never varies in chemical content —net feeding value—is made, and that daily laboratory tests are conducted to secure uniformity, leaving the sole practical significance of the color variation the constant proof it furnishes of conscientious manufacture, and nothing else.

Such copy is particularly apt in appealing to poultrymen, because they study their problems seriously and with an interest which seldom flags.

Another advertisement in the current series, "There's A Saving All The Way," is built on an intimate consideration of the apparently simple fact that Surelay does not contain carbonate of lime, bringing out the point that, "There's as great a saving in the ingredients we leave out of Surelay as there is in the ingredients we put into it."

In his section of this advertisement, the side column, Mr. McLeod writes on the topic, "How You Can Save on Carbonate of Lime." This discusses the California situation in carbonate of lime, pointing out that the most practical method is to buy pure limestone grits, rather than expensive Eastern oyster shells. Here again a prejudice is involved. The Sperry company leaves carbonate of lime out of Surelay in the interests of a more practical and better feed, yet there are poultrymen prejudiced in favor of a mash which contains oyster shells. In line with its policy, the manufacturer has not catered to a prejudice, but has compounded a quality, business poultry feed, strictly on the merits of the proposition.

COPY THAT SEEKS TO OVERCOME PREJUDICE

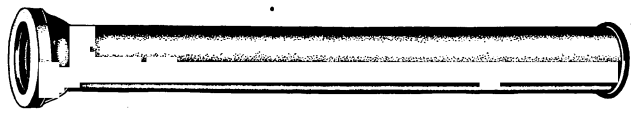
While such copy as the foregoing might seem to have a negative twist, inasmuch as it spends part of its ammunition in attacking a prejudice both sides of which are certain to be considered by many people innocent of any opinions on the subject, it is really constructive. These advertisements do not fail to sell the quality idea, as previous advertising has done, yet they systematically seek to search out and mop up little machine-gun nests of prejudice which are interfering with the most effective work of the sales force.

The proprietary poultry feed is not a very old product. It has depended for existence on the education of the public, and much advertising has been an indispensable foundation. Most advertising to date has dealt with the feeding principle involved—the dry mash—and aimed to sell it to poultry-keepers. While several Eastern manufacturers are still doing much advertising along this line, the Sperry company, in California where poultry farming is somewhat advanced, is now giving its advertising an intimate individual character by attacking prejudices affecting its feed in particular and by advertisements calculated to show its superiority in the dry mash field, among competitors, as well as over old-style feeding methods, which did not include the dry mash.

H. C. Daych Resigns

H. C. Daych has resigned as Eastern advertising manager of *Associated Advertising*.

Digitized by Google



For Every
Manufacturer of Cast Iron Pipe

You know that a successful *sales* campaign must be founded on a patient investigation of markets, plus a thorough knowledge of the limitations of your product, plus a lot of plain, ordinary, common-sense pushing.

Then why print tons of "blue-sky" advertising copy in a hit-or-miss fashion all over the map?

Let us analyze *your* proposition thoroughly and build for you a scientific advertising campaign that will properly link up with your sales efforts—a campaign that will *help sell your product.*

If this interests you, let's get in touch with each other now.

Francis Juraschek, Technical Department

Hanff-Metzger, Inc.

Advertising Agents

95 Madison Avenue New York City

Digitized by Google

Will Labor Refuse to Face the Facts of Economic Law?

Following the Path of Idleness or Short Working Hours Leads to Industrial Suicide

By E. Cittins

[EDITORIAL NOTE: The following article, written by the editor of *The Democrat* (London), a man who is noted as one of the greatest labor publishers in England and entirely sympathetic with the calls of labor, is intended to give American manufacturers an idea of how labor is thinking on the other side. It will be observed that a knowledge of the economic necessity for greater production is becoming increasingly evident in the minds of the more intelligent leaders of labor. It is believed that articles by labor leaders, such as the following, printed in employees' house-organs, will have a beneficial effect.]

IN the course of the world's history, there have occasionally cropped up men who have made a special study of the art of suicide. They have carefully considered the possibilities of all sorts of lethal weapons and deadly doses; have made up their minds which was, from their point of view, the most artistic, and have finally finished the business to their simultaneous satisfaction and dissolution.

There is almost reason to fear that labor, as a class, has entered upon very much the same course of study; that, indeed, it has considerably advanced in knowledge of the art of self-extinction. Moreover, it has chosen its means. It favors the slow poison of refusal to face facts.

These facts which labor will not face are the very basis of all existence. Perhaps that is why they are so hard to face. They include the prime necessity of labor to production; the vital relation of production to compensation. Amongst them is to be found the fact that organized industry, carried on by means of a delicate balance of economic laws and diversified interests, is essential to production on the scale required by the world's present teeming population.

Such prime facts being once ignored, all the lesser facts which they include are ignored also. Where the necessity of production, if not denied, is yet accepted with a shrug as a commonplace too obvious to be useful; where men expect to consume without giving any thoughts to where the material for consumption is coming from, or the channels by which it may come; there cannot be recognition of the fact that labor cannot kill industry without at the same time taking away its own life. And so labor is steadily committing suicide by killing the industry which alone can support it.

The poison is working. We have evidence of its deadly potency all around us.

Already, good wages have become impossible in any industry. True, monetary wages have gone up; but prices have gone up also. The worker of to-day, with his nominally high wages, can only consume less than he did in prewar times, and thus his labor is becoming steadily worse rewarded. Obviously, then, wage-chasing, that is, the chasing of monetary wages, is a retrograde step, since prices more than keep up with remuneration. Obviously, too, labor, in common with all other classes, cannot at present consume so much because there is not so much consumable matter in existence. The large share can only come from the large lump. The smaller share is the proof of the smaller lump, which can only be made larger by more production.

So long as the necessity of production is an ignored fact, so long must the subsistence of labor grow ever smaller and smaller; and let us not forget that the logical conclusion of deliberate decrease of subsistence is starvation—in other words, death by hunger-strike.

Digitized by Google

Local Advertiser Received "Enormous Results" From the

NEW YORK EVENING JOURNAL

ADDRESS ALL COMMUNICATIONS DIRECT TO THE FIRM

PARIS LONDON

TELEPHONE
VANDERBILT 1070

Renard

WOMEN'S AND MISSES'
WEARING APPAREL AND MILLINERY
47-49 WEST FORTY-SECOND STREET
NEW YORK

June 19, 1920,

New York Evening Journal,
New York City, N.Y.

Enclosed please find our check for last month's advertisements.

Using your medium, exclusively evenings, it might be of interest for you to know, that the response to our ads has been enormous.

Yours very truly,

Morris Littmann

This high class shop, catering to the better class trade, is using the New York Evening Journal EXCLUSIVELY evenings, for its advertising. Taking full advantage of the largest circulation of any American daily newspaper.

Digitized by Google

Seven Years and Six Months

The Fleischmann Company is one of the accounts which has enabled us to obtain the unusual average association of seven and one-half years with each of our present accounts.

The Fleischmann Company is one of the greatest industrial institutions in the world. It has eleven huge plants in the United States and Canada making thousands of tons of yeast annually.

It has branch offices in nearly every city and town in this country and Canada and a wonderful distribution system to supply their product to bakers and grocers fresh every day.

Donovan

National

1211 Chestnut St

Digitized by Google

For several years The Fleischmann Company has been spending a large amount of money annually in promoting the sale of *Bread* . . . for the benefit of the Baker.

Donovan-Armstrong has assisted The Fleischmann Company for the past four years in building up the greatest "Good-will" that ever an industry has undertaken.

Our record of long association with our clients is definite evidence of the particular interest we take in each account we handle.

Digitized by Google

But labor is still chasing wages instead of pulling down prices; is still trying to meet shortage of goods with paper money rather than with added production of other goods.

True, the suicide is involuntary rather than deliberate on the part of the mass of the workers. They are ambitious—rightly so—for better conditions and better lives, but the very intensity of their ambition is leading them wrong. It is calling too much of their attention to the desirability of finding short cuts to prosperity; and every cul-de-sac they explore in the hope that it may be the perfect short cut leads them only farther away from the one true road to prosperity; that is, added production.

Some of the leaders of labor, however, know these things. Some of them act on their knowledge; others find places easier to obtain and keep if they do not. It is to this latter class that we owe the apparent suicidal inclinations of labor. They have had a long inning, and have used it for what it is worth; no condemnation is too strong for them.

Yet there is much room for hope. Masses of the workers have already recovered almost full normality; masses more are slowly advancing. The reign of the revolutionary leader, with his policy of negatives, is weakening. The old, eminently good, desires for higher wages, better conditions, and that grand thing which is called self-respect, are still as strong as ever; but the methods are becoming new. Labor is realizing whither its extremists have been leading it, and will not follow that road much longer.

Nevertheless, the turning-point must come quickly, or it may be too late. The poison of ignored facts is cumulative, and none can say which will be the last required dose before the end—the breakdown of industry and the starvation of the worker—is reached.

The Hershey Chocolate Company and its constituent companies report gross revenue for the year ended December 31, 1919, as $58,013,280. The net income, before Federal taxes, is reported as $6,850,913.

Alabama Resurrects Old Newspaper to Prove Its Case

One newspaper advertisement published nearly three years ago has become a prominent point in support of the order of the Public Service Commission requiring the Louisville and Nashville railroad to re-establish telegraphic service to the twenty-one towns which lost its telegraph lines when the Western Union Telegraph Company transferred its equipment on the Louisville and Nashville branch lines to the railroad May 1, 1920.

At the time of the advertisement the railroad and telegraph company were in a heated controversy as a result of the telegraph company's effort to condemn a portion of the former's right of way for the maintenance of its telegraph lines. In this advertisement the railroad claimed it was a competitor of the Western Union and was prepared to carry on a general telegraph business. Said the advertisement:

"There is another angle to the activity of the Western Union. That company well knows that the L. & N. has its own telephone and telegraph lines and connections, including its main line between Cincinnati and New Orleans, a distance of 920 miles, and is now serving the government and is prepared to serve the public, in Alabama and elsewhere on its system, promptly and efficiently and with entire satisfaction in the transmission of telephone and telegraph messages. The activity of the Western Union, in addition to its determination to use the L. & N. right of way without compensation, is to stifle and eliminate from the telegraph field what it knows will be formidable competition.—Mobile, Ala., *Register*.

Arnold Heads Export Committee, A. A. A. A.

Frank A. Arnold, secretary of Frank Seaman, Inc., New York, has been appointed national chairman of the export committee of the American Association of Advertising Agencies. It is the purpose of this committee to help and stimulate in every way the development of world-wide advertising.

H. M. Taylor With American Radio Company

H. M. Taylor, formerly in charge of publicity for the Aluminum Castings Company, of Cleveland, has been appointed advertising manager at New York of the American Radio and Research Corporation.

A. L. Zelvin Joins A. Schrader's Son, Inc.

A. L. Zelvin has recently joined the publicity department of A. Schrader's Son, Inc., Brooklyn, N. Y., manufacturer of "Schrader Universal" automobile, motorcycle and bicycle tire valves.

Digitized by Google

Another Profession's "Ethics" Yields to Advertising

Now It Is the Canadian Architects Who Are Throwing Old-Fashioned Objections to Advertising Overboard

BACK in June, 1918, the American Institute of Architects lifted the ban on advertising. At that time the tide of protest against the rule prohibiting advertising by members of the association came to a head and led to the passing of a resolution rescinding the rule.

Naturally, when this news was given to the advertising world through PRINTERS' INK, many agencies immediately began planning architectural campaigns. This was attested by the numerous requests received by the Research Department of PRINTERS' INK for articles on that subject. Of course all this activity on the part of the agencies was founded on the seemingly logical deduction that the agitation for the removal of the ban had its inception in the desire, on the part of the members, to advertise co-operatively. In other words, it was reasoned, that with the repeal of the rule, advertising by architects on a large scale would start immediately.

But nothing of the sort happened. Outside of a very few individual campaigns architectural advertising, in this country, occupies the same status it did previous to the removal of the advertising interdict. It has remained, rather, for the Ontario Association of Architects to lead the way. This association, with a membership of about 150, is running a series of advertisements in several Toronto newspapers. The campaign has two main purposes. It is designed, first of all, to acquaint the public with the functions of an architect, something of which the masses are woefully ignorant. Secondly, it is planned to impress upon prospective builders the importance of having a "Registered Architect" prepare the plans. A registered architect, it should be stated, is one who meets the requirements of the laws of the Province of Ontario. These call for either a degree from a recognized university and three years' practical experience, or ten years' practical experience which meets the approval of an appointed Board. In fact, the real important feature of the campaign is to have the public recognize the distinction between the term "Registered Architect," who has all the recognized legal qualifications, and the word "Architect," which may be used without any qualifications whatsoever. All members of the Ontario Association have to meet these requirements and they only have the right to the use of the term.

ARCHITECTS PERSUADING THEMSELVES

The campaign is in the nature of a try-out. It is financed by voluntary subscriptions from a few of the members. Before the period of the initial campaign expires, however, it is hoped that those architects who have not yet been enthused to the point of contributing will recognize the importance of the advertising and accordingly send in contributions to an extent which will put the advertising on a permanent basis.

One of the advertisements (which are ten inches over three columns) is headed "The 'General' of the Building Trades," and goes on to say that "Successful building operations, like successful army operations, call for the appointment of one man who shall have final authority for all practical decisions as to materials and methods.

"In the army, the man best fitted by training and experience to fill this position is the General. In the realm of construction activities, the Director-in-Chief is known as a Qualified Architect.

Digitized by Google

THE distributors listed will gladly supply sheets for dummies or proving purposes.

DETROIT	The Union Paper & Twine Company
CLEVELAND	The Union Paper & Twine Company
CINCINNATI	The Chatfield & Woods Company
PITTSBURGH	The Chatfield & Woods Company
BOSTON	The Arnold-Roberts Company
PHILADELPHIA	Lindsay Brothers, Incorporated
WASHINGTON, D. C.	R. P. Andrews Paper Co.
NORFOLK, VA.	R. P. Andrews Paper Co.
YORK, PA.	R. P. Andrews Paper Co.
NEW YORK	The West Virginia Pulp & Paper Co.
CHICAGO	The West Virginia Pulp & Paper Co.

THE WEST VIRGINIA

NEW YORK: 200 Fifth Avenu

Digitized by Google

NO other similar brands of papers are manufactured or distributed under more advantageous conditions than are the Westvaco brands, offered in the Mill Price List.

The West Virginia Pulp & Paper Company's ownership of raw materials, their own pulp and paper mills, their 23 paper machines and their national distribution agencies, are factors unsurpassed in America by any other organization.

PULP & PAPER CO.

CHICAGO: 732 Sherman Street

Digitized by Google

"The scope of the architect covers every branch of the building industry. He has at his command full and complete knowledge of practical methods, suitable men and available material.

"After his plans are approved, the Architect co-operates with the owner and with the various contractors. He directs the work at every stage, and assumes full responsibility for carrying through every detail of the specifications to the complete satisfaction of those who are to own or use the finished structure.

"The architect is paid by the owner. His standard of practice forbids the acceptance of fees from other sources.

"Safeguard your building investment by employing a 'Registered Architect.' Make use of the specialized skill of a trained mind. Membership in this Association is restricted to men capable of rendering the highest type of service."

The final paragraph of each piece of copy is a talk on the advisability of obtaining the services of a Registered Architect. Another ends this way: "All architects are not of equal ability, but the owner's interests are safeguarded if he employs the services of a 'Registered Architect.' Choose your man from among the members of this Association. Its ethical standards are strictly maintained, and its membership is restricted to men of known qualifications for the rendering of a high type of service." All the copy is signed by the Ontario Association of Architects.

In telling PRINTERS' INK of this campaign, Joseph Banigan, who is Chairman of the Publicity of the Ontario Association of Architects, said: "Some years ago the Province of Ontario was petitioned to make the profession of Architecture a closed one. This, however, was denied. In its stead, a law was passed specifying the qualifications necessary to become a member of this Association. Right after the passage of the law the question of advertising came up. However, an unreconcilable number of members refused to use the name Registered Architect. This prevented the use of publicity until at a recent convention the entire association agreed to use the term and the publicity committee was named to familiarize the public with the words "Registered Architect," as well as with the purposes and functions of an architect.

"It is believed by the association that the functions of an architect are not understood generally. Many people imagine, for instance, that an architect can give valuable help on the building of a fine and costly residence, but that his services are not needed for the erection of a factory, warehouse or office building. It was also agreed that entirely too many building plans are drawn by inexperienced people.

"Of course, due to the radical departure which the advertising represents, we have to proceed cautiously. Only two newspapers are being used at the present time. The entire problem is simply one of education, and in due time we hope to increase the scope of the advertising and put it on a more lasting foundation."

U. S. MIGHT WELL PATTERN

When this campaign was described to a man well informed on the building situation he expressed himself as follows: "It is my opinion that the Ontario Association of Architects has started something which our American associations could very well take up. Moreover, this is the proper time to inaugurate such a campaign. One reason is that the tremendous building boom, which is now in full swing, has caused a rush of work for architects. Of course, that means an influx of incompetent people. The black eye these people are giving architects is likely to result in no little trouble when building requirements become normal. Advertising similar to that used by the Ontario Association of Architects, educating the public up to the idea of engaging only those architects who pass certain requirements, would forestall this rising resentment.

"Then the same motives which

Digitized by Google

prompted oversold lumber manufacturers, and other building-supply firms, to advertise without a let-up even though they were vastly oversold apply in the case of the architect. Also, there is another factor which enters here. When conditions do return to normal the architect will face increased competition in the form of the standardized factory and ready-built house. Manufacturers of these buildings have established themselves firmly in the field in the past few years. The shortage of structures was their opportunity, and heavy advertising has enabled them to chisel out a permanent niche in the building field. Of course it is not likely that they will ever capture a major portion of construction contracts. Yet they are making serious inroads and must be considered.

"Furthermore, this is the logical moment for architects to perpetuate the 'own-your-home' movement. Profiteering landlords and the shortage of apartments are causing more and more people to look with longing eyes to suburban sections and the time when they can purchase their own dwellings. But more often than not these plans are postponed for years, for financial reasons. Unless the pleasures of owning a home are constantly kept before these people their desires are likely to come to an untimely end.

"I could easily cite other incentives in favor of advertising, such as the possibility of stretching the building season more evenly over the year and thus providing steadier work for the architect. It seems to me, though, that those already given in themselves provide sufficient grounds for inducing the architects to come around to the use of paid publicity. I firmly believe that now is the time for action. A few years more waiting will but serve to increase the complexity of the problem.

"And while I am no advertising expert, I do know that advertising, like most other things, is more effective and less expensive when used as a preventive than when called upon to act as a curative."

"Printers' Ink" Inspired Airplane Trip

The article in the May 27 issue of PRINTERS' INK on the use of the airplane in the future for commercial purposes was responsible for the inauguration of an air delivery service by the Boston Varnish Company.

"That paragraph which stated 'The American Railway Express Company will inaugurate an air-express service between New York and Chicago as soon as an operation corporation can be formed' furnished the real inspiration," C. A. Dana Redmond, the varnish company's advertising manager, writes PRINTERS' INK.

An airplane was chartered, a route decided upon, deliveries of varnish planned for dealers in Worcester, Springfield, Greenfield, Gardner, Fitchburg and Leominster, and the plane started on its journey June 7. The high wind overturned the machine on the landing field at Worcester and broke some of the parts, so that the remainder of the trip was postponed, but late reports state that the route was to be covered without deviation, except as to time.

John Curtiss Forms New York Agency

The John Curtiss Company, Inc., advertising agency, has been formed at New York, by John Curtiss, who was one of the founders of the Atlas Advertising Agency, Inc., New York. L. D. Wertheimer, who had been with the Atlas agency during the last four years, is associated with Mr. Curtiss.

The new agency is handling the accounts of Thomas Cook & Son, tourist agents; B. T. Babbitt, Inc., maker of "1776 Washing Powder" and "Babbitt's" soap and cleanser, and Mechanics and Metal National Bank, all of New York.

W. A. Lowenberg, who has been with Calkins & Holden, Inc., and with Ruthrauff & Ryan, Inc., New York, is with the production department of the new agency.

New Advertising Group in Washington, D. C.

The Retail Advertising Men of Washington has been recently formed in Washington, D. C. Membership is limited to actual producers of advertising. Charter members are advertising managers of eight local department stores.

To Handle Jitney Bus Advertising

The Bulletin Publishing Company, Stratford, Conn., has formed a new department which will place advertising in the jitney buses of Connecticut. There are over 200 of these buses, each having sufficient room for twenty cards.

Digitized by Google

See W. S. Crawford before his DEPARTURE for Europe

W. S. Crawford of the W. S. Crawford Ltd., Advertising Service of London, England, who is now in New York on Advertising Business will be returning to England shortly.

Before he leaves he will be happy to see any Business Man interested in American-British Advertising who might wish to hear about conditions in the British Market from so direct a source.

W. S. Crawford is also prepared on his return to London—to conduct any enquiries through his organisation which you may wish undertaken and to provide that advance Service which should prove so helpful in the fruition of any plans you may have in contemplation.

W. S. CRAW

Advertising Agent

CRAVEN HOUSE · KING

Digitized by Google

W. S. Crawford Ltd., is one of the most progressive advertising Service Agencies in Great Britain and handles successfully the advertising business of many of the largest advertisers in that country.

Make an appointment with W. S. Crawford. Write him care of PRINTERS' INK, *185 Madison Avenue, New York. He will be pleased to have a talk with you.*

FORD LTD.

nd Consultants

AY · LONDON, W. C. 2

Digitized by Google

On "Picking Up" the Spanish Language

You Can't Expect to Do Business in Latin America with a Dictionary

By James H. Collins

WE do better in the matter of the South American languages than most people think.

The American salesman trying to sell goods without Spanish may have been numerous once, but he is getting scarce. Instead, you will find throughout Latin America a class of Yankees who have been living Spanish as well as speaking it any time these twenty-odd years. Our Philippine adventures gave us thousands of them, and everywhere in Latin America the ex-soldier of the United States Army, utilizing his Philippine experience, is found in executive positions.

Thousands of other Yankees have been driven out of Mexico, and are selling goods, managing branches, holding bank positions on the Southern continent. Like the Philippine veterans, they are a clan, fond of Spanish ways, rich in Spanish-American friendships, and still in love with Mexico as a country. Other representatives have learned Spanish in Porto Rico, linguistically and temperamentally, and there is the Cuban who has become a Yankee through schooling or business training in the United States, almost invariably a hustler in two languages. Many Porto Ricans are as well equipped to represent American interests in the Spanish-speaking countries, but it is the observation of the writer that the Porto Rican lacks the aggressiveness of the Cuban, being of a more docile, home-loving race.

The chief difficulty in this language question is found, not in South America, but here at home.

Next to the British, we are the most hidebound of nations in the matter of languages. The British steamship steward will spend years in the South American service, yet never learn that "café" means "coffee." Spanish-speaking passengers drive him distracted: "You cawn't understand them, sir," he protests; "really, they should bring an interpreter to speak English—this is an English ship, you know." We have better language opportunities, with our diversified immigration. But if a visitor speaks English brokenly, we class him contemptuously as a "foreigner," which means inferior, though he may be educated and speak several languages against our one.

FUNDAMENTALS IN LANGUAGE STUDY

Attracted by the South American as a possible customer, our first thought seems to be that he probably speaks English anyway, being a "foreigner." We are so accustomed to enterprise among foreigners at home in this matter that it seems natural for him to learn our language. Actually, he does, very often — the writer voyaged to Buenos Aires with an Argentino consul who had learned English during a three weeks' visit to New York. He spoke haltingly, but plainly. "The secret?" he said, producing a thick lesson book. "It is study—I have learned that by heart!"

Finally, making the tremendous concession that the best way to do business with South Americans is in their own language, we say, "Well, send Jones to night school a few weeks before he goes to South America. That will give him a book knowledge of Spanish. He is naturally bright, and a splendid salesman. When he gets down there he will soon pick up the language."

Sometimes we have heard—but again not—that about forty per cent of the South Americans speak Portuguese. Spanish and Portuguese will take one over pretty much the whole continent,

Digitized by Google

yet at times it is a fine thing to know Italian, French or German.

There are unquestionably men and women who find it easy to "pick up" languages. A veteran salesman says that, thanks to an inherited gift, he was able to do business in five languages on his first trip to South America. The writer once met a Jew who spoke Chinese fluently. Children are often born into two languages, like "Peter Ibbetson," and Du-Maurier, his creator. Language seems to be a "bump," even though phrenology is nowadays discredited, for scientists have found its areas in the brain, and there are cases where an Englishman learning Greek in school, and later having his English "area" destroyed, was driven to Greek for everyday communication.

That Jones will "pick up" Spanish in a few weeks is a very long chance—about one in five hundred. If he is among the four hundred and ninety-nine, all his Spanish must be acquired by patient grubbing, and then he may be able to get along only in monosyllables with waiters and taxi drivers. We Americans have a persistent belief that Spanish is an easy language. And so it is compared to English, French or German, because each vowel has its one unvarying sound, and nearly all the consonants. Spanish is almost scientific in its rules and practically free from non-Latin words and roots. But the blunders even a native can make with the gender, number, tense and person of the Spanish regular verb—Ola!

REAL STUDY NEEDED

A Yankee finished a hearty meal in a Buenos Aires restaurant, and put his elementary Spanish together to ask for the check. "Como" means "how," and "mucho" means "much."

"Como mucho?" he asked the waiter.

"Certainly, señor," was the reply. "Eat all you want."

"Como mucho?" he repeated, finishing his dessert, and again the waiter tried to assure him that the food was there to be eaten, and he needn't be ashamed of a hearty appetite. For the word "como" also means "I eat," and the Yankee was really saying, "I eat a great deal."

A companion story is that of an Argentino professor, visiting the United States, who learned to like ice cream before he mastered English. Going to the drug store one evening for this delicacy he kept repeating to himself, "Hielo (ice), cold; crema, cream; hielo, cold; crema, cream." And what he finally asked for was—cold cream!

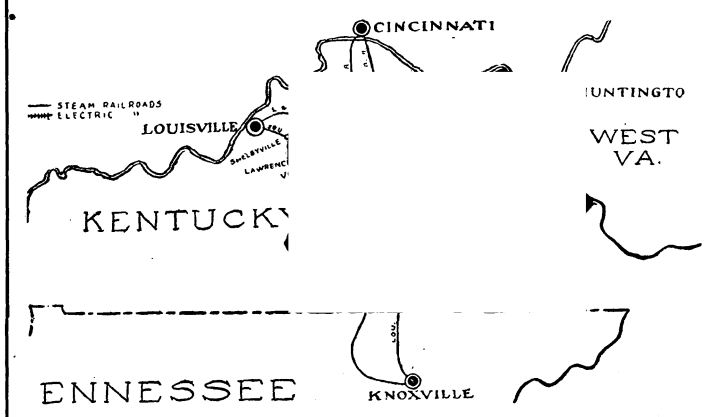
If we can drop the notion that any foreign language is easily picked up, it will be most beneficial in helping us visualize the South American requirements. It is chiefly a notion of the stay-at-home. To be pushed off into the deep water of a country where the language is strange, and one cannot even order a simple meal or ask his way in the streets, is an experience that will give anybody understanding and sympathy in this matter, and respect for the difficulties most persons encounter in the study of languages.

Our public schools, business colleges and night classes are teaching thousands of young folks what they think is French, Spanish, Italian and whatnot. So far as Spanish is concerned, this study may enable them to read the Spanish-American newspapers, but not to speak fluently, and least of all to understand the rapid idiomatic language heard on all sides. Practically every country has its own variation of the mother tongue. The Argentino with his "cazzhee" instead of "calyee" in pronouncing words like "calle" differs from the Uruguayan across the river, with his Basque descent. The Chileans have a special Spanish of their own, with their own academy to supervise it, and the Limans speak the purest Spanish of all, yet different from that of Spain.

To acquire a good book knowledge of Spanish usually takes months of hard memorizing, and months more, if not years, of everyday life in a Spanish country to acquire ease in speaking the idiom. Many Americans liv-

Digitized by Google

Concentrated



LEXINGTON

"The Heart of the Bluegrass"

The Lexington Herald dominates

- The great Kentucky oil fields
- The automobile and truck distribution center for Kentucky
- The largest loose leaf tobacco market in the world
- The greatest thoroughbred stock raising section of the United States
- The focal point of jobbing distribution for a tributary section embracing fifty counties, connected with Lexington by interurban, railroad and truck delivery service
- The center of production of hemp, blue grass seed, hay, corn, and wheat in Kentucky
- The headquarters of Eastern Kentucky coal mining operators
- A considerable manufacturing industry in flour, feed, corn products, building materials, tobacco products, soft drinks, garments, boxes, tobacco hogsheads, tents, awnings, farm gates, oil refinery and railroad shops.

Lexington is a city of 45,000 American people, live, progressive and wide awake, today in the midst of a tremendous boom in manufacturing, merchandising, building and financial activity.

The Lexington Herald is the only morning paper in Central Kentucky.

Digitized by Google

Buying Power

1919 Values

Oil	$25,000,000
Tobacco	$60,000,000
Coal	$40,000,000
Jobbing Trade	$100,000,000
Stock Raising	$55,000,000
Farm Products	$47,500,000
Manufacturing	$50,000,000
Weekly Payroll	$400,000

The Lexington

HERALD

"The Pulse of the Bluegrass"

Five years ago a certain wise man called Lexington "The Center of Culture and Agriculture." Lexington still bears this proud title, but today Lexington is more than merely a center of agriculture.

Lexington is the distributing center for the great Blue Grass section of Central Kentucky, the great coal, timber and oil regions of Eastern Kentucky, the richest in natural resources in the United States.

The limitless wealth of this field can best be tapped by The Lexington Herald, the only morning paper in Lexington. Write to the Herald's Service Department for more detailed information concerning the market for any particular product.

Address The Lexington Herald Co., or

JOHN M. BRANHAM COMPANY

Foreign Representatives

Chicago New York

St. Louis Detroit Atlanta Kansas City

Digitized by Google

ing in Spanish countries become keen students of the complexities of noun and verb, which are inexhaustible.

As has been pointed out by Professor Frederick B. Luquiens, Spanish instructor at Yale, it is a mistake for Americans to study Spanish under Spaniards, as is almost invariably done—we want Spanish for use in Spanish America, and should select as teachers natives of Spanish-American countries.

For the salesman and resident representative on the Southern continent. Spanish or Portuguese are indispensable, and good command of language at that. Nothing is more tiring than to carry on a conversation with someone who speaks your own language haltingly, blunderingly, without the shorthand of idiom and slang. Where two-thirds one's time must be devoted to guessing what the other fellow means, and trying to make him understand, there can be no business communication, and the Latin American very wisely avoids such a visitor after giving him one or two language lessons.

Yet many Americans do business on the Southern continent, and do it well, without a word of Spanish or Portuguese—or keeping the few words they know strictly for waiters. These men are executives, however. They are not selling goods or adjusting complaints, but making broad investigations and recommendations in basic conditions. Laying the foundations of business, upon which representatives and salesmen will build later, their transactions are with government officials, local authorities, heads of business concerns and principals generally. Usually they have the benefit of interpretation through their own representatives in the different countries, and their prominence and individuality assure a courteous waiving of language.

This brings up the subject of interpreters.

The notion that someone who speaks both languages can always be found to translate conversation is prevalent among Americans—and mischievous, as a little experience with hired interpreters will demonstrate. The hired interpreter is always available for a few dollars a day, and often an intelligent fellow eager to earn his money. More than that, if he likes his client, or finds the work interesting, he may forget money, and it will be hard to make him take his wages.

He knows helpful little temperamental things.

"The man we are now going to see," he coaches you beforehand, "is very able, but very vain. After I introduce you, say that you have heard of him in the United States."

And if you forget to say this, he will be sure to say it for you, and wrap it up in the flowers of Latin felicitation. He knows everybody, and bows his way past subordinates to principals. He provides you with a setting, as a distinguished visitor from North America, who is going to do much for "el pais," the country—that is, if he knows his business.

But there are factors out of his control.

ENTANGLEMENTS ALMOST CERTAIN

For example, after three days of preliminary courtesies, you finally enter the private office of a South American notable who can further your mission. The compliments are passed, not forgetting the one about his fame having reached your own restless pais. Through the interpreter you ask a question or make a statement. Eagerly the South American begins to talk. You watch his face, smiling, giving an imitation of perfect comprehension, though you do not understand a word. A dozen sentences would tell what you want to know. He talks on, and on. It takes both the interpreter and yourself to stop him, and then the interpreter turns to you.

"He says—" and your go-between endeavors to condense the long harangue so that you get its substance. Another question starts the notable off again, and you soon see that the conversation

Digitized by Google

has really given him an opportunity to make a speech. Sometimes you find yourself making long speeches, as interesting phases of a subject crop up in your mind, and you forget that one of the smiling listeners doesn't understand a word you say.

Now, suppose your talk is technical. The interpreter understands Spanish and English, but may be wholly unacquainted with the technical aspects. If you were working through your own branch representative, as interpreter, he would make the technicalities clear in both languages. He could listen to a long speech by the South American, and give you the gist of it that night at dinner. But the hired interpreter is obviously handicapped in these respects.

When technical matters are left to a hired interpreter, serious errors are bound to occur. Details are mistranslated, terms misunderstood. It is like doing business with a deaf person. Misinterpretation of a single technical word in a contract has cost many thousands of dollars in cases where business was done this way.

For the salesman, good command of the other fellow's language is absolutely indispensable, and selections should be made from the large number of Americans with experience in South America or our Spanish-speaking dependencies, or among the many Spanish-Americans. Some prejudice exists against the latter because, being chosen chiefly for their knowledge of Spanish, but not trained salesmen, they have not always done well in the Spanish-American field. But that can be overcome by training good men in the United States before sending them out, and there is also a class of what might be called "Spanish-North-Americans" who have added American business training to Latin-American birth.

One may be unable to speak the other fellow's language, yet be linguistically "simpatico."

Our Government, some years ago, sent an instructor to one of the South American countries The man chosen was constantly complaining of the people and the life. After more than a year among them he knew hardly a word of the language. He is an excellent illustration of the wrong viewpoint. The right viewpoint is to like the people, at least to learn enough of their language to catch the drift of headlines in the newspapers, and to be able to read a letter—these are matters of studying the dictionary, and do not involve training the ear or vocal organs.

ENGLISH THAT GETS BY

If the visitor is able even to read a little Spanish, it helps in many ways. For example, he can correspond with an Argentino or Chileno, reading their letters in Spanish and answering in English that can be understood by them through its similarity to Spanish. Our language is a grab-bag of every language on earth, and rich in Latin roots. By choosing Latin words, the meaning can be made clear to a Spanish-speaking person who knows no English. Instead of using Anglo-Saxon words to say "Your welcome letter is at hand," words similar to Spanish may be used, as "Your amiable communication received." Thus, out of four words, three approximate the Spanish—amable, communicación, reciber. There are many words synonymous in both languages, usually different in pronunciation, but practically alike to the eye: attention, atención; condition, condición; different, diferente; diligent, diligente; future, futuro; extreme, extremo; imperfect, imperfecto; interesting, interestante; person, persona; present, presente; repeat, repetir; nation, nación; famous, famoso. Selecting such words in correspondence is not only a courteous way of making one's self clear, but an excellent drill in language.

Probably three Americans in four have still to learn that the Brazilians speak Portuguese. An American woman arriving in Rio de Janeiro engaged a Spanish

Digitized by Google

"Ten Men from Texas"

Open Permanent Offices
In New York and Chicago

HOW about Texas? How about the Great Southwest? To answer these questions and many more, Ten Men from Texas have opened permanent New York and Chicago offices. Transplanted from the fertile Southwest, teeming with prosperity, these Ten Men from Texas are ready to meet you, to make it easy for you to learn all about Texas and the Great Southwest.

Do you want to learn about this vast market? Do you want to know its needs, its tastes, and the conditions that surround its local trade? Do you want merchandising facts and figures based on research and personal contact? If you do, call Gramercy 5948 and ask for one of the Ten Men from Texas. They are from Texas, and know the Great Southwest.

Digitized by Google

Read the Following and Get Your Merchandising Details from Ten Men from Texas

The story of the Southwest today astounds the person whose information is based on pre-war conditions—1912 is almost as far away as the geography and history of our school days.

King Cotton—Texas now produces one-fourth of all the cotton grown in the United States. The 1919 cotton crop of Texas reached a total of 3,064,977 bales. (*Ginner's Report of March 20th, 1920.*) Valued at $613,913,000.

New Wealth—Texas produced over two billion dollars new wealth from agriculture, live stock, and oil in 1919. Of this amount, $1,076,163,000 came from agriculture alone.

A Third of a Billion More—Texas in 1919 produced $368,845,000 more in agricultural products than in 1918. This means that the purchasing power of Texas farmers is more than a third of a billion dollars greater in 1920 than it was in 1919.

Texas an Oil Fountain—Texas became the second oil-producing state in 1919. The year's production exceeded 90,000,000 barrels, or one-fourth of the country's total. The Southwest is now the leading oil-producing territory in the whole world.

A Fifty Per Cent Jump—The general business growth of Texas in the summer and fall periods of 1919 was greater than in any other state—a fifty per cent jump over the same periods in the previous year.

Swelling the Total—Oklahoma produced over $500,000,000 in agricultural products in 1919. Arkansas, Louisiana, and New Mexico together produced nearly a billion more.

The Southwest Needs Your Goods—The channels for distribution are clear. Eighty-three out of every hundred persons live in towns of 5,000 or under and on the farms. It is an agricultural country and the wealth comes from agriculture.

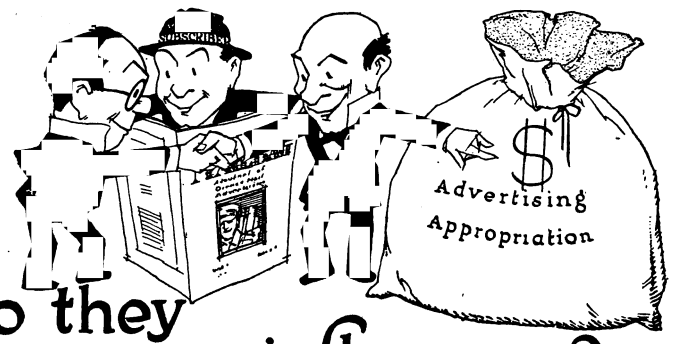
Ten Men from Texas will tell you gladly about the stores that supply this Five Billion Dollar market with goods. They know this market from the Mississippi River to the Arizona border. They know what the market wants, and how you can put your goods into Southwestern homes.

NEW YORK: 1 Madison Ave., Room 346—Phone Gramercy 5948
CHICAGO: 616 South Michigan Ave.—Phone Harrison 3942
Home Office: DALLAS, TEXAS

HOLLAND'S MAGAZINE
Read by the women in 200,000 homes in the towns of the Great Southwest.

FARM AND RANCH
Read on more than 100,000 of the leading farms and ranches of the Great Southwest.

Digitized by Google



do they have any influence?

Do MAILBAG subscribers *directly influence* the buying of direct-mail advertising?

First, in this series, we told you what THE MAILBAG *is*.

Second, we told you who *read* THE MAILBAG.

Third, we told you how much money they *spent* for *all* advertising.

Fourth, we told you how much they *spent* for *direct-mail* advertising.

Fifth, we told you whether they *read* MAILBAG ads.

And now—we'll tell you whether they influence buying. And we found this out, just as we found the other things out, by asking them. 948 replied to this question:

***Question*—Do you directly influence the buying of direct-mail advertising?**

***Answer*—"YES"—877; "NO"—71.**

So here you have it now—the right class to *reach;* with the money to *spend;* with reader *interest* in the advertising, and direct *influence* in buying.

And the figures presented are amazing, startling, in every instance.

This isn't the whole MAILBAG story, but it surely is a big enough part of it to show you that THE MAILBAG is an advertising medium you can't afford to be out of.

The MAILBAG
A Journal of Direct-Mail Advertising
TIM THRIFT, Editor
1800 E. 40th Street, Cleveland, Ohio
Eastern Manager—S. M. GOLDBERG, 303 Fifth Avenue, New York
Western Manager—W. B. CONANT, 840 State-Lake Bldg., Chicago

(6)

Digitized by Google

teacher and took a dozen lessons before finding out that Spanish was not the language of that country. In the wide substitution of Spanish for German in our schools and colleges, students have been assured that this language will be useful in our wider relations with Latin America. Hardly any Portuguese courses have been provided, however, and even such all-knowing persons as our college presidents have been astonished when assured that Portuguese is the language of 40 per cent of the South American people.

Then it is assumed that Spanish is pretty much like Portuguese and will answer every purpose in Brazil, and again, that the Brazilians all speak French. Both assumptions are wrong. The educated Brazilian learns French as his other language, and it is also spoken in the shops in the principal cities. But back in the country, French is of no more use than Choctaw. The Brazilian understands Spanish, but even Spaniards may have difficulties in understanding Portuguese. The use of Spanish in Brazil is a reflection upon the people of that country, who feel that the concern using it in correspondence or printed matter has not thought Brazil important enough to acquire its language. Moreover, there is still a certain antagonism between the Brazilians and their Spanish-speaking neighbors, arising out of old wars. And it is returned with interest, for any joke about a Brazilian, no matter how obvious, is certain of its laugh in Argentina or Uruguay.

Portuguese is more difficult than Spanish. It has more vowel and consonant sounds, and more arbitrary pronunciations, like French. It also has more words from other languages, echoes of world-wide exploration by Portuguese navigators, while in Brazil the language has been modified by Indian words. With a speaking knowledge of Spanish, however, backed by diligent study and practice, the average American can acquire facility in Portuguese in from six months to a year. Meanwhile, his Spanish will serve most ends, and the Brazilians will be tolerant of him, for, as they say themselves, "We Brazilians love fun, and will laugh at anything except a foreigner's mistakes in our language." As in the Spanish-speaking countries, by far the greater proportion of Americans doing business in Brazil, either as resident representatives or travelers, speak the language of the country, and in many cases speak it fluently.

Consumer Organization Means Protective Insurance

E. R. Squibb & Sons
New York, June 15, 1920.

Editor of Printers' Ink:

The article by E. St. Elmo Lewis in the June 3 issue of your magazine, in which he advances the possibility of creating a widespread interest among consumers for the avowed purpose of squarely coping with a condition of radicalism which threatens this country, is worthy of a practical response which should be the speediest possible.

To my mind immediate mobilization of the common people, with nothing more definite as its reason than the necessities of the situation and the suggestive means of "doing something" as outlined in this article, is about the most sensible step that could very well be taken right at this present moment.

No prophet is needed to foretell urgent necessity for reaction in advance of impending disorganization of industrial processes, for we have such with us as the first roll of distant thunder which of itself does not indicate the exact direction of a storm already started, and Mr. Lewis comes along with his policy of protective insurance "just in time."

Bevan Lawson,
Marketing Manager.

St. Louis Advertising Women Establish Employment Bureau

The St. Louis Women's Advertising Club has established an employment bureau "to find competent women for advertising agencies who need help; and to get positions for the advertising women of St. Louis who are out of employment."

Hyman Schwartz Will Join J. Bulova Co.

Hyman Schwartz, recently with the marketing department of Robert H. Ingersoll & Bro., New York, will join the J. Bulova Co., manufacturer of Swiss watches at New York in the capacity of a merchandising executive.

Digitized by Google

The Economical Way of Using Silver Prints

For Accurate Reproduction, Especially If Line Engravings Are Desired, It Is Frequently the Least Expensive Method to Use

CANADIAN INGERSOLL-RAND CO.
LIMITED

SHERBROOKE, QUE., June 16, 1920.

Editor of PRINTERS' INK:

In the current issue of *Printers' Ink Monthly* I noticed several references to "silver prints" and some suggestions regarding them. Owing to the cost of engraving and paper at the present time, catalogues and circulars covering mechanical appliances are very expensive and I would like to investigate this method and see whether or not it would be of any use to us. Can you either give me the information by return mail or advise me where I could secure full particulars as to the kind of paper on which the prints are made, where it can be procured, and the composition of the bleaching fluid? I presume that this process is similar to the common practice of inking in blue prints and then bleaching them with carbonate soda.

F. A. MCLEAN,
Publicity Department.

THE use of silver prints means, of course, line plates, and this in itself is an economy. Against this, however, must be balanced the cost of the artist's time, in producing an original drawing. Many half-tones, made from photographs, have required no retouching.

The silver print fills a definite need: when line illustrations of an authentic character are desired, the print saves pantographing or laying out in pencil. The artist simply works with his pen right over the facsimile, afterward "bleaching" it out. This leaves only the pen work.

To make silver prints requires all the equipment of a photograph gallery, and it would seem much more economical simply to send the original subject to an engraver, who usually makes it, as a part of his service—at a quite nominal cost—or to a photographer.

Here is another argument against an advertiser making his own silver prints. After paper has been treated chemically, it will not keep for any great length of time. It is highly perishable. Those concerns supplying silver prints for commercial purposes lay in a stock of what is known as "plain salted paper" (a paper made for this specific purpose). It may be had of any engravers' supply house. This paper is silvered (sensitized) as it is needed, and is never made up too far in advance.

As to the cost—the materials used in the above processes amount to little. The time and labor are a decided expense. If cost is the chief factor to be considered, it would be far cheaper, we believe, to purchase silver prints as they are needed from an engraving house or a photographer. If, on the other hand, color-separation is desired, or color-value prints, the professional photographer is the wise source, for he has panchromatic equipment.

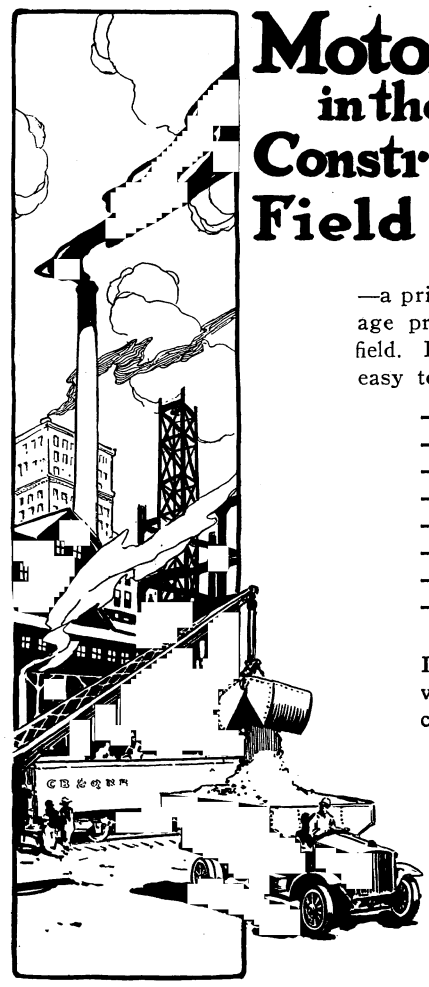
The bleaching solution can be kept "in stock." It is merely a saturated solution of mercuric bichloride.

The process is not dissimilar to the inking-in of conventional blue prints, and bleaching them.

When silver prints are used, absolute accuracy is assured. It is a mere matter of tracing an original, although some artists reach a high degree of artistic efficiency in the techniques they employ. A silver-print drawing can be disagreeably tight and mechanical when certain liberties are not taken.

Here is a case in point, as to the economy of the idea: an advertiser wished to reproduce twenty-five views of factories and office buildings in a page newspaper advertisement. He was sure in advance that half-tones, even in coarse screen, would not print well in some of the papers on his list. Silver prints, of a uniform size, were made of these buildings, and outline pen-drawings made over them. The complete job was

Digitized by Google



Motor Trucks in the Construction Field

—a printed booklet analyzing haulage problems in the construction field. It's letter size, easy to read, easy to file. It tells

—how many trucks are used
—how large
—what make
—what they haul
—how far
—over what roads
—on what tires
—in what bodies

* * *

In short a crisp, definite survey, carefully made, succinctly reported.

* * *

Concrete

CONCRETE will send a copy of this book without obligation to men who have trucks and truck accessories to sell.

CONCRETE, by the way, is a live, forceful paper of long standing in the construction field. A. B. C. and A. B. P. A copy of CONCRETE will be sent on specific request and will *not* be followed up by any silver-tongued space salesman!

Concrete-Cement Age Pub. Co., Detroit, Mich.

Digitized by Google

Linoleum Manufacturers

TWENTY hundred thousand feet are daily tramping over the floors of the 2,700 Y. M. C. A. buildings.

A new Y. M. C. A. club house is opened every five days. Plans for 1920 cover the expenditure of $14,000,000 for new equipment and of $6,000,000 for replacements.

Your product is needed to make these club houses neat and attractive. Tell them so and get your share of this business.

An analysis of the paid subscribers to ASSOCIATION MEN shows the following classification:

Business Men and Manufacturers	38.4%
Bankers	4.2%
Professions	15.8%
Office Executives	19.3%
Religious Leaders	16.9%
Miscellaneous	5.4%

The above represent men of unusual buying power

Write "Association Men," the official magazine of the Y. M. C. A., for full details of the effective way to reach this big field.

Our service to advertisers insures unusual results. Ask about it.

347 Madison Avenue
New York City
New York

Western Office
19 So. La Salle Street
Chicago

Digitized by Google

finished in a day. Had it been necessary for the artist to pantograph the outline of those buildings on a sheet of white paper, or sketch them up, or even trace them, by tissue paper, it would have taken a much greater length of time and would have cost many times as much.

Engravers and photographers have so perfected their methods, that prints can be made on any kind of bristol-board, illustration board, or any weight and surface of paper desired. In fact, if you prefer to send your own board or paper, the silver print is placed directly on this paper in any position indicated. The use of rough illustration-board in this manner makes possible dry-brush and crayon effects.—[*Ed.* PRINTERS' INK.

Ford's Chance to End "Flivver" Jokes

AMERICAN STOVE CO.
NATIONAL STOVE CO. DIV.
LORAIN, OHIO, June 22, 1920.

Editor of PRINTERS' INK:

The Ford automobile does not advertise in national magazines. Why not?

Probably because they are always oversold. Good enough. But why not advertise to give the Ford auto prestige?

Why not advertise in a smashing big way and take the "joke" out of the Ford car?

Use color pages, preferably covers, to tell the story of the sturdy, "always gets there" (delivers the goods, so to speak) car. Spend not less than $250,000 to show the Ford ploughing through hub-deep mud, or fence-high snow, carrying the country doctor on his mission of life and death, at the same time picturing big cars completely stalled.

Picture the Ford in the thousands of ways it is bringing happiness and profit to millions of people, and thus put the Ford where it belongs, in the class of indispensable utilities and take it off the vaudeville stage as the last resort of the knock-down comedian who always is sure of putting a "Ford joke" across.

The Ford company owes it to its patrons to give the little car prestige, to make the owners point proudly to a ripping good ad and say, "There's our car."

The best thing about the Kresge prestige advertising is that it causes people to feel that they can walk in one of their stores without instinctively looking over the shoulder to see if a friend caught them in the act. Nobody needs to know anything about a Kresge or Woolworth store, but they do need a stiffening of the backbone so as not to be ashamed of being seen buying a 5- or 10-cent article. Hence, Mr. Ford ought to put advertising and prestige behind his car so that nobody will duck when the slap-stick artist grins appreciatively and begins, "Here's a good one."

C. F. FARNHAM,
Advertising Department.

IN his letter Mr. Farnham scores an important point. Advertising men are almost unanimous in their opinion that Henry Ford should advertise his car if for no other reason than to keep people from joshing about it and to make it unnecessary for them to feel that they have to apologize for owning one. This is a point, by the way, which has been mentioned a number of times in PRINTERS' INK during the last few years. We append herewith a list of some of the articles in which the subject has been discussed more or less directly.

Ford Dealers Demonstrate Car's Advertising Possibilities. February 1, 1917.

With Increased Selling Resistance Ford Company Lowers Prices on Its Cars. August 3, 1916.

Ford Company's Advertising Manager Expresses Opinions About the Ford Jokes. (The Little Schoolmaster's Classroom.) September 23, 1915.

What Effects Do Ford Jokes Have? (The Little Schoolmaster's Classroom.) June 24, 1915.

Henry Ford as an Advertiser. January 22, 1914.

—[*Ed.* PRINTERS' INK.

Bush Service Discontinued; Hoyme Takes Over Accounts

The Bush Advertising Service, Inc., New York, has been discontinued. Many of the accounts which were handled by this agency have been taken over by Robert Hoyme, Inc., New York.

The officers of the Bush agency were: Irving T. Bush, president; J. F. Atkinson, vice-president and general manager; H. F. H. Reid, vice-president, and R. G. Simonds, treasurer.

With Randall Agency

J. C. Borden and W. J. Barron have recently joined the staff of the Chicago office of the Fred M. Randall Company, Detroit.

Digitized by Google

To-day's News in the Advertisements

Facts Are Stated in an Entertaining Way and Are Frequently Brand New, the Result of Painstaking Investigation by the Advertisers

By J. H. Payne

Vice-President, Fraser Brick Co., Dallas, Tex.

WITHIN the past few days I have picked up a great quantity of real and very interesting information upon a great variety of subjects. Most of it was perfectly new news; some of it consisted of things I had once known but had forgotten, so they too were news. This particular fund of interesting information embraced the fields of housekeeping, mechanics, health, food, care of the hair, anatomy, furniture, manufacturing, office and executive efficiency, fuel conservation, trend of shoe prices, the only kind of drinks that are left—the soft ones—travel, music. Sitting in an easy-chair beside my own fireside, I acquired fifty-nine interesting news items, all more or less valuable to me to know. Let me mention just a few of them better to illustrate my point.

I learned that 80 per cent of the tuberculosis in America starts among children under fifteen; much of it begins with colds; wet feet cause colds. I learned that two-thirds of the heat in an oven is radiant heat, and will penetrate a glass cooking vessel. I found out where the arch is in my foot —and it is not where I always thought it was. I learned that a not entirely well yet not wholly sick condition may be traced to unsuspected pyorrhea; that through the use of dictating machines the accounting department of a large railroad system averages 117 letters per transcribing operator per day; that "Green River" now refers to a snappy lime drink; how the tempering of hammers and axes is controlled; that there is now on the market a combination pressure gauge and air valve which constantly shows the amount of air pressure in the tire; that Remington typewriters have been our business ambassadors abroad for forty-six years, and that over 2,000,000 women owe their careers to these machines; that in 1646 the Boston shoemakers petitioned for a consolidation of their craft, "that all boots might alike be made well"—a refreshing change from present-generation demands of labor unions; that sometimes the fretfulness at night of a healthy child can be traced to an uncomfortable or squeaky bed.

SUBSTANTIAL INFORMATION IN THE ADS

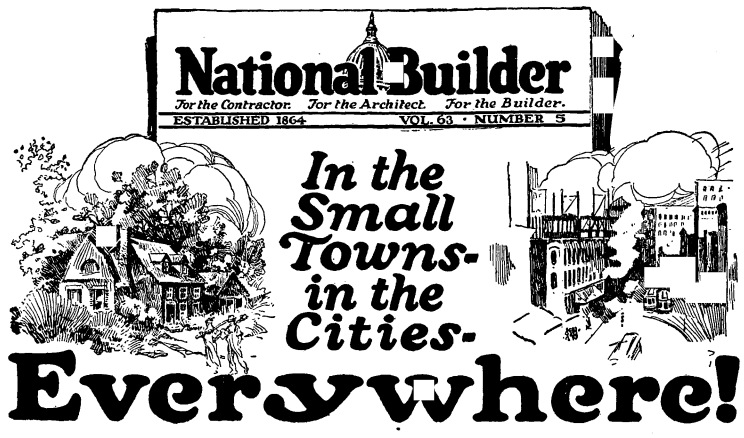
I have a pretty good idea of what the spring and summer styles will be in every article of men's dress where fashion enters into them. I have a notion about a kind of underwear that promises greater comfort than I have heretofore enjoyed. I feel qualified to choose discriminately when it comes to refurnishing our veranda in a few weeks. There is some information in my head that would enable me, were I burdened with a lot of cash crying for investment, to select certain securities that would bring good returns and still keep my capital liquid and available for an emergency. While my interest in them is solely by proxy and largely subconscious, if I try just a little I can tell this month's style of georgette blouse from the old-fashioned early 1920 models which are now so out of date.

As you have already guessed, all this information and news came from advertising columns.

With these examples and observations before us, it is not, I

Portion of address before the St. Louis Advertising Club.

Digitized by Google



The Contractors, the Architects and the Builders will find the "Big Home and Housing Number" (the August issue) a valuable guide and help.

It will be their dependable source of practical help and information on homes and houses. Industrial homes and houses will be featured especially.

Manufacturers whose products are used in building or who make contractors' or builders' tools, machinery or equipment can reach a Three Billion Dollar Market through the "Home and Housing Number."

20,000 Contractors, Architects and Builders will get the "Home and Housing Number."

First forms close July 15; last forms close July 23.

Member A. B. C.
Member A. B. P.

TRADEPRESS PUBLISHING CORPORATION
542 South Dearborn Street CHICAGO

Digitized by Google

Foldwell
Coated Writing

"Here's a Great Idea—
this Display Letter"

"This letter *makes* you appreciate the features of the product it explains. Everything pictured—and no chance of the illustrations losing themselves, or coming late under separate cover."

FOR remarkable results in "follow up" print your letterhead on a four-page display letter. The first page for your specific, typewritten message; the other three pages for printed matter and illustrations. Visualize!

Let us send you a portfolio of display letter suggestions. You'll find some valuable, proven sales helps among them.

Foldwell's specially prepared surface makes it an excellent paper for this purpose. And its unmatched strength preserves the freshness of such letters even under severe handling. Foldwell Coated Papers are made in Book, Cover and Writing.

CHICAGO PAPER CO., Manufacturers
819 S. WELLS ST. CHICAGO, ILL.

Nationally Distributed

FOLDWELL

Digitized by Google

think, an extravagant statement to say that advertising is one of our greatest educational forces. I am by no means certain that a careful analysis would not show that more of an educational informative nature is found in the advertising columns than in the text of the average publication.

Occasionally a news story in the newspapers or magazines is our introduction to a new idea, discovery or invention. But we make its acquaintance and really come to know it through the medium of advertising. Between the time of its announcement and its subsequent marketing we may hear it talked of—it may be offered us by a salesman. But we begin to take it seriously only when we see it advertised—paper towels and cups, for example.

The inauguration of an advertising campaign is now almost in itself a guarantee of worth. In these days of merchandising investigation and market analysis advertising appropriations need not be, and rarely are, made without definite assurances that the campaign will be successful, and no introductory campaign can be classed as a successful one unless the quality of the product or service will merit repeat orders.

"National Safety News" Will Be a Magazine

The "National Safety News," which has been published as a news letter for the members of the 7,500 industrial plants of which the National Safety Council, Chicago, is composed, will assume the size and scope of a magazine, beginning July 5. It will be devoted to the interest of accident prevention and the health of industrial workers, and will seek advertising.

Louis Resnick, who has been director of publicity of the National Safety Council, will be editor, and John W. Bready, who has been a member of the advertising department of Marshall Field & Co., Chicago, will be advertising manager.

Fruit Growers Form Research Laboratory

The California Fruit Growers' Exchange has established a research laboratory at Corona, Calif., in charge of C. P. Wilson, for thirteen years with the Bureau of Chemistry of the United States Department of Agriculture.

Informing the Farmer About Powdered Milk

Powdered milk is "a boon to the dairy farmer," according to advertisements signed "Twenty-one Powdered Milk Manufacturers," that have appeared in Atlanta, Ga.

The advertisements, apparently intended to discourage criticism that may arise from ignorance of what powdered milk is, after setting forth the advantages of powdered milk, say:

"Only the short-sighted dairy farmer is opposed to the idea of powdered milk.

"The up-to-date dairyman knows that the per capita consumption of milk in the United States is less than half a pint a day.

"Milk-powdering plants eventually will take care of all the milk farmers can produce.

"A dozen milk-powdering concerns are ready to come into Georgia the instant that Georgia can show a milk surplus.

"But at the present time Atlanta is paying 25 cents a quart for liquid milk.

"And powdered milk costs 17 cents a quart, plus your labor, slight though that is, of reliquefying the powder.

"Georgia needs all the liquid milk Georgia can produce and all the powdered milk that can be secured in addition.

"In other states it is very much the same way.

"Where milk-powdering plants do exist, there the farmer receives the best price for his milk.

"More than that, this farmer always has a market for his surplus production, whatever the season.

"The world will *never* produce as much milk as the people really need. But the powdered milk industry is the greatest possible stimulus to milk production."

Made Advertising Manager of Chelmsford Spring Co.

Capt. C. L. Armstrong, at one time associate copy director of Mallory, Mitchell & Faust, Chicago, now the Mitchell-Faust Advertising Company, and recently vice-president of The Izzard Company, advertising agency of Seattle, on July 15 will become sales and advertising manager of The Chelmsford Spring Co., of Chelmsford, Mass.

E. B. Flippen With Briscoe Motor

Eric B. Flippen has been made assistant advertising manager of the Briscoe Motor Corporation, Jackson, Mich. Mr. Flippen was engaged in advertising work up until the time of joining the A. E. F. in 1917. Enlisting as a private, Mr. Flippen was promoted to a lieutenancy for valorous service in the Argonne.

Digitized by Google

Disston Catches Known and Unknown User

(Continued from page 8)

in some of this copy that will cause many advertising men to pause and wonder. For example, in a few of the advertisements directed at the home-owner — the handy-man—are these words:

"For the next few years you will need a good saw more than ever. Carpenters are going to be too busy putting up buildings to come around and fix your coal bin and your porch screens."

What is the carpenter going to say about this? Is he not going to feel that this kind of advertising will build up some opposition toward him in the minds of his customers? Is it not probable that this will antagonize carpenters as a class?

The company knows the carpenter as well as he knows himself. Sixty-five years of selling to carpenters means a pretty intimate knowledge of their minds. The carpenter is a mechanic. He learned his trade. Selling a tool he uses to a man who does not know his trade is not the same thing as teaching that other man the carpenter's trade.

But the company wanted to be sure of how the carpenter felt about its advertising, so it made a survey to find out. Then it learned an interesting item of information that had not been in the book. The only thing the carpenter could see was that the company was helping him. Give the average man a saw and tell him to do a little job of carpentry and it does not take him long to discover what he does not know. His opinion of the carpenter's knowledge and skill begins to rise. He is glad he bought the saw, and the carpenter has a better opinion of him for buying a good saw, but he could never do the carpenter's work if he had a million saws and all his other tools besides.

Another piece of copy reads: "An inexperienced man needs good tools more than an expert does. A good carpenter could get better results with a poor saw than the average householder, but *he* wouldn't use a poor saw. He would use a Disston. When you do the little repair jobs around the house, you shouldn't cripple yourself by using a poor, blunt saw that sticks and binds in the softest wood and simply will not make a clean, true cut."

This is selling the carpenter and the home-owner and doing them both good.

Let the consideration of this campaign point out ways for strengthening your own advertising.

Portland Daily Starts Service Bureau

The *Oregon Journal,* Portland, Ore., has organized a merchandising service bureau in charge of J. F. Langner, formerly manager of the *Oregon Journal* Country Life Department.

B. M. Kramer Directs Napier Saw Advertising

B. M. Kramer, assistant sales manager of Napier Saw Works, Inc., Springfield, Mass., is now in charge of the advertising department of that company.

Charles H. Dickson Dead

Charles H. Dickson, who was for more than thirty years in charge of advertising in dry goods, cotton and other lines for the New York *Journal of Commerce,* died on June 25 at Jersey City in his sixty-fifth year.

Added to Joseph Katz Staff

Julien Grossfeld, formerly on the copy staff of the McJunkin Advertising Company, Chicago, has gone to Baltimore to join the staff of Joseph Katz, advertising.

Joins Arkin Advertisers Service

Harry Lewis, who served overseas with the Eighty-second Division and who was formerly with the Atlanta *Georgian* and *Sunday American,* has joined the Arkin Advertisers' Service, Chicago.

Frey Company Adds to Staff

Alexander Popini, who was a member of the bombing squadron of the Royal Air Force, has joined the New York office of the Charles Daniel Frey Company.

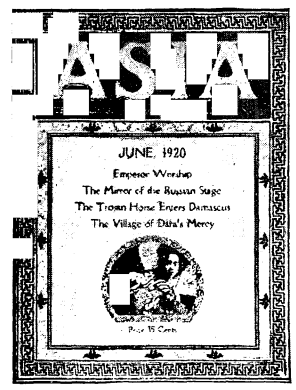
Digitized by Google

Spiked!

We want to spike that notorious dame, Rumor.

It is wafted back to our ears that ASIA'S main circulation is outside of the United States. Nonsense! Just sheer nonsense! It is one of those wild assumptions that because a magazine is called "Heaven" it circulates in Paradise. Less than 2.75% of our subscriptions come from overseas. And that's that!

RAYMOND A. BABCOCK
Director of Advertising



ASIA PUBLISHING COMPANY, 627 Lexington Ave., New York
In the West: SEARS & IRVING, Peoples Gas Building, Chicago

Digitized by Google

This is One of Sixteen Thousand

The South has Sixteen Thousand Lumber Mills.

The power requirements of one mill does not amount to much, perhaps, but collectively this industry runs up a mighty big bill for power plant equipment and supplies.

It is another of the South's power using industries that you can cover most effectively through SOUTHERN ENGINEER, with its thorough Southern circulation.

SOUTHERN ENGINEER reaches the chief engineers and superintendents in all power using industries; has the only thorough circulation in the South and a prestige that naturally results from being recognized by the South's engineering field as "our own engineering paper."

W. R. C. SMITH PUBLISHING COMPANY

Members A. B. C. & A. B. P. Atlanta, Ga.

Publishers of Southern Engineer, Cotton, and Southern Hardware and Implement Journal

Digitized by Google

Market in State of Constant Change

THE average merchant or manufacturer speaks of his "market" as if it were a physical entity, like his desk or his motor car. He seems to believe that when he has once "sold" this market it becomes his property and represents a constant absorber of his wares. In a measure his mental attitude is that of one Dick Swiveller who, when a bill was presented to him, calmly tore it up and dropped the pieces in the adjacent waste basket, remarking fervently, "Thank heaven, that's paid!"

Of course the facts are that no market remains fixed; but is a constantly shifting quantity, and requires to be "sold" constantly. Official figures show that there were roughly 1,200,000 marriages in the United States in 1919. That means that nearly two and a half million people who previously had no material interest in furniture, canned goods, cooking utensils, baby carriages, refrigerators, carpets, kitchen cabinets or preserving kettles, began to take an absorbing interest in such trifles of existence about the time they had made up their minds to visit the marriage license bureau. In other words, because of a very definite interest in each other's personalities and peculiarities they had quite suddenly become a "market" for some certain number of merchants and manufacturers.

Using the figures in the preceding paragraph, and taking a city like Chicago for example, there is a new market this year in the big town beside the lake of over 60,000 people who have never given a thought to household goods before, and they need to be "sold." They need to be told about things that have never entered their minds before. Put another way, there are 30,000 new homes getting under way in Chicago during 1920. Those homes will need quite a number of new plush albums, teething rings, and pillow cases, etc., etc.

The question then arises, where will these new buyers purchase, and what will they buy? Quite obviously they will buy the goods that are advertised, or that they have become familiar with, perhaps unconsciously, through advertisements that have been kept running. In other words, the much-talked-of "market" is a term, and not an entity, and it needs constant development and selling force applied to it through the advertising columns to keep it an active term.

In the Eastern States alone last year new business corporations with gross capitalization of over four billions of dollars came into being. Not only did they need offices, but they needed office equipment and supplies. They constituted a new "market," and they bought the lines that their officers had become familiar with, or that they found advertised when the need arose. In the words of Mr. E. S. Hole:

"Said the scribe, 'If men were wise
None would need to advertise.'
Yea, but he who was still wiser
Would remain an advertiser."

—The "Right Angle."

C. S. Butler With "Cine-Mundial"

C. S. Butler has joined the Chalmers Publishing Company, New York, as a member of the advertising staff of *Cine-Mundial.*

Mr. Butler had been with the Frohman Agency for a year, and Atlas Agency, New York, and prior to entering the service of the navy during the war was with *House and Garden.*

Seattle Advertising Club Organized

About thirty-five advertising men of Seattle, Wash., held an organization meeting last month to inaugurate the work of the new Seattle Ad Club.

Membership in the new club will be restricted to men who devote the major part of their time to advertising. H. C. Sieck has been appointed chairman of the organization committee.

C. S. Weiss in Paint Advertising

Charles S. Weiss, formerly with the Fulton Motor Truck Company at New York, as assistant advertising manager, is now a member of the advertising department of the Hilo Varnish Corporation, Brooklyn, N. Y.

Digitized by Google

Selling Your Goods to the Retail Clerk

Sales People of Country Stores Do Much of the Buying

By H. E. Miles

A SALESMAN went into a store in a small, middle-western city and, speaking to a young man behind the counter, asked for the proprietor. He was pleasantly informed that the "boss" was out, but would return in a short time. The clerk was affable and asked the salesman what line he represented, receiving the information in somewhat of a grudging manner. The salesman showed plainly that he wished to do business with principals only and that he was not at all interested in the employees of the store.

Seeing that his cordiality had met no responsiveness, the clerk went about his work, and shortly the proprietor came in and the salesman made known his business. After looking over some of the samples, the merchant said, "The goods look all right to me, but I will have to call Mr. Smith, as he looks after that part of the stock and knows what goods we are needing and what is selling best with our trade." He then called the clerk the salesman had previously met and virtually turned the buying of the goods over to him. The sale was small —no larger than the clerk felt was absolutely necessary for immediate needs.

In many small-town stores, the sales people, while not known as buyers, really exercise this authority to a large extent in the buying of certain parts of the stock. Many salesmen have learned that it is not the "boss" that they must sell, but some certain employee of the store, and about all the business they have with the proprietor is to show him the order and get his O. K. on it.

The most successful salesmen are the ones that are on terms of personal friendship with both the proprietor of the store and with his clerks, and who are always willing to spend as much time and energy in selling the clerks as in selling the dealer.

It is not simply the brands that should be advertised to the retail clerk, but the house back of the brands and the salesmen who are selling them. The clerk should be included in the selling organization—one of the principal links in the chain between the manufacturer and the consumer—not a weak link, but a necessarily strong one. The advertising should aim to make him strong. The merchandising policy of the manufacturer, the sales plans and even the retail clerk himself, should be sold to him by advertising, just as, often, the goods must be sold, literally, to some employee of the store rather than to the merchant.

THE LEVER TO OPEN THE DOOR TO NEW LINES

And selling things to retail clerks is not so easy as it looks. Retail clerks in small towns are not the most progressive or best educated men commercially, because if they were they would not be small-town retail clerks. For that reason, selling them things is often a process of breaking down barriers of tradition and prejudice.

Most retail clerks are loyal to the store they work for, and are willing to do anything that seems to them to be for the best interest of the business, but they are apt to look upon new departures with distrust. Many of these clerks have been in the employ of the store for years and have seen it grow and prosper and they dislike to see changes in policy or in the handling of goods that might not be for the best interest of the busi-

Digitized by Google

REAL CO-OPERATION
APPRECIATED BY
AGENCIES

Subject: TRACTOR INDUSTRY.

The following letter (one of many) speaks for itself:

NEW YORK, June 11, 1920.

FARM MACHINERY-FARM POWER,
St. Louis, Mo.

"We wish to acknowledge receipt of your very **valuable** and **complete** Survey of the Tractor Industry in answer to our questionnaire of recent date.

"The report you have sent us covered **most thoroughly** the different phases of the industry, and has been of value to us in our investigation.

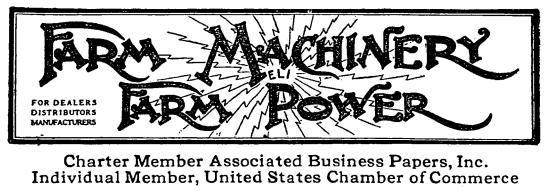
"Such co-operation and assistance is most heartily appreciated by our organization.

"We wish to express again our sincere thanks."

Yours very truly,
(A very prominent New York Advertising Agency)

SUBMIT your Tractor and Farm Equipment Problems to the Business Paper that has "grown up" with this Industry. Get the benefit of our thirty-four years' experience with successful Dealers and Manufacturers.

Ask us pointed, specific questions.



Charter Member Associated Business Papers, Inc.
Individual Member, United States Chamber of Commerce

ST. LOUIS, MO.

"HEADQUARTERS FOR TRACTOR AND FARM EQUIPMENT FACTS"

Digitized by Google

Some Electric Range is to be the Leader

Will It Be Yours?

ONE of the foundations of success lies in employing the best counsel.

If you are a manufacturer of electric ranges you will have gained something on competition by talking with men with good sized experience in advertising electrical specialties.

Write to us. An interview will be arranged.

Matteson·Fogarty·Jordan Co.
Advertising
140 North Dearborn Street, Chicago
Telephones, Central 3820-3821

Digitized by Google

ness. How quick an old employee is to give an order for merchandise he has sold year after year and how slow to take on something new! This has led to the supposition that the retail clerk often desires to hold down lines out of sheer laziness. This is not a fact—the average small-town clerk is anything but lazy—he works early and late and is always interested in the success of his store. To him it is his store. But he does not always see the possibility of a new article, even though it may be widely advertised.

And, speaking of advertising, one of the hardest things to sell to retail clerks is advertising itself. Sometimes you find a small-town clerk who thinks the "boss" ought to advertise more, but as a general thing the clerk is not much in favor of the advertising appropriation. He is apt to consider it a wasteful expenditure, and, from his personal interest in the financial welfare of the store, desire to see it trimmed down as much as possible.

Among old clerks the notion is prevalent that the store's customers are almost as loyal to it as they themselves, and that the business has been built up by steadily adding to the store's personal friends from year to year until nothing can take away its prestige and nothing materially add to its sales except the same steady growth of the number of its friends. They feel a personal pride in helping to secure this trade and the suggestion that printed salesmanship can, in any way, take the place of, or even supplement their efforts to any appreciable extent, is almost an insult to them.

Such retail clerks have no hesitation in advising the proprietor of the store against the use of money for advertising, and they do it with honest conviction and every intention of safeguarding the business they love.

Many a merchant has visualized the effect of handling a nationally advertised product and connecting up with the selling campaign in his own local advertising. But

Keeping Up With The Times

A FACT A WEEK

By Authority of the Director of the United States Bureau of the Census

The Washington Times

announces the present population of Washington D. C. as 437, 571

The Washington Times

WASHINGTON, D. C.

Digitized by Google

The largest selling *Quality* Pencil in the world

VENUS PENCILS

NO other pencil compares with the superb VENUS in smooth, satiny writing qualities. It excels all in everlasting goodness—firm, durable, efficient. And there is a degree especially made for every pencil purpose.

17 degrees of softness and hardness—6B to 9H
B's indicating Softness
H's indicating Hardness

6B or 5B for copywriting or art work
3B or 2B for stenographic work
HB or F for general writing
H or 2H for ledger work

Plain Ends, per doz., $1.00
Rubber Ends. per doz., $1.20

At all stationers and stores throughout the world.

American Lead Pencil Co.
205 Fifth Avenue, New York
and London, Eng.

the lack of vision that makes a retail clerk a retail clerk is often liable to make him a poor advertiser and his influence makes the store a poor advertiser. Consequently the sale of much nationally advertised merchandise is lost, both to the store and to the manufacturer.

A retail store doesn't *have* to advertise. There are many stores that have been successful, up to a certain point, for many years without advertising. There is no doubt in the world as to the value of the personality of such a store's clerks in securing and holding its business, but many of the non-advertising country stores, even after years of considerable success, have been driven out by some advertising newcomer, whose clerks were, perhaps, total strangers to that locality.

There is one kind of advertising that can be sold to the most hardened clerk—or to almost anyone in a retail business. That is the kind that makes people come to them for the advertised goods. The kind that advertises the store and the merchant and the clerk along with the brand, until they are sold to the public at one and the same time.

In the last few years I have seen a good many country merchants advertise. I have seen scores of dealer-help campaigns put on and I have seen them both win and lose. But every time a campaign has been built to fit the store and the people and the conditions in the locality where it was put on, it has been successful and has made a good advertiser of the merchant and also of his retail clerk.

Make the advertising appeal to the people in the locality where you are trying to sell the goods. If you are trying, primarily, to sell them to the retail clerk, make the advertising appeal to him. Show him how to sell the goods and make money for his store. If the advertising is for the use of the dealer, localize it. Give it to him in such form that he can make it personal by getting it into his own language and into the language of the people he sells to.

Digitized by Google

Expressive Advertising

won official recognition at the recent Printing Exhibition of the American Institute of Graphic Arts, through the award of the Silver Medal to Strathmore for the "DIGNITY" booklet.

"DIGNITY" is not merely the title of this booklet but is expressed by the typography, ornament and *PAPER* as well.

Write for a Set of the Expressive Advertising demonstrations: "DIGNITY," **"Strength,"** "Luxury," *"Daintiness,"* "Craftsmanship," and "Atmosphere."

STRATHMORE PAPER COMPANY
Mittineague, Mass., U. S. A.

Strathmore Expressive Papers

STRATHMORE QUALITY

Digitized by Google

Canada's Birthday

The Dominion of Canada is fifty-three years old today. On July 1, 1867, the British North America Act came into force by which the provinces of Canada, Nova Scotia and New Brunswick were united to form the Dominion of Canada.

Established fifty years ago, three years after the birth of the Dominion of Canada, the FAMILY HERALD and WEEKLY STAR joined forces with the farmers, and ever since has been their faithful friend, wise councillor and powerful ally. In those early days, Canada consisted of only four provinces, all East of the Great Lakes, having a population of 3,500,000. Today there are nine great provinces, with a population of 9,000,000, bound together not only by a firm national spirit, but also by the steel bands of three transcontinental railways.

During all these years of early development, agriculture was the chief occupation of the people. Then the boundless wheatlands of the West were opened up and soon after Canada became known throughout the world as the "Granary of the Empire." At the present time, agriculture is without doubt, Canada's greatest industry, while its directors—some 750,000 farmers—are the most prosperous individual class of people in the Dominion.

The FAMILY HERALD and WEEKLY STAR grew up with Canada. In the early days it was delivered to subscribers in Manitoba and the Far West by dog team. It followed the pioneer settlers to their lone prairie shacks and became, as many of them have since told us, a veritable family bible and encyclopedia combined. Today it is firmly entrenched in every province. Its circulation in the West is greater per capita than it is in the East.

When you think of the FAMILY HERALD and WEEKLY STAR, think of a farm journal that for fifty years has enjoyed the complete confidence of the majority of the better class farmers in Canada; think of a tried and trusted advertising medium reaching the best one out of every five farm homes from Atlantic to Pacific.

The Family Herald and Weekly Star

Canada's National Farm Journal

Established 1870

MONTREAL, CANADA

New York Representative
DAN A. CARROLL
Tribune Bldg.

Chicago Representative
J. E. LUTZ
First National Bank Bldg.

Digitized by Google

Don't furnish the country merchant, who is selling to farmers, with electrotypes of advertisements designed to sell office men. That is one of the things that antagonizes the retail clerk—the fact that so much of the advertising does not appeal to him and he knows that it will not appeal to his friend that he expects to sell.

A good many retail clerks don't believe that anyone in his right mind ever paid $10,000 for one advertisement—no matter what the circulation was. It takes vision to understand that kind of advertising and then to understand it multiplied time and again by hundreds of other advertisements, and multiplied week after week and year after year in a national campaign. There are thousands of clerks and merchants, too, on whom a statement of that kind of an advertising campaign for an article is wasted—worse than wasted because they don't believe a word of it. But when Bill Jones comes in and says he sees by the paper that you have some of those extra good work shirts that he saw advertised in his magazine, it is concrete proof of the effect of tying up with that shirt and advertising it.

The salesman who tries to sell small-town merchants and retail clerks by overwhelming them with the size of the national advertising campaign in dollars and cents is "barking up the wrong tree." What he should do is to show them how much merchandise some other store is selling by connecting with the selling campaign and localizing the advertising, and how the manufacturer helps by furnishing dealer advertising that is made to fit his locality.

An example is worth a dozen precepts, especially when those precepts are so astonishing as to impress merchants with their improbability. So, in selling retail clerks it is better to relate what other retail clerks are doing in towns about the same size or in stores similar to theirs, rather than enlarge on the possibilities of an article through the effect of a national campaign so large that

Art Only

There is a difference between being a front rank Art Service for Advertising Agencies, and trying to be Art Service *and* Agency combined.

We realize it, and govern ourselves accordingly.

Louis C. Pedlar, Inc.

Counsellors in Art

246 Fifth Avenue
New York City

Digitized by Google

Entertainment
Education
Inspiration

Every magazine aims to satisfy one of these objects. Our policy embraces all three. And the influence of our readers in the development of the country requires facts and quality in every article published.

The Wireless Age
A HOBBY MAGAZINE
NOT A TRADE PAPER

The sincerity of our service to readers has created a high standard of value for our advertising pages. The magazine has been the authority in its field for seven years—assurance that its readers are more than ordinarily responsive to advertisements with a male appeal.

Wireless Press, Inc.
326 Broadway New York

Also Publishers of
OCEAN WIRELESS NEWS
The Newspaper of the Sea

it is beyond their comprehension.

It will always be necessary to sell the retail clerk in the small town, and it may be necessary to educate him. No doubt an educational campaign directed to retail clerks would be a good thing. But the best thing in selling goods on the strength of advertising, or goods that the dealer must advertise himself, is to furnish him with real selling copy written to fit his locality so that it will make customers come to his store and ask for the goods. That's the nost convincing argument in favor of the advertising, of any line, and it is not hard to induce retail clerks to sell something there is a real demand for.

Willys Light Enters Farm Market Via Plane

"Imagine a salesman for a farm-lighting equipment or farm tractors or any other such products to be sold to isolated farms, flitting from farm to farm taking orders, covering hundreds of miles every day."

This quotation is from "The Airplane and Advertising of the Future," an article by Robert R. Updegraff that appeared in the May 27 issue of PRINTERS' INK. Now comes the sequel:

W. H. Pletcher & Co., the Willys Light dealers at Paulding, Ohio, on the occasion of moving into larger quarters recently, secured an airplane to distribute posters announcing the opening, over the surrounding farm land.

The first landing was made on the farm of William Wunder and scores of neighbors were attracted to the spot. Paul Pletcher, who accompanied the aviator, sold a light plant to Mr. Wunder after a short sales talk, and the next day, in three hours' time, sold three others.

These farmers were not located in "isolated" parts of the country, but it seems evident that isolated farmers would be even more apt to buy of salesmen traveling by airplane than would those situated in older and more thickly settled agricultural communities.

George K. Reed in Agency

George K. Reed, who has been for a number of years manager of the Rand McNally Bankers' Directory "Blue Book," has been placed in charge of the Chicago office and territory in the Middle West of Edwin Bird Wilson, Inc., New York and Chicago. Mr. Reed was formerly advertising manager of the Colonial Trust Company, Columbia National Bank and Germania Savings Bank, of Pittsburgh.

Digitized by Google

THOMAS P. COMEFORD

PROBABLY one of America's most able merchandising men will join this organization on July 6, 1920.

Mr. Comeford will be chief merchandising advisor for the organization with his headquarters in our New York Office.

Hancock Payne Advertising Agency

110 West 34th Street
New York City

Drexel Building
Philadelphia, Pa.

Digitized by Google

The Value of Informative Advertising

¶ The reconstruction period in American Industry has awakened advertisers to the fallacy of mere "broadsides" which build for reputation only at tremendous cost, and has demonstrated the value of directing sales propaganda by methods and through channels which place before prospective buyers timely information that clinches orders.

¶ Informative copy in reference mediums, used by those who buy, brings to the attention of a selected list of known prospects the merits of the product at the buying moment.

¶ For over a quarter of a century **Hendricks' Commercial Register of the United States,** "The Original Publication," has filled this rôle throughout the United States and abroad. Its 300,000 descriptive listings make available sources of supply not elsewhere obtainable.

¶ Service to advertisers is an important part of our plan. Details will be sent on request.

Applicant for Membership in A. B. C.

Hendricks' Commercial Register *of the* United States

HENRY H. BURDICK, PUBLISHER

70 FIFTH AVE. and 2 WEST 13TH ST., NEW YORK, N. Y.

SAN FRANCISCO HEARST BUILDING | CHICAGO 508 SOUTH DEARORN STREET | TORONTO 219 DUNN AVENUE

Digitized by Google

Can You Tell If a Customer Will Pay His Bills?

A Formula for Sizing Up Credit Risks

By J. H. Tregoe

PEOPLE often ask me how a credit man can spot a risk with such a degree of accuracy.

When a friend says, "Watch your step," and we heed his advice, thereby avoiding a fall down an open coal-hole in the sidewalk which he saw and we did not, we think nothing more about the incident. But, if he warns and we do not listen and consequently fall, then the advice is remembered—with the accompanying regrets.

That's the position of the credit man, exactly. Usually his chief function is thought (by those not intimate with the subject) to be the doleful ogre who follows close behind the big order that the salesman has for weeks been trolling for and finally landed. That is supposed to be the cue for the credit man, who promptly kills the whole commission by whispering in the boss's ear: "Better leave that man alone—he isn't the kind of customer you want!"

Of course, and naturally enough, when the boss loses, whether or not he was following our advice, he remembers.

If I wanted to give a thoroughly satisfying answer to the question in the opening sentence, I could easily allay suspicions of any claim to supernatural powers, by saying that we invariably base our opinions on records which are presented to us in black and white. However, that is not the whole truth, though you can tell a lot about the prospective risk from his paying- and business-history. But there is a big element besides the records shown on his books and those of his associates—and that is the personality of the man with whom we deal, when we are so fortunate as to be able to meet him face to face.

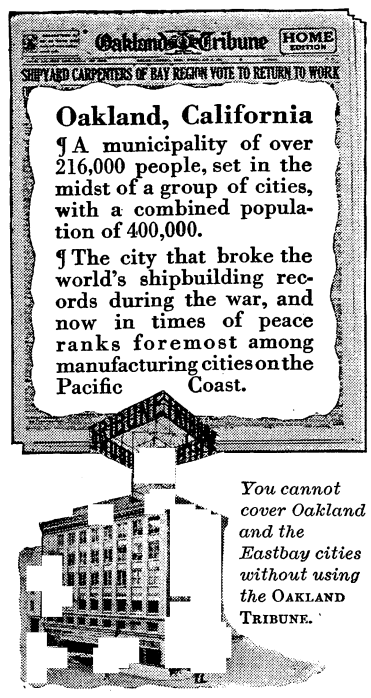
The basis of giving credit has been reduced, not to a science, but to a profession. The members of the profession are able to pronounce an opinion with a good, solid reasoning background behind it—just as are the men who practice medicine or law. The trained credit man considers a formula on which he bases his judgment. When he applies the formula to help him judge a case, he bears in mind other cases, which, for him, form precedents. And his results—the results arrived at by the trained credit man—total up with a percentage of accuracy which compares with the best of the specialists in any line. The loss in dollars through bad credit, when considered with the astounding sums involved, is very, very small.

It must be remembered that credit is giving values in exchange for a promise. If, for *any* reason, the man on whose promise we have set our seal, does not make good, the credit is lost—and we lose a case just as a physician does when, for whatever cause, his patient does not recover.

TRAINING NECESSARY AND MUST BE CONTINUED

When I say that the profession of credit-giving has been reduced to a formula, I do not mean that any untrained man can substitute the known quantities in the equation and achieve the correct answer. Not every man has a head for mathematics, and not every man has a sense of logic necessary for the successful practice of law. Just so, not every man has what I might call the "sixth sense" necessary to judge what I truly believe is a series of psychic waves which flows from one man to another when in conversation. And the ability to judge a fellow-man accurately, to know not only what

Digitized by Google



Office Buildings—

with space at a premium and the demand growing daily, the construction of office buildings is being greatly stimulated.

Our readers, the building managers, are the deciding factors in the construction of the new office buildings and select the material to be used.

No greater market for building materials and equipment than that reached by

BUILDINGS
and BUILDING MANAGEMENT
Member A. B. C. and A. B. P.
139 N. Clark St. Chicago

he says he can do, as well as what he is able to do, but also *what he will do,* even if adversity comes to him in the meanwhile, *that* is the function of the credit man.

To come back to the formula. Here it is:

1. Is he *able* to pay?
2. Is he *willing* to pay?

Immediately we see that the "material" and what we might call the "spiritual" elements are closely interwoven in the problem. The answer to the first question can be learned by mechanical investigation; but the answer to the second can only be read, professionally, by the trained credit man. With this, always, is the increment of human error, which is never wholly apart from business relations.

THE FOUNDATION STONES

Now, suppose we consider the standard of a perfect risk. We base this standard on the relations of what we term the "three C's":

1. Character;
2. Capacity (for earning); and,
3. Capital.

If the applicant for credit possesses all three of these, he is considered a perfect risk. If all applicants had all three of these desirable attributes, our difficulties would be very much lessened. In fact, we might not have any difficulties, at least not in our present ways, for the need for credit men would not exist. And so it is mostly with those who have but two, or perhaps but one, of the "three C's" that we have to deal.

When a credit man meets an applicant in whom Capacity is lacking, the risk is considered serious. If the applicant lacks Character, even though he has Capacity and Capital, the risk is rated *very* defective. However, take a third instance; if the applicant have both Character and Capacity, even though he have no Capital, he is considered a fair risk; for, with those admirable attributes, he not only can create Capital (which ability is what we mean by "Capacity"), but he can also be depended upon to keep his obligations (which is

Digitized by Google

"The left wrist is responsible for much in putting and must be taught to obey the right wrist implicitly if harmony is to reign between the two."
—Golf Illustrated

ESSENTIAL to a perfect putt is a perfect ball. The new U.S. Golf Balls are true. They hug the ground and are perfectly balanced. Made in a variety of weights and sizes. Try them.

U. S. Royal
$1.00 each
U. S. Revere
85c each
U. S. Floater
65c each

Keep your eye on the ball—be sure it's a U. S.

United States Rubber Company

Digitized by Google

LOS ANGELES
Is the Biggest City West of St. Louis

Its Population is

575,480

according to United States Census.

LOS ANGELES is the *Metropolis* of the Pacific Coast, the home of *Prosperous People,* the *Auto Center* of the country, *the Fastest Growing City in the World.*

LOS ANGELES COUNTY is the *Richest Agricultural County* in the United States, and the *Great Industrial Center* of the Great Southwest.

If you wish to reach the worth while people of this great market use the

Los Angeles Examiner

The BIGGEST Morning and Sunday Newspaper of this favored region

The Los Angeles Examiner EXCEEDS its weekday competition by 10,000 copies and its Sunday competition by 70,000 copies.

N. B.—ONE PAGE AD in the Sunday Los Angeles Examiner increased the sale of Fleischman's Yeast in this market 80%. Write us for details of this remarkable achievement, and many other similar triumphs.

M. D. HUNTON
1834 Broadway
New York, N. Y.

M. F. IHMSEN
Publisher

WM. H. WILSON
909 Hearst Building
Chicago, Ill.

Digitized by Google

what we mean by "Character").

It might be interesting to know how we measure these things in a man. There are certain facial characteristics and habits of carriage and appearance that prejudice the credit man, in common with other people, for or against certain types. But, unless the features are downright malformed, so that the possessor may almost infallibly be seen by any observer to be of criminal tendency, the credit man does not allow the impression of features to sway his judgment. But that only indicates one of the measures that is *not* usually applied by the trained credit man.

A case comes to mind in which I had to judge a man in West Virginia, some eighteen or twenty years ago. I do not need to go back so far for an instance, but I want you to see what has happened since. Here was a rough-looking individual, with no special aptitude for merchandising. Nevertheless, something (that intangible "personality") made its appeal to me—and I was the judge and jury in the case. The result was that a first credit of some thousands of dollars was cautiously, *very* cautiously, granted. Following this, from time to time, there were additional accommodations requested, even before the original credit had been cleared off by the borrower. Again and again we backed our opinions, and sums of varying amounts were extended. Here was a case where almost the whole of the man's recommendation had been the personality appeal—but he made good, and is now one of the most progressive and respected merchants in his State.

While I have placed the attribute of "Character" first in the list of the "three C's," for it is by far the most important of the lot, the other two unknown quantities in the formula—Capacity and Capital—are always knowable to a degree. This is because of the hundreds of thousands of data sheets, all tabulated and filed, which arrange these attributes of as many men and business firms in an accessible list.

Parcel Post Carrier

No more wasting time, paper and salaries.

Just drop your catalog or article into its container, and mail.

These Parcel Post Carriers made from light, medium and heavy weight boxboard with sure LOCK. No WRAPPING or TYING necessary.

Ask for Samples and Prices

MADE ONLY BY

Chicago Carton Company

4433 Ogden Avenue 516 Fifth Avenue
CHICAGO NEW YORK

"The National Magazine of Medicine"

used by National Advertisers

WANTED

10 National Food Advertisers who can be benefited by the physicians good will and endorsement.

Write for Rates

The American Journal of

CLINICAL MEDICINE

S. DeWitt Clough, Advertising Manager
4753 Ravenswood Ave., Chicago
H. R. Saunders, Eastern Representative
17 W. 42nd St., New York City
Telephone Vanderbilt 6759

Digitized by Google

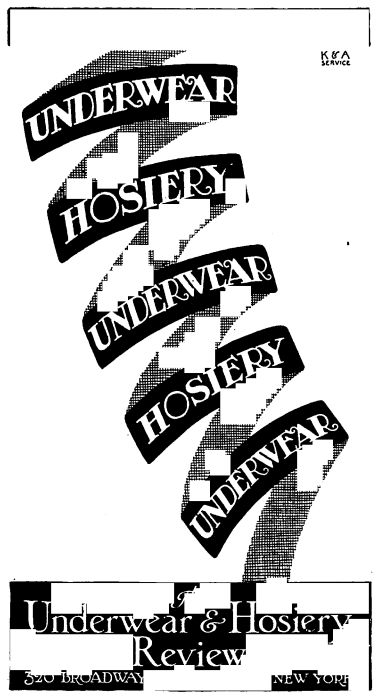
An All-'Round Seasoned Advertising Man

is open for connection with live, substantial agency that can give him the kind of service and support that sells accounts and keeps them sold.

I want to go with an agency not only as a salesman, but as an all-around agency man. I can write anything in advertising copy and my merchandising plans are sound and reliable, with the "blue sky" eliminated. But I believe my greatest value is as a salesman.

I Have One Good Account

which will, of course, go to the agency I go to. I have also several fine prospects which are getting riper every minute. I can produce enough business, if given the backing, to pay my salary a dozen times over. Am now with agency. Write G. A., Box 34, care of Printers' Ink.



The credit man, in the first place, must be born with a natural (some say "unnatural") ability to judge the will and intentions of his fellow beings. To this must be added a liking for that sort of thing—the credit man must be in love with his profession, as must any other successful student. And, thirdly, the sense must be trained, trained, trained. There is no end to the process of training: it is continued throughout life. To aid in developing the instinct, or sixth sense, or whatever you will call it, there are schools all over the country, and, indeed, more or less all over the world. But some ability and a natural fondness for the work must be inherent in the student, or all the training possible will do no good whatsoever.

Let me impress on you the importance of clear character-reading as the most vital thing in the profession. It is a *very* delicate operation, and the character element, the disposition of the man toward his moral obligations, is worth all the stress that it is possible to place on it.

DETAILS OF THE RESEARCH

Now just a little more about the obtainable facts such as are used in granting credit.

1. The man's antecedents. This material is obtained through mercantile agencies or other sources and informs us as to what treatment the applicant has given former grants of credit.

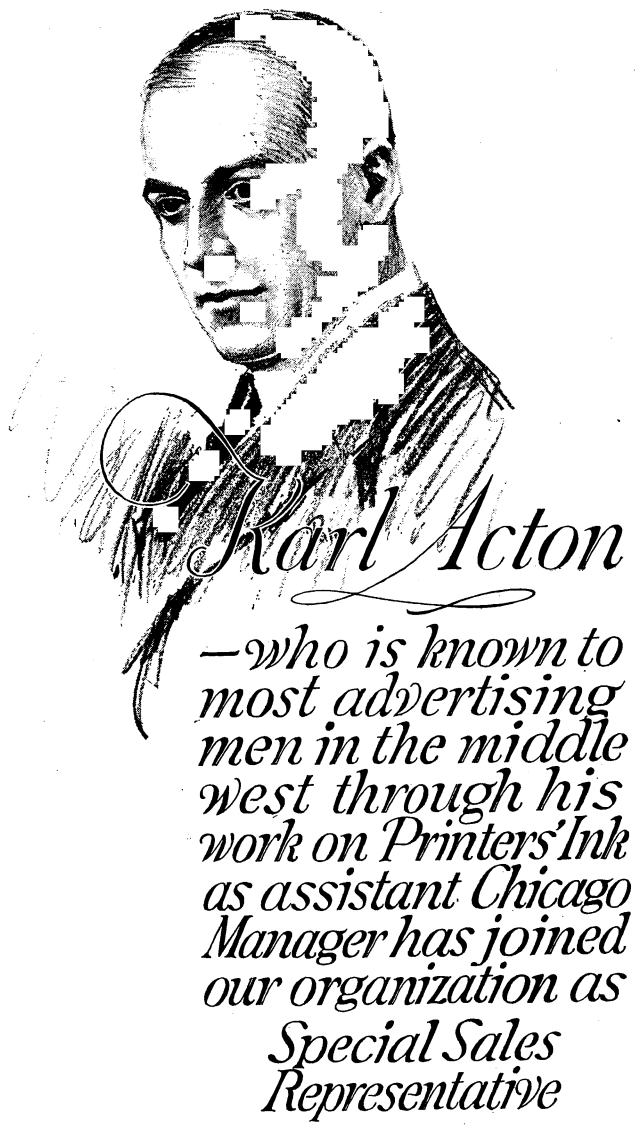
2. The condition of his financial affairs, mostly known through a financial statement given by the man to a selling house, or through mercantile agencies.

3. The man's paying record. This is revealed by ledger experience, and informs the credit man concerning the applicant's habits of meeting his bills.

The actual manner of gathering this material is as follows:

The credit department of the house from which the man wishes a grant makes direct inquiry to him as to what houses he has been dealing with. Then the credit department of the house which is investigating him consults the credit departments of the houses given

Digitized by Google



Cleveland Stoltz & Williams ART SERVICE Chicago New York

"Human Interest" Advertising Illustrations

Digitized by Google

AMERICAN MEN AND WOMEN IN ADVERTISING

I wish to thank you all for the great courtesy you showed to me and for all the kind things you said to me during my visit to New York, Chicago, Indianapolis and Boston.

I cannot tell you how much I appreciated it and I only hope I can reciprocate it some time. Au revoir until Atlanta next year, when, God willing, I hope to see you all again. I am

Sincerely yours,

CHAS. FREDERICK HIGHAM.

London, England

Digitized by Google

as reference, and the paying-habits of the man are learned. This information is exchanged freely by the credit departments—it is a case of "all for one, and one for all." Otherwise, they would each be faced with impossible problems as to gathering the necessary data, which can easily be furnished from the combined experiences.

Then, too, there are both bureaus and agencies, which function for the purpose of keeping paying-records, and allied information. The bureaus, such as we have in the organization of the National Credit Men's Association, give the information to members. All bureaus are constantly gathering data, and endeavoring to have on tap the answers to questions regarding any possible applicant for credit.

The agencies work on another plan. They furnish information, for a fee which, of course, varies, to all who may call, or to their regular subscribers. You see, the bureaus are constantly kept up to date, for their offices in various parts of the world act as clearing-houses for the experiences of the associated merchants transacting business in that locality. Our office in Rio de Janeiro, for instance, has files to which we can at once refer regarding the men in that city. Then, too, great American concerns such as the National City Bank are offering vast help toward securing reliable credit information in the vicinities of their many foreign branches.

If a man wants to cheat, *for a time,* it is not impossible. He may present books ostensibly the records of his business, but which really are altered so as to indicate vastly greater assets than are actually the case. Then, too, he may create a good impression in his community and among his fellow business-men, through buying and paying promptly for less amounts than he is interested in later getting away with. A sort of bait, you might call it. Of course, when he decides that his reputation has been built up and his chance for a *coup* has come, he will plunge, and secure the

Personality

PERSONALITY is the main asset of the successful representative. The lack of it impairs the prestige of the organization back of him.

Catalogs and other sales literature must have personality to achieve real results. This quality should pervade their every detail.

THE SPENCER-LAY CO.
Advertising and Commercial Literature
110 West 34th Street, New York
Telephone Greeley 3548

A product advertised in Drug Topics automatically

gets the support of the leading drug jobbers

Make your next druggist "broadside" a "spread" in Drug Topics

25 CITY HALL PLACE NEW YORK

Telephone, Worth 3855

Digitized by Google

WANTED

One Technical Advertising Account

A Mechanical Engineer, Advertising and District Sales Manager of well-established Machinery Manufacturer has sufficient time at his disposal to properly supervise the advertising campaign of a similar product.

Complete service, including analysis of market; apportioning of expenditure; choice of media; preparing of copy for trade journals, sales letters, and literature; and checking of results can only be given to ONE representative firm.

Address P. E., Box 32
Care of Printers' Ink
New York City

WANTED:

Sales Department Office Manager and Correspondent

We have an opening in our sales office for a man who is capable of directing an office force and who has had contact with salesmen. He must be an able correspondent and one who has had experience in the merchandising of food products. Our preference is for a man who has been connected with a house that conducts its business on a national scale, and a knowledge of wholesale grocers throughout the country would be valuable.

In your reply, please give full particulars, including age, experience, and salary desired.

HANLEY & KINSELLA COFFEE & SPICE CO.
Chouteau Ave., Eighth and Paul Sts.
ST. LOUIS, MO.

largest amount of credit possible. But that is just when the credit man's "sixth sense" should save his clients.

When the credit man is confronted with facts reflecting on the three angles mentioned above he sizes the man up with considerable accuracy. He determines readily whether the man has "three C's," "two C's," or, perhaps, none at all. Because of the proficiency in assembling and analyzing these data, which has already been mentioned, the waste through bad credit has grown astonishingly small, as compared with former years when both the figures and skill in judgment of the trained men were correspondingly inferior.

In the case of foreign technique, the standards are by no means the same. For instance, in the case of the South American republics, for the most part the men with whom we deal are Castilians. There the matter of temperament plays a large part. The Castilian (and this holds true pretty much for all the Latin peoples) does not like to be dunned. He does not like to be questioned—about anything. In fact, he is very likely to take it as a personal affront when inquiries are made concerning his business or personal affairs. He is not possessed by the hustle and rush for the precious minute that almost overcomes the man conducting business under modern standards as we comprehend them. And these racial characteristics must be given all necessary consideration when we deal with men whose habits and customs are so different from our own.

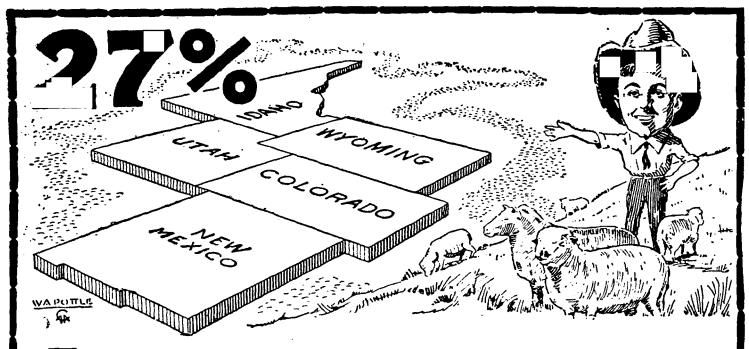
Burt R. Barr in New Position

Burt R. Barr, for the past two years advertising and assistant sales manager for The Stewart Motor Corporation, Buffalo, N. Y., has been appointed general sales manager of The Houdaille Company of Buffalo, American distributor of Houdaille Shock Absorbers.

Opens Agency in Kansas City

Allen C. Smith has established in Kansas City, Mo., an advertising agency to be known as the Allen C. Smith Advertising Company.

Digitized by Google



THE States of Colorado, Idaho, Wyoming, Utah and New Mexico raised 27% of the Nation's Sheep last year. Sheepmen in this territory received $132,664,000 for their stock. Farmers of these five states were paid $1,201,713,550 for crops and livestock.

A rich market! And the logical way for you to reach it is through WESTERN FARM LIFE—the only Farm Paper member of the A. B. C. in Colorado. 81% of its circulation is in these five states; 99% West of the Missouri.

WESTERN FARM LIFE is read in every third rural home in Colorado. In the other four states, one in every five farms and ranches gets this paper.

REPRESENTATIVES
W. C. RICHARDSON, Inc.
381 4th Ave., New York
W. D. SHANK
Waldheim Bldg.
Kansas City

WESTERN FARM LIFE
Denver-Colorado

REPRESENTATIVES
F. S. KELLY
Peoples Gas Bldg., Chicago
A. D. MC KINNEY
Post Dispatch Bldg.
St. Louis

AKRON EVENING AND SUNDAY TIMES
"AKRON'S ABLEST NEWSPAPER"

INTENSELY INTERESTING

is the phenoemenal growth of Akron, Ohio, and the unusual results advertisers are receiving from Akron newspapers.

BY ALL MEANS

include Akron on your schedule.

OF COURSE

You will need the columns of the Evening and Sunday Times to tell your message most effectively.

AKRON EVENING AND SUNDAY TIMES

Is Akron's greatest home newspaper—Member of A. B. C., has exclusive Associated Press Franchise and carries the greatest volume of advertising.

At Your Service

CHAS. H. EDDY CO., New York Chicago, Boston

National Advertising Representative

Digitized by Google

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 1bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year. $1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, $100; half page, $50; quarter page, $25; one inch, minimum $7.70. Classified 55 cents a line, Minimum order $2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:
C. P. Russell — Albert E. Haase
Roland Cole — C. H. Claudy

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, July 1, 1920.

Knowing the Territory Too Well

An Eastern publishing house had just made a change in the head of its advertising department. The new manager had come from an entirely different field. The names on the company's list of advertising prospects were unfamiliar to him. Of course it was important that he become acquainted with them and for that reason he was delighted, on running through the list, to see that each card contained a notation describing the results of the visits of previous salesmen.

But as he read the reports, which were very complete and up-to-date, a danger inherent in the plan became apparent. It assumed concrete form when he found himself "sizing-up" prospects, of whom he had never heard, merely from the information on the cards. In other words, he caught himself deciding that such and such a man was not a good prospect, *although he had not made the slightest attempt to sell him.*

Of course, such a mental attitude is disastrous to any salesman. When one gets into that frame of mind the battle is lost before it has even begun. Such preconceived notions cause an "Oh-what's-the-use" feeling that spells "no sale" every time. This advertising manager realized how harmful the system could be and the first thing he did was to have it discarded. All the cards were thrown out and the only records kept were those giving the name of the prospect, his address and several such minor details. Every prospect, in this way, no matter how long he was on the list, became practically a new lead for business. His past history was forgotten. The salesmen did not know that Smith had called on him two years ago and found him unreceptive. Thus many an old chestnut was turned into a customer merely because the salesman was unaware that other solicitors had said he could not be sold.

This is a manœuvre that will be found of increased value as conditions return to something like normal. During the past few years many salesmen, instead of selling, have been rationing, merchandise. It has been necessary to study each dealer so as to determine the amount of goods he was entitled to. In this way definite ideas formed in salesmen's minds as to just how much each dealer could sell.

Naturally, when intensive sales efforts are once again necessary this knowledge of how little merchandise a retailer can get along with is likely to retard sales.

When Alvan Macauley, now president of the Packard Motor Car Company, was with the

Digitized by Google

Burroughs Adding Machine Company he often found it good strategy, in cases where salesmen or branch managers got to know their prospects too well, to switch them to territories with which they were entirely unfamiliar. Or in hiring men for branch managerships he would get them from territories far away from that in which the vacancy existed. Such men, he claimed, had no settled ideas as to who would buy an adding machine. They looked upon every business man as a prospect. To them there was no such person as the man who "can't be sold."

This idea Mr. Macauley also used when he went with the Packard organization. One man, whom he brought from Montreal to take charge of the Detroit territory, tripled sales in that section in a short time. The reason was that he did not know who was a prospect for a "Packard." He approached men and firms who would otherwise never have been considered as prospects, and, what is more, he sold them. Many other sales executives have used this same plan to good effect.

It may be true that this idea will not hold so true in selling unknown goods. In such a case people are more likely to buy from salesmen they know. But they will buy *known* goods from unknown salesmen. The practicality of the plan depends on the nature of the product and whether or not it has been advertised.

Waterfalls and Better Business

The head of one of the greatest banking institutions in the world insists upon his junior partners spending almost a third of their time away from the office. There is no fairy prince beneficence mixed up in his idea. He thinks it is good business. Too often the vacation taken by a busy man is a farce. He goes to some crowded summer hotel, takes too much unwonted exercise, eats poorer food than he gets at home, and often returns fagged out, sore in body, pocketbook and spirit.

The things he could have received from nature he has missed, because of his city habit of going after things instead of letting things come to him. For in the woods a man must reverse his habit of thought and his work-a-day training, if he is to get the real gifts of nature.

Quiet meditation at the foot of a forest waterfall until the sunlight filters through the high trees overhead, talk around an open fire at night on a high hill beneath the stars, lying full length in a green meadow beside a still flowing river—these things refresh the spirit and replenish the nerve forces. Then Nature gives freely her choicest gifts to tired man, but he cannot go out and get them; they must come gradually to the man who is ready to receive.

That is why many executives, in addition to the president of the banking firm, make every effort to arrange work so that some of it, which fits in, can be done under the trees.

There the knots and kinks of worrisome problems untangle themselves with the active help of the unchanging forces of nature. There better letters can be written—better merchandising plans made, and with the addition of strength, rather than an intense effort which leaves the nerves tired and the soul tried.

Effort becomes self-expression when nature aids, and a spirit comes into work done outdoors which the cramped office worker never knows. Some time, perhaps, efficiency in business will lead to understanding and we shall stop putting an exaggerated importance upon the mere corporeal presence in the office of men who do constructive mental work.

Driving the Fakers into the Open

The round-up and indictment of fifty-one fake oil stock promoters in New York for misuse of the mails by the Post Office Department and the Department of Justice will bring these departments of the Government the thanks of the many honest users of direct-mail advertising.

Digitized by Google

The Post Office Department is especially deserving of thanks. With the knowledge that there has been an increasing misuse of the mails for the promotion of fraudulent schemes this department has taken the wise course of seeking out and securing through the employment of especially trained inspectors the indictment of the "big fellows." In following this course its work will send many of the "little ones" to cover without further action. There are many indications, however, that the little ones will in the regular course be ferreted out and brought to justice. The whole movement for truth in advertising scores as a result of these indictments. The congratulations of the National Vigilance Committee of the Associated Advertising Clubs of the World have been sent to the Post Office Department and the Department of Justice by Richard H. Lee, special counsel of that organization.

Mr. Lee voiced the tremendous importance of this new clean-up campaign which the Government has entered upon for not only the advertiser but for all business when he said to PRINTERS' INK:

"The news that the Federal Government is providing such ample protection for American investors from those who use the United States mails to prey on the American public will do much to instil confidence in legitimate business. It will take from the back of industry a class of competition with which no honest man can compete.

"The law is now being enforced and is being enforced where an enforcement was necessary."

Advertising and the Right to Credit

In considering applications for loans, banks are reported as being more critical of the statements of their customers who started in business since 1914. The reasons for this are obvious. Manufacturers who established themselves during the heyday of our war prosperity have not as yet had their businesses put to a real test. That test will come as soon as conditions are restored to normal.

The trouble with many war concerns is that they sold their output too easily. They did not find it necessary to build up a marketing machinery. They devoted all their time to production, since the selling end of the business took care of itself.

From now on, however, these concerns will find conditions quite different. They will discover that a business that lacks adequate distributing facilities, that has failed to cultivate its market, has been reared on an insecure foundation. That explains why bankers are cautious about making loans to manufacturers who have not demonstrated their ability to market their products under the competitive conditions that normally exist.

Fortunately, though, not all companies that have been started since 1914 have been negligent in entrenching themselves in the good will of the users of their goods. As A. C. Pearson, of the *Dry Goods Economist,* in effect said in his address before the Indianapolis convention, a goodly portion of the large volume of advertising that has been appearing for two years is coming from the war manufacturer who is now getting his merchandise established in peace channels. These men wisely recognize that the ability to produce without the ability to market avails nothing.

Thus we see that these bankers have put their fingers on a vital point. It is the capacity to sell profitably and not merely the capacity to produce that after all determines a manufacturer's right to be judged a success.

Planning to Advertise Kansas

The board of directors of the Kansas Chamber of Commerce has decided to raise a fund of $100,000 to advertise the State nationally, to bring settlers to the State and make the nation more familiar with conditions in Kansas, especially from an agricultural point of view. Hugh McVey, manager of the Wichita branch of the Southwestern Advertising Company, Oklahoma City, is a member of the Chamber's board of directors.

Digitized by Google

We Live Forever

Religion can never die. This world will some day think as one and become a unit for its one eternal cause.

The influential publications of to-day are those with a purpose—the Religious Press. The more important the cause and the larger the following, the stronger these publications and the longer their life.

The Religious Press

is united for this. It stands for the supreme purposes of humanity and its readers are those who think. They have a stronger confidence in their church papers than any other. The advertiser who is represented in their columns has a personal introduction to the great leadership in the world's forward movements and into the most substantial and progressive homes.

For information address the Secretary,
The Religious Press Department,
A. A. C. of W.,
47 East 25th Street, New York City

Digitized by Google

Can You Write About Business?

A new and growing business publication wants a first-class writer in every American city to contribute business stories from his territory.

If you know the fundamental principles of business; if you can describe specific applications of these principles in clear and forceful English; if you can visualize a method and dramatize a situation—if you possess these qualifications we can offer you a steady market for articles telling how certain industries, companies and individuals are solving their business problems.

We want articles representing all the staple commodity lines of business and covering all the different activities. The following subjects are only a few of those we attempt to cover:

New applications of science to business and industry.

Changes in business practice due to changing of relations between manufacturers, wholesalers, retailers and consumers.

Relations between management and employes. Marketing methods.

Methods and feats of retail merchandising.

New uses for systems, charts, records, graphs and figures as aids to business management.

If you are interested in this proposition we shall be glad to supply further information on request.

Address L. K., Box 31, Printers' Ink.

AMERICAN CUTLER

Official Organ of American Cutlery Mfrs., 6,500 copies monthly, reaching hardware dealers and jobbers. Sample on request.

15 Park Row New York

POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. $1: 1 year $2.

POSTAGE 18 East 18th St., New York City

Advertising Electros

Ask for Prices

General Plate Co.

Terre Haute, Ind.

Marquette Bldg Chicago

No Bottles, No Milk

Milk dealers who complain about the carelessness of their patrons in returning milk bottles would do well to pattern after the Detroit dealers. The following appeared in display space in Detroit newspapers last week:

"NOTICE TO ALL STORES USING MILK

"This is to advise you, that beginning Tuesday, June 22nd, you can only purchase the number of full bottles of milk that you have empties in exchange.

"We are forced to take this drastic action to avert a Milk Famine in the city of Detroit.

"Owing to the freight congestion, it is impossible for us to get sufficient bottles from the manufacturers.

"We trust you will co-operate with us, and refuse to sell milk to any of your customers, unless they bring a bottle in exchange.

"DETROIT MILK DEALERS."

In similar manner, it would seem stores might control the bottles delivered to customers, and the dealers themselves, on their own routes, might compel prompt return of bottles.

Keep a Sign On Your Truck

A broker who had tried time and again to induce one of his customers to take a block of stock in a comparatively new candy company, only to be told each time "I can't see it," was considerably surprised when one day the customer suddenly purchased 1,000 shares without urging. Naturally the broker asked question and the other said:

"I was rather prejudiced against the company at first; but the other afternoon on Broadway I noticed two large trucks with the company's name on them delivering candy to one of its chain of stores. The trucks looked as if they had seen service and—well, I thought the company was probably a busy concern after all."—*The Wall Street Journal.*

H. W. Beals Heads Religious Press Department

At the annual meeting of the Religious Press Department, held in New York, H. W. Beals was elected chairman and B. F. Wolfinger, secretary-treasurer.

Members of the National Advertising Commission representing this department are: H. W. Beals, W. J. MacIndoe, Charles H. Ridder.

A. B. Kreitzburg Is Advertising Manager

A. B. Kreitzburg has been appointed manager of the advertising department, and Dr. C. H. Reed has been appointed manager of the publication division, having charge of the production and distribution of all printed matter, of the Electric Storage Battery Company, of Philadelphia.

Digitized by Google

Reliability

No local advertiser tries to market his goods in this territory without using the TRIBUNE.

For nearly half a century the reader confidence has always been in this medium.

The only newspaper published in South Bend holding membership in the A. B. C.

The South Bend Tribune.

Member of
A. N. P. A., Daily Newspaper Departmental, A. A. C. of W., A. B. C. and Associated Press

National Advertising Handled Direct by Home Office

ELMER CROCKETT, Pres. F. A. MILLER, Vice Pres. and Editor
C. E. CROCKETT, Sec. Treas.

BOOKBINDING

Printing and Binding of School Books and Edition Work in Large Quantities our Specialty Correspondence Solicited.

International Textbook Press

SCRANTON, PA.

We are fully equipped for High-Grade Catalogue and Three- and Four-Color

PROCESS WORK

Digitized by Google

The Little Schoolmaster's Classroom

A MEMBER of the class turns in a query:

"Why does Hamilton Watch advertising bear down so hard all the while on the fact that this is a timepiece for engineers? In the majority of advertisements I have seen, an engineer is shown in a cab, or a conductor, or at least something to do with railroads. Do they want to sell them only to railroad men?"

Just a little analysis would explain matters. But a gentleman who has many confabs with the Schoolmaster and who recently purchased a Hamilton Watch answers the questions nicely.

* * *

"I bought a Hamilton because I had the feeling that a watch that was used by railroad men *must* be accurate, dependable, safe and sure. No other kind could be used there. Seconds may mean a matter of life and death. The fact that the advertising shows a picture of an engineer in a cab is more convincing to me than would be, say, a business man seated at his desk.

"The Hamilton uses the catchline: 'The watch of railroad accuracy.' That's an interesting statement. And listen to this for conviction, proof, in advertising copy: 'Back of every time-table. For every train, on every time-table, there are dozens of men—dispatchers, conductors, engineers—who must work with an eye always on the time. They time their trains with the watches they carry. Were these watches inaccurate, time-tables would lose half their dependability and convenience. More Hamilton watches are carried by railroad men than any other make.'

"The picture of the man in the cab, by the way, is not a mere picture makeshift. It is of a real person—a New York Central engineer who has carried a Hamilton for ten years."

It is not always necessary to picture the life of the prospect in order to attract his attention or to win his confidence. Visualizing some authority as using the merchandise can be the most convincing argument of all.

* * *

The Schoolmaster has always admired one quality in Thomas Edison, aside from his masterful knowledge of an intricate science. Mr. Edison is not averse to having his picture used if it will "help the boys in the advertising department do their work the way they think it ought to be done," or words to that effect. The Schoolmaster cannot think of a man whose face is so universally known and so freely pounced upon by advertising men in the various departments of the great Edison enterprises.

Mr. Edison has a fine face, a friendly, affable, likable face. It is a face filled with character. It is the face of a democratic soul who makes friends quickly and easily. The public is very fond of Mr. Edison.

For many years there has been no strict ruling against the use of Mr. Edison's portrait in campaigns with which the Wizard is more or less intimately identified. Some great men are not so liberal. It is a diplomat's job to secure permission to reproduce a photograph of these celebrities. They think it is undignified.

But Mr. Edison smiles at the movie camera man who asks him to pose, and does as he is told, and fraternizes with everybody and anybody along the walks of life. The Schoolmaster knows a man who thinks Thomas Edison's portrait is the greatest trade-mark the world has ever known, because it means more and is so much beloved, respected, admired.

If the Edison phonograph is advertised in magazines or newspapers, Mr. Edison is apt to smile out at you from every unit of the

Digitized by Google

The Factory, Too, Can Talk in Oplex Letters

MANY manufacturers are not content to have Oplex electric signs above their dealers' doors, they let the factory tell its story, too.

This is done most of all where the factory is near a railroad. People always like to see where the product they have read about is made, and an Oplex Sign points out the place day and night, for they are day signs as well as electric night signs—raised, snow-white glass letters on a dark background.

Oplex Signs have greatest reading distance, lowest upkeep cost and most artistic designs.

Let us send you a sketch showing how *your* Oplex Sign will look.

The Flexlume Sign Co. Electrical Advertising 1439-46 Niagara St. Buffalo

Pacific Coast Distributors
Electrical Products Corp.
Los Angeles, Cal.

Canadian Factory
The Flexlume Sign Co., Ltd.
Toronto, Ont.

Digitized by Google

WANTED
AN EXECUTIVE

A large corporation in the Middle West is seeking the services of a man between 25 and 35 years of age. The man who can best fill this position will have had a general merchandising experience, including actual road selling and a knowledge of advertising. He must have executive ability, must be broad-minded and diplomatic and content to live in a small town.

To such a man a salary will be paid commensurate with his ability, and the right man will never have to look for another job.

Address
"O. B.," Box 33, Care Printers' Ink

IN
LOS ANGELES
IT IS THE
LOS ANGELES EVENING HERALD
MEMBER A. B. C.
Government Circulation Statement
April 1, 1920
134,686
The Home Paper of Southern California
REPRESENTATIVES
New York: Lester J. Clarke, 604 Times Bldg.
Chicago: G. Logan Payne Co., 432 Marquette Bldg.

Some Big Executive

is looking for a man to assist him in supervising sales, and carrying out details in the various branches or home office. I have had 10 years' experience in the selling organizations of two large corporations. Have executive ability and a personality to cooperate with your organization, and department heads. I am willing to locate in any city. Give me an interview. Address S. T., Box 30, in care of PRINTERS' INK.

campaign. If the lithographer originates a series of vividly colored window displays for both machine and records, then Mr. Edison will be emblazoned on a giant record.

Edison house-organs show him, at his laboratory work, in front of a factory building with his men, holding a glowing Mazda. Mr. Edison gives personality to the pages and the articles.

Elaborate cut-outs for bulbs or batteries or patents of a revolutionary character will visualize Mr. Edison handing another great gift to the universe of man. The treatments will shift from photographs to dignified cartoons in a second. Every bar is down.

Mr. Edison is a believer in advertising, and his courage is of the invincible sort, when it comes to acquiescing to the bewildering number of things the advertising men ask of him.

* * *

Two window signs in the National Cash Register Company's New York branch salesroom windows reminded the Schoolmaster of the effectiveness of the specific as against generalization in copy.

One of these signs informs the passerby that "National Cash Registers are used wherever money is handled and accounts kept," which is a very clear and simple statement that covers the subject in twelve words—in a *general* way.

The other sign is headed, "These 312 different kinds of business use National Cash Registers." Following this statement is a four-column list of the 312 different kinds of business, covering everything, from toy stores to toll bridges. It made *graphic* the extent to which the product is used, and tempted one to stop and hunt for one's own business in the list, to see if cash registers might not be used in it, even though it might be other than a retail business. Inasmuch as it is the purpose of these window cards to start people thinking of cash registers in connection with their own businesses, the Schoolmaster thinks this window card serves its purpose admirably. And incidentally it shows

Digitized by Google

that even window-card copy can be *specific*.

* * *

A high-calibre advertising man recently recounted to the Schoolmaster a bit of strategy which shows a sound appreciation of the working of advertising. This executive is in charge of the publicity of a line of products that has a number of aggressive rivals. Several years ago an attempt was made to keep a monthly watch on the advertising of its competitors; but the system broke down under its own weight.

"In our line," explained the Schoolmaster's friend, "a sale is made through the cumulative effect of the advertising and the direct sales talk of our representatives. I thought, 'Why worry about individual advertisements of our competitors, when it is the entire campaign that does the trick?' Accordingly we have a bright young man clip all the ads in our lines. These are not examined critically until at the end of the year, when our own advertising campaign is being planned. Then our own advertisements and our competitors' are all pinned on the wall of the conference-room and the campaigns are examined as a whole. We thus get the cumulative effect of the advertising of the industry.

"For instance, just last month our sales conference saw very clearly how one of our prominent

Office Appliances

The one journal which covers the field of office equipment

More than 315 manufacturers making use of every issue. Send 25 cents for sample copy.

417 So. Dearborn St., Chicago

New York Adv. Office, 508 Tribune Bldg.

More than 2,000 Hardware Dealers

in the Philadelphia territory subscribe to the

RETAIL LEDGER

Twice a Month; Sub. $1.00 a Year

PRESS CLIPPINGS

FROM ANYWHERE ON ANY SUBJECT

Through affiliated bureaus, we read and clip from every newspaper in the United States and Canada. Invaluable source for new prospects and fresh, original mailing lists. Helpful to advertisers and copy writers.

BUFFALO PRESS CLIPPING BUREAU

Exchange Building Buffalo, N. Y.

Mail Order ADVERTISING

Big successes are being made in the mail-order field. We do not boast of agency magnitude, but we claim being experienced, practical and alert in our patrons' interests. Always glad to give suggestions. Why not write us or arrange an interview with one of our experts? No charge. 220 West 42nd St., New York. Bryant 5907.

SCOTT & SCOTT

RAPID ELECTROTYPE CO. OF CANADA, LIMITED

CHARLES J. HIRT, Managing Director

ELECTROTYPES, STEREOTYPES and MATRICES

Save Duty, Time and Expense

Head Office: 185 RICHMOND ST. WEST - TORONTO, ONT.

Plants at: MONTREAL, TORONTO, LONDON, WINDSOR

CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & LIMITED

TORONTO MONTREAL

Digitized by Google

Harry Simmons

What do you need?
Magazine or newspaper copy,
A vitalized sales letter,
A booklet or broadside,
Or a dignified brochure?
Whatever it is
You can draw on
My fund of past experience
To help you.
And 15 years' experience
Is certainly an asset
To any business!
N'est-ce pas?

29 South La Salle Street
Telephone State 5499
CHICAGO

Why not have Simmons write it?

GEORGE SETON THOMPSON CO.
Colorgrams, Broadsides, Folders, Catalogs House Magazines, Sales Promotion Literature
608 So. Dearborn St., Chicago

The August Issue Will Reach
67,201 Iowa

Farm Homes. Total circulation 135,000—all in the Corn Belt—Forms close July 5th.
CORN BELT FARMER
Des Moines, Iowa
P. S.—This is the first Fall issue—Don't miss it.

YOU CANNOT BUY OUR IDEA UNLESS IT WILL SELL YOUR GOODS
B&B SIGN CO. INC.
341-347 Fifth Ave. N.Y.
Advertising Signs Window Display
Counter Display Case

rivals was on the wrong track entirely; while another had just *missed* a keynote that really would have spelled success. We intend to develop that missed keynote fully, and already we see unmistakable signs that it will be a winner."

* * *

The Schoolmaster's friend then related in confidence the details. The missed keynote certainly stood out like Gulliver among the Lilliputians when it was explained. Yet if the appeals of all the advertisements had not been examined at one time and at one glance, so to speak, the keynote would have slipped by and appeared to be merely another sales angle.

This is a practical working out of the doctrine which a veteran advertiser expounded to the Schoolmaster years ago. He said, "I am not worrying so much about what my competitors do. They have not hurt my sales yet. But what concerns me is what they are *not* doing. It's up to me to find some vital thing they have overlooked and then do it myself before they can do it."

Outdoor Advertising Association Convention

The annual convention of the Outdoor Advertising Association will be held in Cleveland, September 14, 15 and 16. The convention committee consists of C. Johnston Smith, of Cleveland, chairman; Leonard Dreyfuss, of New York, and H. E. Erickson, of Chicago. R. L. Whitton, general sales manager of the Thomas Cusack Company, Chicago, is chairman of the programme committee, and Harry Walker, president of Walker & Co., Detroit, will have charge of the exhibits.

John A. Plumb has resigned as advertising manager of the Worcester, Mass., *Telegram*, and is at present connected with the Worcester *Evening Post* in an advisory capacity.

GOOD PRINTING—CHEAP
A Few Money-Saving Prices

1000	4-page Folders, 3¼x6¼ in.	$10.00
	Each additional thousand	3.50
1000	4-page Folders, 4x9 in...	12.50
	Each additional thousand	4.50
1000	4-page Folders, 6x9 in...	16.00
	Each additional thousand	6.00

FREE—our large package of samples
ERNEST A. FANTUS CO., Printers
525 So. Dearborn St., Chicago

Digitized by Google

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

WANTED

DISPLAY ADVERTISING SALESMAN. MUST WRITE GOOD COPY. ADDRESS THE JOURNAL, SIOUX CITY, IOWA.

ARTIST

HIGH GRADE ONLY, COMMERCIAL. DESIGNING AND FIGURE WORK. STAFFORD ENGRAVING CO., INDIANAPOLIS.

Monthly Trade Paper, with every good reason for existence, wants local representatives for Boston and Philadelphia territory. Commission basis only. Roy Barnhill, Inc., 23 E. 26th St., N. Y. C.

EXECUTIVE SECRETARY—A National Association of manufacturers with headquarters in Chicago invites confidential correspondence from men competent and fully qualified for executive secretarial duties. Salary to start, $2400 to $3000, based on experience in work required. Some knowledge of advertising will be helpful. Give outline of full business career, references, whether married or single, age, etc., first letter. Address: B. C., care Guenther-Bradford & Co., Tribune Bldg., Chicago, Ill.

ASSISTANT ADVERTISING MANAGER — Should be clever catalog man, experienced in setting forth agricultural implement line—should know advertising technique, lay-out, copy-writing, etc.; must be thorough English scholar and have given evidence of originality and developable ability—will be ranking assistant to advertising manager; $4-5000. Send complete history, samples of work and photograph to Mr. J. E. Gray, care of National Employment Exchange, 30 Church St., New York City.

Circulation Manager

who can get renewals by mail. Must have had successful experience either on a farm paper or on the country edition of a daily. Ours is a farm magazine with 750,000 subscribers, and this is a real opportunity with unlimited possibilities for a man who is big enough to handle this circulation and get direct-by-mail subscriptions. Give age, previous work and present salary. Replies treated strictly confidential. Address Box 416, care Printers' Ink.

WANTED—In Audit Department of established advertising agency, Assistant Bookkeeper, familiar with Audits and Customers' billing. Preferably one who has had some experience in similar position in Advertising Agency Office. Applicant must be accurate and good writer. Excellent opportunity. State experience and references. Address Box 6, Room 213, 44 Broad St.

ADVERTISING MANAGER

The man we are looking for will not only control and manage our advertising department, but will devote most of his time and energy to sales promotion work.

Not a mere copy writer, but an important executive who will make honest and truthful advertising interesting and productive. Write in detail and confidence to

Department Aaaa

BLOOMINGDALE BROS., Inc.

59th-60th St., Lexington to 3rd Ave.

ADVERTISING SOLICITOR

A leading Outdoor Advertising company requires the services of a high-grade salesman to solicit and handle national posting and painted display accounts.

Experience in outdoor advertising is desirable but by no means essential—a successful magazine or newspaper representative with a wide acquaintance among national advertisers should find outdoor advertising both a profitable and pleasant field.

Correspondence will be held in strictest confidence. Please give all the information regarding yourself and your experience which you think would be of value to us. Box 409, Printers' Ink.

Digitized by Google

WANTED—YOUNG LADY STENOGRAPHER AND BOOKKEEPER, WHO ALSO HAS SOME KNOWLEDGE OF PAPER AND PRINTING. BOX 419, CARE OF PRINTERS' INK.

ADVERTISING MANAGER

National advertiser offers exceptional opportunity to advertising executive, qualified by sound, practical experience to control its Advertising Dept., must be experienced catalogue man and able to edit house organ—experience in agricultural implement line absolutely necessary—no figure-head wanted. $8-10,000 or more. Send complete history, samples of work and photograph to Mr. J. E. Gray, care of National Employment Exchange, 30 Church St., New York City.

High-Class Stenographer and Secretary

Advertising manager of New Jersey manufacturing concern, in line with the big expansion taking place in the Department, is in need of a good right-hand assistant. First qualifications: Expert stenographer and secretary; possessing initiative; willing to assume responsibility and grow with the big opportunity afforded; general advertising experience, some knowledge of engraving, line cuts, circularizing work, etc. The opportunity is for either man or woman, the big essentials being experience and ambition. Salary commensurate with ability. Due to location of plant, residence around Newark or the Oranges will be the most preferable. Address Box 417, P. I.

Copy Writer Wanted For Montreal, Canada

We will pay a good salary to a man who can satisfy us as a Copy Writer.

Layout or other mechanical experience useful, but not essential.

An opportunity to become Production Manager in Canada's fastest-growing Agency.

The man with the right ability and initiative will find it to his advantage to answer this advertisement.

All correspondence treated in strict confidence.

Address: Vice-Pres., National Publicity Limited, Imperial Bank Chambers, Montreal, Canada.

ADVERTISING MANAGER

Well-established trade paper will consider applications for an advertising manager. Want a man to take complete charge of the advertising. One who can produce results. An attractive arrangement will be made with the right man. Address in confidence. Box 406, P. I.

Agency Copy Writer

We have a worth-while opening for a high-grade agency copy writer. Splendid opportunity for man of real ability. State age, experience, salary, and submit samples. Confidential.

THE CARPENTER-WEBBE CO.
Sloan Building, Cleveland, Ohio.

A Trade Publication—Leader in its field has an unusual opening for a live, forceful advertising solicitor. The man who fills this job must be able to do more than just solicit advertising. He must be able to analyze the selling problems of this prospect and work in co-operation with our service department in preparing plans and copy that will bring returns to his clients.

The remuneration is up to the man. He will work on a liberal commission basis and receive some of the best accounts in New York City.

Tell us about your experience and qualifications in the first letter.

Address Box 401, Printers' Ink.

MISCELLANEOUS

HOUSE ORGANS—MARKET LETTERS—PROSPECTUSES—FINANCIAL, COMMERCIAL WRITING, PRE-EMINENCE 30 YEARS. GILLIAM'S BUREAU, BOSTON, MASS.

Printing Plants and Businesses

Bought anl Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

TREASURER

and manager needed by important, profitable New York trade journal, national circulation, A. B. C. Audit, could use $50,000 for expansion as working capital. Fullest investigation permitted party who can qualify. Very unusual opportunity in fine organization. Give experience and financial condition in first letter. Box 413, Printers' Ink.

EUROPEAN OPPORTUNITIES

Attorney going to Europe in August on important assignment, can handle other business. Can investigate markets, secure agencies or manufacturing rights to new products. Excellent references. Address Box 408, Printers' Ink.

POSITIONS WANTED

Advertising Man, 8 years' experience in agency work. Good address and personality. Large experience on rates and space buying. Unlimited referenecs. Would like to connect with manufacturing concern or good agency. Box 418, P. I.

Digitized by Google

ARTIST—Young man with 7 years of agency experience, specialist in lettering, designing, etc., wants permanent position in New York. Address Box 406, Printers' Ink.

Expert proofreader; know type faces, printing processes; can write. Seek agency connection. Box 404, P. I.

Young advertising man with agency, manufacturing and newspaper experience desires change. College, Alexander Hamilton and "Hard Knocks" training. References. 635, Y. M. C. A., Oklahoma City, Okla.

Advertising Man—Retail clothing experience. Formerly with National Advertiser (Rubber). International Correspondence School and Alexander Hamilton Institute training. Present salary $60 a week and bonus. Box 402, P. I.

Southern Sales Manager

with best-located offices and traveling sixteen Southern States, wants manufacturer's output July 1st paying $10,000 yearly commissions. Adams, 926 Empire Bldg., Atlanta, Ga.

The South

offers the best future to the manufacturer with a local sales manager in the field. I cover sixteen Southern States, have well-appointed office and want an account paying $10,000 or more yearly after July 1st. Adams, 926 Empire Bldg., Atlanta.

EXECUTIVE

Now with large national advertiser; wants responsible advertising connection (or advertising and sales) with manufacturer. Small manufacturer is acceptable if the kind that's trying and can grow.

Salary depends upon section of country and size of city, but not less than $4500. Married. 30. Address Box 405, Printers' Ink.

A Young Man of a Literary Turn of Mind

A quiet, studious, hard-working young fellow, twenty years of age, with a leaning toward the writing of good copy. I. C. S. training—all-around agency experience. Possibly some New York agency or advertising manager in need of a good right-hand man could use him. At any rate, whoever gets him will be well rewarded. Moderate salary to start. Box 415, Printers' Ink.

COPY MAN

Four years' agency experience, one with manufacturer, also house-organs, direct-mail catalogs. Now operating Service Department for large printer. Knows art, engraving, printing. Wants connection with midwest manufacturer. Ability, ideas, sound judgment. Age 29. Address C. M., Box 407, care of Printers' Ink.

Superintendent or Foreman in job or commercial plant; eighteen years' experience. Location preferred in Southern Michigan, Indiana or Ohio. Address Box 403, care Printers' Ink.

ADVERTISING MAN seeks new connection; good all-around copy writer, knows printing, layout, house-organ; strong originality, well seasoned, good producer; suitable for mail order or manufacturer; might invest moderately. Box 414, Printers' Ink.

HEAD ARTIST

both in studio and engraving house, specialist in newspaper and magazine ads, wants position or free-lance work in New York or New England, where ability to create, as well as execute, counts.

Layouts, figures, designing, lettering and fashions in all mediums. Address Box 411, Printers' Ink.

Advertising and Sales Executive

At Liberty August First

10 years' active, practical experience embracing newspaper, theatrical, political and manufacturing, publicity and promotion.

Let me give you my record achieved in the past three years with an office equipment manufacturer.

Address Box 410, Printers' Ink.

WANTED: A REAL JOB
—Not a Soft Berth

Am looking for a connection as advertising manager-solicitor in a locality where consistent effort and sales ability will net at least $100 per week on commission basis. Am averaging more than $75 in a middle west manufacturing city of 50,000 now, but field is limited because of large non-English reading, foreign population. Experienced in solicitation, layout work and management of local and foreign advertising departments. Services available after July 15. Address Frank E. Westcott, Gary Post, Gary, Ind.

I Have a Friend

who is unusually well qualified as a sales or advertising manager.

He has a strong, magnetic personality, can lead men, and keep them going at top-notch pitch.

He has travelled every nook and corner of the United States, knows thoroughly the territories covered by salesmen, and uses this knowledge, coupled with keen analytical judgment, in studying market conditions.

He is a strong writer, edits an excellent house organ, and has bought and is buying every type of advertising medium, and making them pay.

At present profitably employed, but wishes to locate in New York or Chicago, preferably New York, which is his home.

If you want to talk to him write Box 412, Printers' Ink.

Digitized by Google

Table of Contents

PRINTERS' INK, July 1, 1920.

Disston Advertising Net Catches Both the Known and Unknown User.... 3
Roland Cole

Keeping Pegasus a Plug .....*Howard V. O'Brien* 10

Senator Harding's Correspondence .....*C. H. Claudy* 17

Teaching the Workers What Advertising Does..... 19

Another Seasonal Product Joins Year-Round Class.....*Arthur McClure* 25

Has Your "Week" a Reason Behind It?.....*Joseph Katz* 28

Advertising Must Help to Speed the Back-to-the-Farm Movement..... 33
A. R. Howell

Manufacturers Who Are Advertising Now to Make Business Good in 1930 41
G. A. Nichols

When the Salesman Feels Sorry for Himself.....*A. H. Deute* 49

Educational Advertising Can Foster Intelligent Buying .....*M. W. Mix* 57

Direct-Mail Advertising Sells College Endowment Issue..... 58

What Can Be Done to Prevent Cancellation?.....*Martin Hastings* 65

Girls Tell of Pleasant Working Conditions, in Big-Space Advertisements.. 81

Shipping Board Advertising Programme Begins to Take Form..... 87

Advertiser Locks Horns with a Buyers' Prejudice..... 93

Will Labor Refuse to Face the Facts of Economic Law?.....*E. Cittins* 96

Another Profession's "Ethics" Yields to Advertising..... 101

On "Picking Up" the Spanish Language.....*James H. Collins* 108

The Economical Way of Using Silver Prints..... 118

To-day's News in the Advertisements.....*J. H. Payne* 122

Selling Your Goods to the Retail Clerk.....*H. E. Miles* 130

Can You Tell If a Customer Will Pay His Bills?.....*J. H. Tregoe* 141

Editorials 152
Knowing the Territory Too Well—Waterfalls and Better Business—Driving the Fakers into the Open—Advertising and the Right to Credit.

The Little Schoolmaster's Classroom..... 158

Digitized by Google

EFFICIENT SERVICE

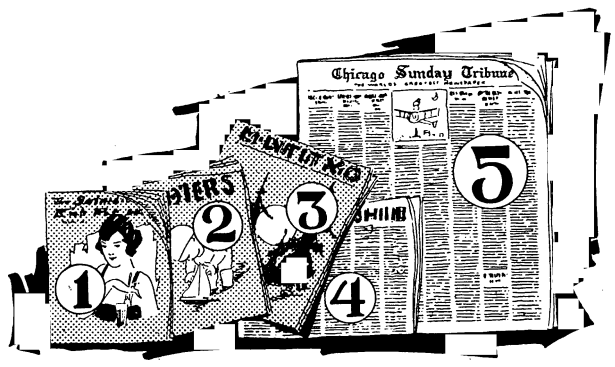
The proper presentation of outdoor advertising requires unusual care in space selection, design, execution, construction and maintenance. That advertisers may be assured of efficient country-wide service, plants are maintained by the Thos. Cusack Co., at

CHICAGO
PHILADELPHIA
CLEVELAND
NEW ORLEANS
BUFFALO
MINNEAPOLIS
ST. PAUL
DENVER
LOUISVILLE
ATLANTA
MEMPHIS
NASHVILLE
YOUNGSTOWN
DULUTH
SUPERIOR
ST. JOSEPH
OKLAHOMA CITY
HARRISBURG
PUEBLO
LINCOLN
ASHTABULA
ALTOONA
LORAIN
SOUTH BEND
NEW YORK
ST. LOUIS
PITTSBURGH
WASHINGTON
MILWAUKEE
KANSAS CITY
INDIANAPOLIS
ROCHESTER
TOLEDO
OMAHA
COUNCIL BLUFFS
DAYTON
HARTFORD
SPRINGFIELD
WILMINGTON
CAMDEN
AKRON
JACKSONVILLE
ST. AUGUSTINE
DAVENPORT
ROCK ISLAND
MOLINE
BALTIMORE
ELKHART

Thos. Cusack Co.

Chicago **New York**

Digitized by Google



To Buyers of National Advertising

ONLY four weekly publications on this continent have larger circulations than The Chicago Sunday Tribune. Three of these are magazines, the other a New York newspaper.

In the five rich states of Illinois, Indiana, Iowa, Michigan and Wisconsin—known as The Chicago Territory—the largest of these publications does not reach half as many people as does The Tribune.

Here is a market that is entitled to a fifth of your total advertising appropriation because of its wealth and population, and in this market The Chicago Tribune has no rival in circulation, and prestige, and economy as an advertising force.

FOR detailed proof of the above statements (including the circulation of The Tribune in each of more than 7000 towns), read the BOOK OF FACTS, 1920 edition, which will be mailed free to any selling organization if requested on business stationery.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation more than 400,000 Daily, 700,000 Sunday

Digitized by Google

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXII, No. 2 NEW YORK, JULY 8, 1920 10c A COPY

Advertising Speed and Power to Motorcyclists

WHEN the Carter Carburetor Company of St. Louis had perfected a carburetor for motorcycles, one that overcame former disadvantages, that gave riders more power, more speed and more gas mileage—they put the problem of telling their story in the hands of Advertising Headquarters.

The Carter fills a long felt want for a real motorcycle carburetor and it has been our pleasure to tell riders, dealers and manufacturers of motorcycles everywhereabout it. The results have exceeded our own expectations as well as those of our client.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK BOSTON CLEVELAND CHICAGO

Digitized by Google

A Specialized Editorial Service

This is an age of specialization, and THE STANDARD FARM PAPERS apply this principle to their editorial service.

Not one—but **fifteen editorial offices** located at key points, serve agricultural America.

Each editorial staff devotes all its time and energy to meet the needs of farmers in a given state, section or class.

Every reader is provided with material especially appplicable to its own particular problems—**prepared by a staff of specialists**—operating in his agricultural zone.

THE STANDARD FARM PAPERS in reality constitute a country-wide medium, rendering a specialized editorial service to over 1,150,000 leader farm homes.

And 1,120,000 are located in the 28 states producing over 70% of our annual farm income.

The Standard Farm Market

(Over 1,150,000 Farm Homes)

The Breeder's Gazette
Established 1881

Wallaces' Farmer
Established 1895

The Ohio Farmer
Established 1848

The Wisconsin Agriculturist
Established 1877

Prairie Farmer, Chicago
Established 1841

Pennsylvania Farmer
Established 1880

The Michigan Farmer
Established 1843

Pacific Rural Press
Established 1870

The Farmer, St. Paul
Established 1882

Hoard's Dairyman
Established 1870

Progressive Farmer
Established 1886
Birmingham, Raleigh
Memphis, Dallas

The Nebraska Farmer
Lincoln, Neb.

Western Representatives
STANDARD FARM PAPERS, INC.,
Conway Building, Chicago

Eastern Representatives
WALLACE C. RICHARDSON, INC.,
381 Fourth Ave., New York City

All Standard Farm Papers are members of the A. B. C.

Digitized by Google

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscriptions $3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXII NEW YORK, JULY 8, 1920 No. 2

Should Competing Brands Be Sold by the Same Organization?

When the "Absorbed" Company Retains Its Original Identity It Is More Likely to Survive Than When Two or More Competing Products Are Sold By the Same Organization

By Clinton Fitch

[EDITORIAL NOTE: When an advertiser buys up a competitor it is always a problem to us whether or not the organization and the brands of the absorbed company should be continued. This is a nice question in policy that is not always easy to answer. Mr. Fitch (this is his pen-name) is general manager of a company that has considerable experience in selling competitive brands successfully. He, therefore, discusses the subject with authority.]

SUPPOSING you were the manufacturer of the best X machine in the country and there was another X machine which a goodly part of the public, mistakenly of course, seemed to think was just as good as yours. And supposing you coveted the sales and the profits of the second machine and negotiated for the purchase of the other company, lock, stock and barrel. And supposing one fine day you got what you wanted—

What would you do with it?

Would you let your new acquisition run along, as before, with its own organization, its own president, its own sales force, its own advertising department, its own outlook on life, its own foibles, its own queer methods of doing things, its own little thrusts at your old company, etc.? In short, would you let it retain its individuality and life?

Or would you say to yourself: That's a woeful waste, that big salary list. I am president in fact, why should I pay Smith that big wad of money for being a figurehead? And that sales force! It's costing me thousands every year, and what for? Simply to trail my old sales force around, ringing the same door-bells, giving the same purchasing agents good cigars, more or less, and for what?—to take business away from my old machine! And the advertising department! Why should I spend thousands to teach the public to like that other machine better than my old machine? Of course if they *want* the other machine I will not object to their buying it, for I get their money anyway. But why spend good money to *make* them want it? Absolute waste. I'll just lop off a lot of this extra expense. My sales force can sell both machines just as well as not. Of what good is this joining of interests if it doesn't save money?

Which course would you adopt?

As hypothetical questions go, the one just asked isn't very long. It isn't so imposing by several thousand words as some of those propounded in the famous Thaw case; but in the commercial world it is much more important and it is ever present when great purchases of the kind are made.

By every consideration of "figgers" you could do nothing else but adopt the course which would make one blade of grass do the lawn work which two did before.

But have you ever observed

Table of Contents on page 182

Digitized by Google

what has actually happened in real life?

For we are not without observable experiences in the premises.

A certain manufacturer of a well-known office device bought out two competing machines and obeyed that impulse to be efficient and save money. The purchased models have practically disappeared. One could hardly say, in this case, that one plus two made three. The laws of arithmetic have been defied and one plus two has made only one, and not much bigger a one, if any, than the old one.

A few years ago several typewriter companies enjoyed separate and distinct patronages. Then one of them took over the others and tried to sell them with its own sales force. The absorbed ones have all but disappeared from the market. It is interesting to note that this company followed the opposite policy in Europe and allowed two of the purchased companies to retain their complete individuality. It seems hardly due to mere coincidence that the business on these two makes of machines has grown and prospered in Europe, while they are no longer factors in this country—in fact one scarcely ever hears their names any more.

A watch manufacturer some years ago absorbed two other concerns. In one case no attempt was made to preserve the good will and identity of the purchased make of watch. In the other the attempt was made, but it was put up to the old organization of the purchaser to do it. The result was the same in each case. The purchased brands have disappeared below the surface and scarcely a bubble shows where they sank.

THE EXPERIENCE OF A PAINT MANUFACTURER

Take another case, in a still more radically different line—paints. The purchased brands were identical in kind and use and enjoyed, each in its zone, an attractive business. They were entrusted to the tender mercies of the sales force of the purchaser, and in a few years they have practically lost their identity.

In this same line of business we find the opposite policy bearing another variety of fruit and closely paralleling the experience of the typewriter companies in Europe.

The same company allowed one of its purchases to retain its identity in every particular—name, organization and methods. The new organization competes stiffly with the parent in every way. The only difference between the new conditions and the old is that neither organization is allowed to hit below the belt—which occasionally did happen in the old days. Otherwise it is go as you please and devil take the hindmost. In this case the adopted child has grown strong and robust and is the distinct asset which the purchaser had hoped it would be.

The Standard Oil Company followed the latter course in one very notable case and possibly in others. Before they were legally divorced by order of the court, the Vacuum Oil Company was owned for a while by the Standard Oil Company. As all motorists know, Mobiloil, made by the Vacuum Oil Company, and Polarine, made by the Standard Oil Company, are both designed for use in crank-cases. And motorists were urged to buy both of them. But the urging was done by two entirely separate organizations. The case is an interesting one. The Vacuum Company had built a nice business and at the time of sale to the larger company the owners evidently had their own opinions on this question we are discussing and sought to preserve the business by dictating that the business in Vacuum products should never be allowed to fall below a certain figure. The purchasers evidently had opinions also and considered that the best way to assure the keeping of the contract was to let the Vacuum's organization see to it. This was done and the business grew and prospered under independent sales

Digitized by Google

$732,187 to relieve starvation in India

During the great famine in India—1897-1904—our readers sent to The Christian Herald $732,187 for the relief of tens of thousands of these starving people.

This fund was administered by The Christian Herald relief stations in the districts where the suffering was most intense.

This is another of the many charitable undertakings the world over for whose support millions of dollars have been given through The Christian Herald alone.

Even considering The Christian Herald's remarkable hold on its readers, the millions given through it must be only a fraction of the total millions the 300,000 generous and prosperous Christian Herald families have given, through *all* channels, to religious and charitable work.

THE CHRISTIAN HERALD

GRAHAM PATTERSON, Publisher

New York City

Digitized by Google

management. The product competed with the Standard's own product, although, the price being higher than the Standard's product, the problem was not quite so complicated as in other cases. When the Vacuum company became independent again, by order of the court, the business went on undisturbed.

One of the most distinguished examples of the policy of leaving purchased products in the hands of separate and practically independent organizations is that of the General Motors Corporation. The Cadillac, Buick, Oakland cars, and other products of the parent corporation, are sold by separate and distinct forces and, in the large cities at least, distributed by separate dealers.

The Eastman Kodak Company has had some significant experience along this line. Most of the purchases of this concern have been in the way of supplementing its own lines with articles which it did not make itself rather than buying out competition; but there was one line purchased which so nearly paralleled the popular Kodak that it could not hold its own when sold by the Kodak sales force and it succumbed. The other lines purchased, which fill different fields from the Kodak, such as the Graflex, have been successfully sold by the Kodak sales force.

Doubtless the cases might be multiplied and extended into many important industrial fields. Perhaps some could be found where one sales organization has been able to do full justice to an absorbed product, but all the writer's observations seem to indicate danger in the policy.

It would be interesting if we could learn what forces are involved which upset our laudable plans to eliminate economic waste. The classic example of the economic waste of competition is three or four milkmen driving up and down the same street. The acme of folly, apparently, would be to continue the four wagons in case two of the milk distributors should consolidate. In all the cases cited above, it would seem that an exact counterpart of the folly would exist in case the separate organizations were maintained after consolidation. Yet history seems to be all for the maintenance of both old organizations.

A member of the typewriter organization mentioned said in discussing the question: "Our salesmen simply cannot sell two makes of machines. They will sell either one, but not both." This seems to be the epitome of most concerns' experiences. Men who have been trained to believe that product A is the best ever, and especially if they have come to think more or less bitterly of product B, during the days of keen competition, cannot suddenly reverse themselves and sell B equally with A.

Moreover, why should they? If a man is putting in every minute of time and every ounce of energy into selling A, how can he also sell some B except at the expense of A? We are assuming now that A and B are identical, or so nearly so as to make the service they give practically the same. If a customer buys A he will not want B. So, if the salesman does his duty by A he necessarily must slight B.

"Not necessarily," you say. "Even if each product had a separate salesman, the sale of A to any given customer would preclude the sale of B to the same customer, so where is the difference?"

WHEN TWO SALESMEN ARE BETTER THAN ONE

The kernel of the nut is right here: No salesman can sell every prospect he calls on. Some prospects may not like the color of the salesman's eyes or the way his hair doesn't curl. Others may be out when he calls. Still others are congenital minorities. They simply will not buy the standard or most popular thing. If product B had a salesman of its own it probably would be sold to a good many of the prospective customers to whom A was not sold and probably never could be sold.

Digitized by Google

When father was a boy–

it was considerable of a trudge to school with his satchel on his back, red apple for teacher bulging in its depths. Wayside diversions often explained lagging legs that missed the last bell.

Today the bicycle and automobile cut down time and distance between home and school. They make a high-school education at the township center easier to get for thousands of boys.

All boyhood activities have become wider and larger. There are more things for boys to do; vastly more and better things to do them with. There has grown up a boy "class consciousness", a greater organization that makes of boys a group.

So has come and developed THE AMERICAN BOY, *the* boy publication that directly reaches and assists the formation of boy opinion. With its more than 500,000 boy readers, averaging 15½ to 16 years old, it has largely helped the American boy to find himself collectively.

THE AMERICAN BOY has grouped this great class into a profitable market. It has made it pay to advertise direct to boys, not only strictly "boy" merchandise, but countless articles in the purchase of which boys play the deciding part.

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in All the World."

THE SPRAGUE PUBLISHING CO., DETROIT, MICH.

(Member A. B. C.)

Branch Offices:—286 Fifth Ave., New York—1418 Lytton Building, Chicago

Digitized by Google

How an improvement in design created basic sales difficulties

Unique resistance overcome in building volume for a product in a special field

IN most fields a really successful improvement in design can be counted on to bring lasting advantages in sales.

But for one manufacturer, it is just such a successful step forward in design that has been for many years the chief point of sales resistance. This improvement immediately demonstrated its value in actual use—but by its very nature, it created difficulties in securing new users.

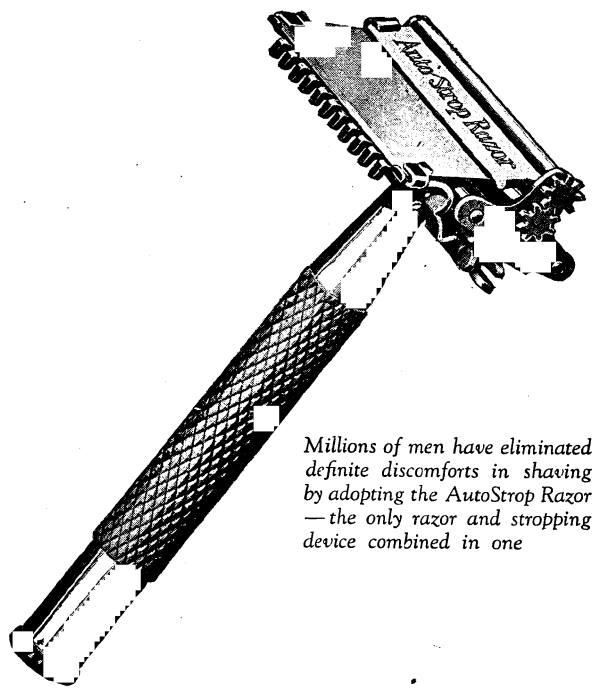
At the beginning, the safety razor market presented no unusual obstacles. The mere novelty of the safety razor helped to change the shaving habits of thousands of men. Aside from the novelty of the new product itself, perhaps the most decisive factor in bringing about this change was the old-fashioned strop. Skill and patience in using it had been essential to shaving. The safety razor seemed to offer a way to discard this troublesome strop completely.

In a few years men everywhere learned to shave without stropping. But this meant the needless waste of blades that were thrown away—and *the frequent discomfort of a dulling edge.*

It was a study of these great drawbacks that led very soon to a remarkable invention — a safety razor and automatic stropping device combined in one.

This improvement in design has given the AutoStrop Razor its distinctive advantages over competitors. It offers the only quick, convenient way to have a freshly stropped blade every morning. No skill in stropping is required.

Digitized by Google



Millions of men have eliminated definite discomforts in shaving by adopting the AutoStrop Razor — the only razor and stropping device combined in one

From the first year that the AutoStrop Razor was offered for sale, alert men in all sections of the country have been quick to adopt it.

But to build volume for this product on a large scale has meant changing once more the shaving habits of American men—it has meant persuading them to go back again to the strop.

It is to meet this unusual resistance to sales that the current advertising for this product has been planned and prepared. Men everywhere are being shown why the strop is essential to real comfort in shaving and how easily it can be used with the razor that "sharpens itself."

As a result, every week thousands of men are changing their shaving habits and beginning to use the AutoStrop Razor.

It has been the privilege of the J. Walter Thompson Company to co-operate with the manufacturer in presenting this product to the public.

J. WALTER THOMPSON COMPANY

NEW YORK CHICAGO BOSTON CINCINNATI LONDON

Digitized by Google

Slight differences in two models of machines or grades of merchandise, which might serve to influence a sale of product B when A fails to please, often are unable to save the day *if the same salesman presents both.* By the time the salesman concludes his demonstration or presentation of A, he is through, so far as that buyer is concerned. The latter is tired of him; he wants a change of air and of facial scenery. A new man coming in to-morrow with B and a new characteristic and enthusiastic presentation of its peculiar advantages will have a much better chance to make a sale than will the first salesman with his indifferent attempt to sell a second choice article after failure on his first choice has been rung up.

The same inhibitive tendency exists in the *management* of the sales campaign, though to a lesser degree. The strength of the inhibitive force seems to be directly proportional to the square of the distance from the actual field of battle. The salesman who is in direct contact with the customer is totally under its influence. His sales manager *tries* to take a judicial view and probably gives *some* attention to the pushing of the purchased product, but his grief is not so poignant if its sales do not keep up as it would be if the older product should begin to fall away.

The general manager is much more impartial and wants to see both products produce and the president can probably be depended on to play absolutely fair and give the new member of the family every tactical opportunity. He wants profits, and in his broad plans is likely to look with impartial eye upon the advantages which each product has for bringing home the bacon.

But in the execution of his strategic plans he finds it advantageous, apparently, to put two weapons into the hands of distinct wings of his selling army. A summary of the most trustworthy experience seems to point to the wisdom of retaining the "absorbed" company in its original identity, if it is desired to hold the business and the good will that the former independent enjoyed.

F. G. Macomber Joins Penton Publishing Company

Paul R. Fisher, who has been advertising representative for the Penton Publishing Co., Cleveland, in the New England territory on *The Iron Trade Review, The Foundry,* and *Daily Iron Trade and Metal Market Report,* has been transferred to *Abrasive Industry,* a new publication of this company, in the New England territory including also New York City, Philadelphia, New Jersey, Delaware, Maryland, part of Pennsylvania, also a certain section of New York State outside of New York City.

Mr. Fisher's headquarters will continue to be the Boston office. He is succeeded by Frank G. Macomber, a former newspaper man who was for fifteen years editor and manager of the Hartford, Conn., *Globe,* leaving that paper in March, 1919, since which time he has been handling the advertising and sales end of a new manufacturing business in Hartford.

Campbell-Ewald Organization Changes

Several changes in the organization of the Campbell-Ewald Company, effective July 1, have been announced. J. Fred. Woodruff has been made general manager. Guy C. Brown has been made assistant to the president and has charge of all matters pertaining to the promotion and development of the business. W. H. Taylor has been made vice-president of the company and is in charge of the Chicago office.

Edward C. Conlin Joins Wales Agency

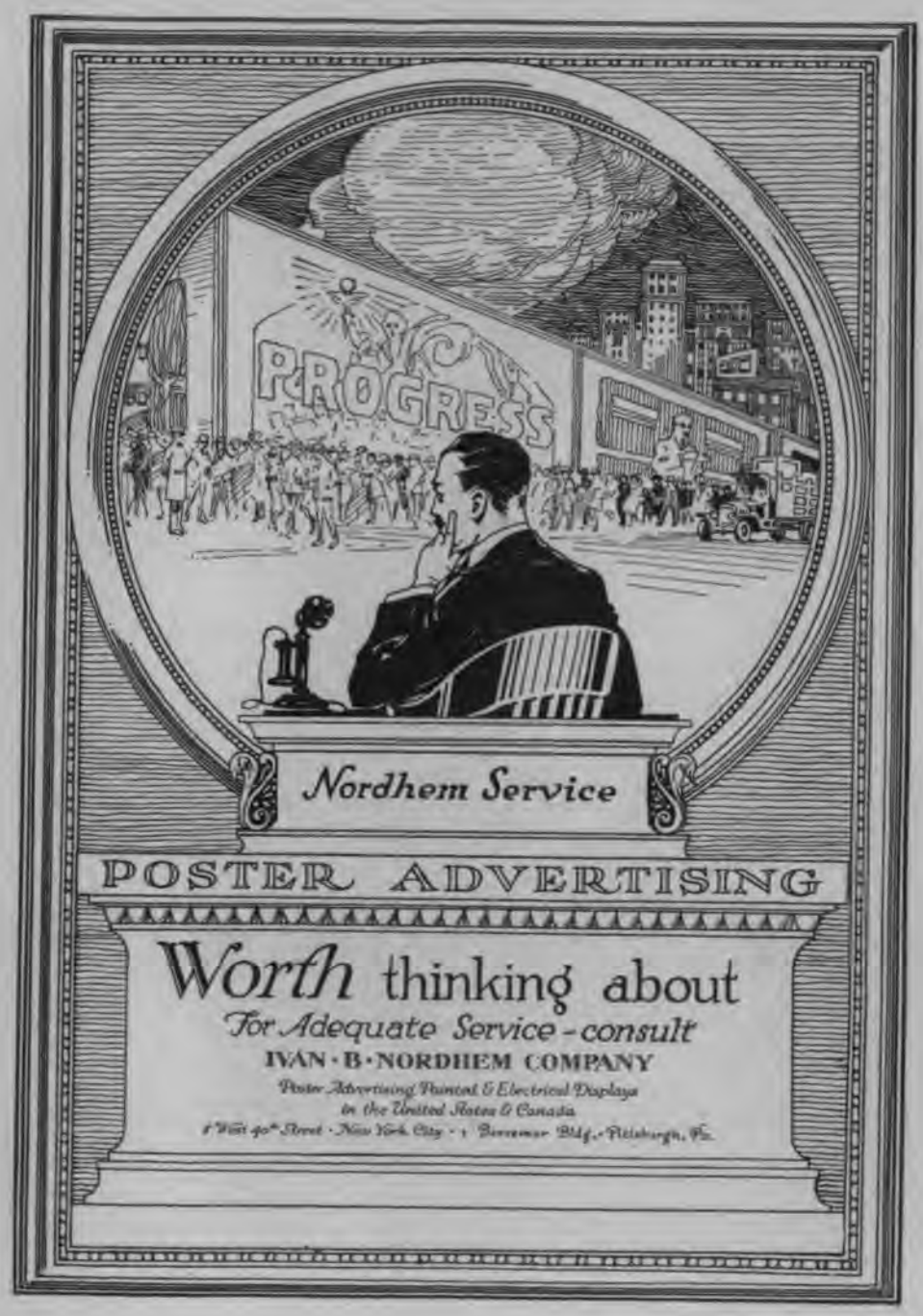
Edward C. Conlin has joined the Wales Advertising Co., New York.

Mr. Conlin was for fifteen years connected with the advertising department of the Frank A. Munsey Co., resigning the position of an executive of the Munsey publications shortly before joining the Wales agency.

Four New Accounts With Robert Hoyme

The advertising accounts of S. M. Hexter & Co., Cleveland, O., manufacturers of "Sol Cocoanut Oil Shampoo"; Bush Terminal Corporation, New York; Bennett's Travel Bureau, New York; and Executive Service Corporation, New York, have been put in the hands of Robert Hoyme, Inc., New York.

Digitized by Google



Digitized by Google

The D. of J. and Price Dictation

THE PIQUA HOSIERY COMPANY
PIQUA, OHIO.

Editor of PRINTERS' INK:

The letter signed Edith C. Strauss, Director, Women's Activities, High Cost of Living Division (the words, United States of America, Washington, District of Columbia, were omitted) is a fine example of an all too prevalent pastime of proving your case, with incidents which are the exceptions that prove the rule.

Beyond a doubt she could have added half a dozen more illustrations, been within the bounds of fact, and yet been wrong in her conclusions and in the implied criticism of manufacturers. For let it be known that in this great land of ours there are profiteering merchants, profiteering manufacturers, and profiteering government officials.

That these facts are true, however, is no more reason for implying that price-fixing is a shield for abnormal profit, than the reverse argument that non-price-fixing is a weapon for the profiteering retailer. Affirmers and deniers should bear this in mind.

This organization does not attempt to fix a retail price, feeling that our line is so varied and conditions under which it is sold so different in the great territory we cover, that the return would not justify the effort. We do reserve the right, however, of placing our line with distributors who will not use it as a football, in order to protect the legitimate profit of all distributors.

This motive of protecting his customers is the dominant reason for the manufacturer fixing a retail price and requesting adherence to it. He knows that there are retailers who will cut the price of a well-known advertised article, using it as bait, so as a measure of protection and to create good will among the merchants he establishes a retail price which leaves a fair profit.

Prior to the war I never heard this margin assailed by retailers as being too large; in fact, criticism was all the other way. The war created a new situation here as it did in so many lines of business. A rise started in 1914 that has never stopped beyond the barest pause at the time of the armistice. The manufacturers of the fixed retail price article had to advance his costs, and consequently with the quoting of new cost prices he was compelled to fix new retail prices or else meet the criticisms of making the retailer pay the freight.

The general method used was to advance retail prices with the opening of the new season on seasonal lines, or with the initiation of new advertising campaigns on lines that are staple all year sellers.

Paradoxical as it may seem, the poor or indifferent merchant profited most by this procedure, for where stocks were turned over frequently there was a minimum amount of merchandise on which to put the advanced price. Sluggish stocks showed a bigger book profit.

If one wanted to be distinctly unfair one might suggest that replacement value would be less likely to be used on the vast quantities of merchandise, either as unbranded or sold without any attempt at price-fixing, than on goods cleverly merchandised by men who of necessity study markets and merchandise on a national scale.

And probably there is and has been a much greater volume of non-branded goods sold, without attempt to fix replacement value, than merchandise marked up at the inspiration of the price-fixing manufacturer, and to this extent the public is the gainer.

But think you that if John Smith, the leading merchant of Busy City, carries underwear stocks equally divided between X-Y-Z Underwear, on which the price is fixed, and R. S. P. V.'s, the selling price of which is left to his business acumen, that R. S. P. V.'s which he sells will stay down when X-Y-Z's go up?

No sir, the question of profit margin is not involved in anything but replacement value, and this nice sounding mouthful is what has every merchant pawing the air or pleading before the Department of Justice agents.

In 1915-16 mercantile publications were full of editorials warning retailers to beware of ignoring replacement value and so laying by insurance for the day when they would be caught in the jaws of a price drop.

This was in the day when we considered it a sign of business acumen to purchase as low as consistent with quality and sell for what the traffic would bear. We left it to competition and the public's sense of just treatment to determine what a fair profit would be.

If we like pink ribbons, pink teas and service de luxe, we went to the Bon Marche on the Boulevard, and if we wanted bargains we went to the "Always Lower" Store on the Avenue.

Uncle Sam now says this is all wrong. Perhaps he's right, perhaps he's wrong, we don't know. We are sure, however, that to infer that price dictation is a profiteering instrument is unfair.

The manufacturer who thinks enough of his merchandise to name it has two arrows to his bow—consumer good will and dealer good will. It is essential that he preserve these to protect his "sales" investment, and the basis of this protection is value for value received.

Of course, not all advertisers are long headed, but to accept these few as typical of the many and to attack the only weapon the manufacturer has for protecting his customer against the branded line price cutter—the biggest faker in the whole scheme of economical merchandising—is poor business.

Manufacturers and merchants alike will play the game with the Government, when they learn what kind of a game the Government wants to play and are convinced that the umpires know the rules.

LEON ALLEN.

Digitized by Google

This Map Sells the Iowa Dealer

When a salesman says to an Iowa dealer,

"Look at this map—see how many people right here in your county are reading our advertising in the Des Moines Register and Tribune."

—the sale is half made.

These maps visualize the circulation of the Register and Tribune and The Sunday Register by the dot method—a dot for every ten subscribers. Circulation is also listed by counties and towns. The maps enable the salesman to effectively merchandise the advertising campaign to the retailer.

How many maps do you require for your Iowa salesmen? Write and we'll supply you by return mail

Route and mailing lists of Grocers, Druggists and other dealers in the Des Moines trade radius gladly furnished.

Des Moines Register and Tribune

119,970 Daily Average 6 Months ending March 31, 1920 **82,251 Sunday**

Member Audit Bureau of Circulations

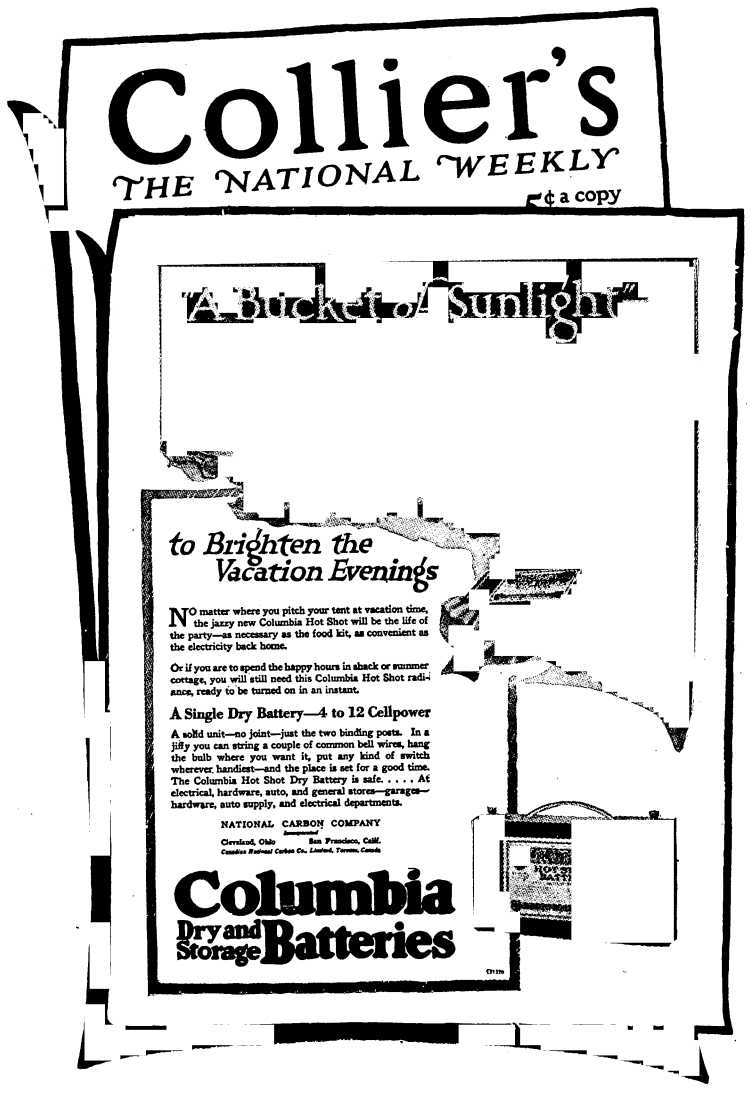
Representatives

I. A. KLEIN
Metropolitan Tower
New York

JOHN GLASS
Peoples Gas Building
Chicago

W. R. BARANGER COMPANY
San Francisco Los Angeles
Seattle

Digitized by Google



Collier's
THE NATIONAL WEEKLY
5¢ a copy

"A Bucket of Sunlight"

to Brighten the Vacation Evenings

NO matter where you pitch your tent at vacation time, the jazzy new Columbia Hot Shot will be the life of the party—as necessary as the food kit, as convenient as the electricity back home.

Or if you are to spend the happy hours in shack or summer cottage, you will still need this Columbia Hot Shot radiance, ready to be turned on in an instant.

A Single Dry Battery—4 to 12 Cellpower

A solid unit—no joint—just the two binding posts. In a jiffy you can string a couple of common bell wires, hang the bulb where you want it, put any kind of switch wherever handiest—and the place is set for a good time. The Columbia Hot Shot Dry Battery is safe. . . . . At electrical, hardware, auto, and general stores—garages—hardware, auto supply, and electrical departments.

NATIONAL CARBON COMPANY
Incorporated
Cleveland, Ohio San Francisco, Calif.
Canadian National Carbon Co., Limited, Toronto, Canada

Columbia Dry and Storage Batteries

Digitized by Google

Columbia Batteries and Collier's

The National Carbon Company, Inc., has chosen Collier's to head the list for the national advertising campaign on Columbia Batteries.

Collier's
THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

Digitized by Google

BY using newspapers the advertiser with spotty distribution can advertise exclusively where his goods are on sale, while the reader of a newspaper advertisement can go directly to the place where the article advertised may be purchased.

Newspapers offer intensified circulation, and as a great NATIONAL MEDIUM are ideally and perfectly adapted to the use of the manufacturer with highly concentrated distribution. Strengthening weak spots in distribution and sustaining and maintaining that strength, in addition to intensifying sales, and this without extending territory if desired, are other forces the newspapers supply.

That newspapers possess intrinsic value as a "SPECIFIC" or "NATIONAL" medium is substantiated by the complete flexibility of newspaper advertising—the ease and promptness with which it can be lightened or intensified and the exactitude with which its cost can be controlled, more so than through any other national medium.

To advertise where your goods are and to have your goods where your advertising is constitutes the best merchandising. And the best merchandising in Baltimore goes hand in hand with advertising in The NEWS which covers the city with an intensified circulation of 100,000 daily.

The Baltimore News

Goes Home and *Stays* Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Digitized by Google

Bettering the Standing of a Product by Advertising

American Chicle Company Publishes a Brief in Behalf of Chewing Gum Designed to Obtain Good Will for Its Whole Family of Brands

By C. P. Russell

THERE are certain products, however good in themselves, which to a certain extent labor under a popular prejudice. This prejudice sometimes rests on no solid foundation of facts or reasons, but is due simply to vague "notions" or to some idea connected with past associations. Manufacturers of these products have often found it necessary to combat such prejudices and have found their most efficient weapon in advertising. This advertising must be carefully prepared and pointed in the right direction, with due allowance for all the factors involved. It never acts on the defensive, but takes a positive stand. It does not apologize but boldly asserts.

An example of the kind of product which has had to make headway against popular prejudice is the cigarette. There was a time in this country when the cigarette was held in relatively low esteem. It was often associated in the public mind with undesirable characters. The "cigarette-smoking youth" was spoken of with a certain contempt. Somehow the idea was allowed to creep into the public mind that the cigarette smoker was a less admirable type of man than either the pipe or cigar smoker, though, of course, there was no sound reason for supposing that tobacco when rolled into cylinders had any more effect on the health or the character than tobacco when rolled into the shape of a torpedo or when packed into the bowl of a pipe.

When the cigarette industry first became firmly organized in this country, it took due cognizance of the more or less latent prejudice against its product and the manufacturers so shaped their advertising as to put cigarettes upon a higher plane in public estimation. Fatima cigarettes, for instance, have been for years advertised in association with portraits of distinguished-looking, clean-cut men of the modern business type. There is evidence that this advertising must have been constructive and beneficial in the fact that the consumption of cigarettes in the United States has risen from 863,709,484 in 1910 to 37,914,241,654 in 1918, an increase of more than 450 per cent in eight years.

PREJUDICE HAD TO BE OVERCOME

Another product that has had to contend with a more or less apparent prejudice of the same kind is chewing gum. For years the chewing-gum industry struggled against the notion that gum-chewing was a low and vulgar practice. One could chew one's meals in public with impunity, but one must not be seen chewing gum. This feeling very likely grew out of the fact that chewing gum was looked upon as a somewhat childish habit, since in early days gum was a sort of sweetmeat patronized mostly by school children, and school teachers were constantly raiding the mouths of their pupils in the belief that gum-chewing interfered with study. Gum-chewing does interfere somewhat with the oral recital of one's lesson, and no doubt the school-teaching profession finally decided that the easiest way to deal with the problem was to place a stigma upon the whole idea of chewing gum.

Another probable factor was the Puritanic conditions under which most Americans have grown up. The Puritans looked upon all forms of pleasure or enjoyment as somehow partaking of original sin, and this idea was ex-

Digitized by Google

tended to even the most harmless diversions. We can all remember the time when our parents and teachers frowned upon our craving for candy, and permitted us to have it only upon state occasions and under a strict rationing system. Nowadays we know that a child's craving for candy is natural and is prompted by the instincts of his own body, which demands sugar in great quantity to make up for the child's daily tremendous expenditure of energy. The scientific physician therefore encourages the consumption of pure candy by growing boys and girls, his ban being laid solely upon excess.

Whatever lingering prejudice there may have been against chewing gum, however, was pretty well disposed of during the war. American soldiers simply had to have chewing gum, and it was issued to them as part of their rations. The same thing with the Canadians. They carried their love of chewing gum into England with them and both the Americans and Canadians carried it into France. The result was that three great countries now chew gum where only one did it before. All classes, all ages, and both sexes now chew gum without apology, and the resulting increase in consumption has been enormous within the last few years.

When the American Chicle Company began marketing its product, it was quite aware of the prejudice against gum among certain elements of the population and it has always deemed it good policy in the course of its advertising to put in a good word for the whole idea of gum-chewing, subordinating its own product and simply emphasizing the value of gum.

A recent example of institutional advertising for the Chicle company was a full page under the bold caption: "An Agreeable Habit." The copy, in part, said:

COLORED ADVERTISEMENTS FOR INDIVIDUAL BRANDS HAVE ADDED TO THE PUBLIC ESTEEM OF THE PRODUCT

"Gum-chewing has a right to the title of 'The Agreeable Habit'.

"Its effects upon the USER are agreeable. It does not make him stupid nor drunk. It does not benumb the faculties nor impair the physical organism.

"It does have a beneficial effect on the whole system.

"Gum-chewing is objectionable only as eating is objectionable, that is when it is done at the wrong time and in the wrong place. We have to exercise tact, good sense and consideration for others in everything we do.

"But in itself—*per se*—gum

Digitized by Google

chewing is not offensive. Some habits are.

"The House of Adams is responsible, more than any other agency, for the growth of the practice of using gum.

"It has brought the custom up from the level of a peculiar habit to the plane of a world-wide necessity.

"By the use of chicle gum, pure, wholesome and specifically adapted to the purpose, and by the manufacture of chewing gums of uniform excellence, it has established gum-chewing not only in America but throughout civilization.

"Every new custom is resisted by the conservative minded. And every new form of pleasure is resisted by those who fear that evil may lurk in any kind of gratification.

"Gum-chewing has passed both these objections. It has weathered the storms of criticism and is now safely set in the good graces of the people.

"That it is past the rocks and safely sailing on the sea of popular favor is due to the faith, the square business methods and the high-class product of the House of Adams.

"Look for the name of Adams —It means pure chicle gum."

It is to be noted that the first half of this copy is a frank brief in behalf of chewing gum. It is positive and not negative, confident and not apologetic. The second half of the copy ties up the placing of chewing gum on a higher plane with the "House of Adams." It seeks to make the name of Adams synonymous with standard of quality; to establish the name of Adams in connection with chewing gum in the way that the name of Tiffany has become synonymous with high-class jewelry.

ILLUSTRATION A BIG ASSET

This idea is further carried out by the illustration which appears below the copy. Resting in a basket of graceful weave are assorted packages of the various American Chicle Company brands. Thus each brand, which hitherto has been advertised separately, appears as a member of a family of products, all bearing the dependable name of Adams.

Another point worthy of note in this advertisement is the fact that one brand, which incidentally is highly popular in the West and Middle West, but is little known east of Rochester, appears for the first time in its new package. This is "Yucatan," which hitherto has been marketed in a package which, though perhaps lacking in artistic merit, has earned for itself an amount of good will which is worth preserving and which will be gradually transferred to the new package.

The avowed aim of the American Chicle Company to place chewing gum upon an increasingly higher plane is supplemented by the color pages and posters which are used to advertise individual brands. Leading artists like Coles Phillips and Neysa McMein have been employed to paint pictures for these advertisements which contain an atmosphere of refinement and a subtle suggestion of "class." The purpose of these illustrations, of course, is to indicate the fact that chewing gum is used by people of the highest type and that a package of Adams chewing gum is not out of place in a parlor, a drawing-room, or a boudoir.

How the American Chicle Company has reduced the size of its family is a story in itself. When it was first organized, the company was very much in the situation of the old woman who lived in a shoe. It had so many brands it didn't know what to do. There were 114 of them in all, and of these the majority were manufactured in the original plant and sold according to the methods and territories developed by the original owner. The result was that lines from market to market crossed and criss-crossed each other till they looked like a weather map drawn by a crazy man.

It was the task of the American Chicle Company to bring order out of this chaos, to centralize the sources of distribution,

Digitized by Google

and to reduce the huge family of 114 brands to the fewest number that would make possible concentration of selling effort, higher volume of production, and elimination of duplicated expense, without the loss of the prestige and good will that many of the original brands had. So the original 114 have now come down to eight.

The name of Adams has been preserved because it has always enjoyed a prestige due not only to consistent quality but to history. Mr. Adams lived on Staten Island. Shortly after the Mexican War he met the famous General Santa Anna (the Obregon of to-day), a Mexican refugee there who happened to tell him one day of a substance called chicle, which better-class Mexicans obtained from a certain native plant and chewed when traversing deserts where no water was obtainable. Mr. Adams's curiosity was excited. Then as now, a substitute for rubber was the dream of all scientists and inventors, and he hoped that here was the thing that might meet the need. He procured some of the substance, and being on good terms with a certain dentist, he obtained the latter's services and together they labored over experiments which lasted a year. They never developed a rubber substitute, but they did develop chewing gum, which has probably since that time brought its exploiters as many millions as the rubber substitute might have.

A. R. Hopper Joins Lesan Agency

A. Raymond Hopper, formerly advertising and sales manager of Purity Cross, Inc., Orange, N. J., has joined the staff of the H. E. Lesan Advertising Agency, New York, where he will be engaged in copywriting and special investigation work.

Carl Keffer, Jr., With Newell-Emmett

Carl Keffer, Jr., recently with Frank Seaman, Inc., New York, has joined Newell-Emmett Company, Inc., New York.

Atlas Agency Increases Staff

Henry H. Saylor, former editor of *Country Life*, New York, has been made one of the executives of the Atlas Advertising Agency, Inc., New York. Mr. Saylor will have charge of all production work.

John Watson Cary, who has been engaged in free lance copy work during the last five years, and who was at one time with J. Walter Thompson Company, Inc., New York; and W. F. Adams, who has been engaged in literary and educational work, have become members of the copy staff of this agency.

Other additions to the staff of this agency include R. J. H. Powell, Miss Russell Lindsay and Richard Stanger, all members of the production department.

Taggart, Dunster and Nelson Join Robert Hoyme

Frank Taggart, formerly sales manager of Wells & Richardson Company, "Diamonds Dyes," Burlington, Vt., and who was at one time with the Carey Salt Company, Hutchinson, Kan., is now with Robert Hoyme, Inc., New York.

Charles H. Dunster, recently with the Bush Advertising Service, Inc., New York, and G. Alexander Nelson, formerly with The Noiseless Typewriter Company, New York, have also joined the Hoyme organization.

W. B. Okie Joins N. W. Ayer & Son

W. B. Okie, for nine years general sales manager of the Welch Grape Juice Company, Westfield, N. Y., and after that in charge of the sale of sugar to manufacturers for the American Sugar Refining Company, New York, and more recently general sales manager of the Orange Products Division, California Fruit Growers' Exchange, Los Angeles, joined N. W. Ayer & Son on July 1.

Hall & Emory Co. Has San Francisco Office

The Hall & Emory Agency, of Portland, Ore., has opened an office in San Francisco, in charge of Franklin A. Bell.

Mr. Bell has been advertising manager of the Portland Flouring Mills Company for the past year. The milling company is entering the California field this season.

Join Frank Seaman, Inc.

B. Catasson, former production manager of the George Batten Company, Inc., New York; Mrs. M. McCreedy, recently with N. W. Ayer & Son, and S. E. Kiser have joined Frank Seaman, Inc., New York.

Digitized by Google

Philadelphia

The Third Largest Market in the U. S.

Population Within City Limits: 1,823,158
Separate Dwellings in Philadelphia: 367,236
Average Persons Per Occupied Dwelling: 5.2

SIXTY-THREE per cent. of the million, eight hundred thousand, plus of persons accredited Philadelphia by the last census are native-born Pennsylvanians. Curiously, the same percentage of the increase of the city during the last ten years was in the native stock. Philadelphia still is, as it has consistently been shown to be since the first census, a community of native sons and daughters.

During the industrial boom incidental to the war, the call of Philadelphia went far and wide, to every State of the Union, to supply the need for labor, but either that call was answered promptly and chiefly by the workers of this State, or the contingent from the other States of the Union have largely returned to their homes, for the census shows an increase of only 33,685 in the number of residents born in other States or in other American possessions, and if the increase from neighboring New Jersey and Delaware were to be substracted, there would be but 24,371 of these emigres from other parts of the Union.

They came however from nearly every State in the Union, Massachusetts sending a thousand, Connecticut fifteen hundred, New York four thousand, New Jersey seven thousand, Ohio nearly a thousand, Delaware three thousand and North Carolina thirtenn hundred.

* * * * *

Despite the war and its embargo on shipping, the city's gain from foreign immigration during the past ten years was almost double that which came from the other States of the Union. Most of it, of course, came in the years preceding 1914. One of the most unexepected gains in this column has been the increase in the natives of the Emerald Isle. From 1900 to 1910 the native Irish strain in the city showed a decrease of fifteen thousand. The newness of the wave of southern European immigratlion led commonly to the comment that the tide had changed, that the old migration from England, Ireland and Germany was on the decline, as it actually was, and that eventually this strain in our population would be overwhelmed by the Latin and Slavic blood of southern and eastern Europe.

Now it is a bit surprising to find out that in the past ten years the number of the native Irish in Philadelphia has increased fourteen thousand, the native English six thousand and the native German ten thousand. But the number of native Russians in the city also increased to even a greater extent, in that period, strengthening their lead among the foreign-born Philadelphians and raising their quota to about one-eighteenth of the city's population. The Greeks have nearly trebled their 1910 enumeration of five hundred.

The immigrant population now include more than one hundred thousand Russians, nearly one hundred thousand Irish, seventy-one thousand Germans, fifty-three thousand Italians and forty-two thousand English among the leading groups, but three-fourths of the entire population are native-born Americans.

* * * * *

Philadelphia is still "the city of homes" and one of the items of interest in the Census report is the statement that there are nearly fifty-eight thousand more families residing in the city now than there were in 1910. In the past decade the Building Bureau's reports show that approximately fifty-two thousand new homes have been built in the city. So that, on a comparison of the two sets of statistics, it appears the city is short six thousand of its necessary quota of dwellings, or of accommodation for approximately twenty-one thousand people.

That even a Census compilation is not altogether an accurate indicator of city congestion, however, is afforded by its statistical proof that the average number of Philadelphians to a dwelling is the same as it was in the days of 1910 when rentals were low and owners hunting for tenants. Then it was reported that 5.2 persons resided in the average dwelling and now the average is the same.

But that the shortage of houses had not begun to effect the size of families when the Census takers made their count is indicated by the city's maintenance of its average of 4.7 persons to a family. Before 1910 this average had decreased two decimal points in ten years, as it had in the decade from 1890 to 1900, and it was thought a still further decline might be shown since 1910. The biggest measure of the Philadelphia's gain is due to the fact that its birth rate now exceeds its death rate by an average of more than seventeen thousand a year.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

Net paid average circulation for the six months ending April 1, 1920, as per U. S. Post Office report: 466,732 copies a day.

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

Digitized by Google

Scripps Newspapers Scripps Newspapers Scripps Newspa

Ohio's Five Large Cities

1. Cleveland
2. Cincinnati
3. Toledo
4. Columbus
5. AKRON

According to the 1920 census, Akron now has 208,435 population.

From the advertising standpoint, Barberton, Kenmore and Cuyahoga Falls should be reckoned as part of greater Akron, inasmuch as these towns are immediately adjoining the city without a break.

Akron newspapers, therefore, reach a city population of more than 250,000.

This rapidly expanding industrial city has three newspapers.

The advertiser should use at least two of them, adequately to "cover" this city population.

The Akron Press is second in circulation volume and first in prestige and solidarity of reader-following.

During the recent costly and elaborate circulation contest conducted by a competitor, The Press lost one solitary subscriber from this cause and at the same time showed a healthy gain in circulation without the use of premiums, contests or other forced methods.

Ninety-six per cent of Akron Press circulation is within a ten-mile radius of the center of the city.

The Press should be on the list of every advertiser seeking maximum sales in the Akron market.

The Akron Press

Scripps Newspapers Scripps Newspapers Scripps Newsp

Digitized by Google

ɔps Newspapers Scripps Newspapers Scripps Newspapers

UNIFORM rate cards, uniform Information Sheets, uniform business methods, make the twenty-two Scripps Newspapers convenient to do business with.

Solidarity, loyalty and permanence of their quality reader-following make Scripps Newspapers profitable for advertisers to do business with.

The twenty-two Scripps newspapers are:

Akron Press
Cleveland Press
Cincinnati Post
Columbus Citizen
Covington (Ky.) Post
Dallas Dispatch
Denver Express
Des Moines News
Evansville Press
Houston Press
Los Angeles Record
Memphis Press
Oklahoma News
Portland (Ore.) News
Sacramento Star
San Diego Sun
San Francisco Daily News
Seattle Star
Spokane Press
Tacoma Times
Terre Haute Post
Toledo News-Bee

Scripps Newspapers

Foreign Advertising Department
Union National Bank Building, Cleveland, Ohio
New York Office: MARBRIDGE BLDG. *Chicago Office:* 1ST NATL. BANK BLDG.

ɔs Newspapers Scripps Newspapers Scripps Newspapers

Digitized by Google

Public Opinion

What is the greatest power in the world today?

Not monarchy—that has tottered. Not wealth—that is fleeting. Not fortune, for that is fickle.

The greatest power in the world today is Public Opinion.

We say this man was great. And why? Personality made him great; but Public Opinion made his greatness *known*. Another—perhaps an even greater man—died unrecognized. Public opinion had passed him by.

It is the same with business.

You make a product. It is a good one. But until Public Opinion *says* that it is good, its success hangs in the balance, while another, perhaps less worthy, takes its place. Not merit, but the *recognition* of merit makes leadership.

Public Opinion is all-powerful, all-decisive. It proclaims success and foredooms failure. You can't ignore it. You can't combat it. But you can *mould* it and you can *direct* it.

Through advertising! Through advertising in the media that most truly represents Public Opinion.

Public Opinion in Chicago is represented by over 1,200,000 persons—all readers of the nearly 400,000 circulation of The Chicago Daily News.

They are the *buying majority*. They are the *dominating public*. They are 7 out of every 9 persons in Chicago who read the English language.

Directing *their* buying habits, controlling *their* buying decisions, is simply a question of using—

The Daily News

First in Chicago

Digitized by Google

The Muse at Work in the Copy Department

Introducing a Possible New "School" for Copy Writers

By P. K. Marsh

MY first tentative title for this read "Advertising and the French Forms," but rude outside comment informed me bluntly that no cautious reader could be induced to attempt so long a leap both in time and space. To tie up Francois, the wandering troubadour of Provence, with Bill, the practical copy-cuss of a modern advertising agency, in the brief space of 2,000 words, I admit, would have daunted a Victorian novelist. To Bill, the modern copy-cuss, trained to the limitations of "56 lines, single column, drawn heading and quarter-inch white space on each margin," and successfully selling in that cramped territory any article of merchandise from a gas-engine to a dress-fastener, a fertilizer to a box of candy, the task might seem somewhat simpler than his usual morning assignment.

The largest single group out of all the applicants who seek copywriting jobs each year is composed, according to most reports, of professional writers of one class or another. "I've been doing a lot of writing," they state confidently, "but I want to make more money, so I'm anxious to break into advertising." Opinions differ as to the adaptability of such material—at least, that is an impression gained from recent reading of these columns.

Some day a poet may apply.

Consider him carefully.

Why?

Because Francois of Provence, mentioned in my first paragraph—or many another poet—is, on the average, better raw material from which to fashion an ad writer than is the professional prose writer. I can hear the horror-stricken gasps which will greet this statement, for the verse writer, of all writers, has, by long tradition, been held up to scorn for his lack of understanding of mundane conditions.

There are good, sound reasons for my confidence in the poet, and it will do no harm for any agency copy chief or big boss who wields the blue pencil on advertising copy to read them. (By the latter I refer especially to that individual who blandly pencils in thirty or fifty added words to a highly-concentrated, carefully-studied appeal, or insists that all of his pet forty-six products must be listed in every ad, regardless of space-size, unity, or any other "theoretical" considerations.)

To state it brutally, advertising in the eyes of such a man is merely "words."

In the same way—and for much the same reasons—the average piece of "copy" produced by the professional prose writer (as distinguished from the regular ad-man) is apt to prove a mere series of words, skillfully chosen and cleverly joined, often pleasing to read, but lacking utterly in sales-force—it is literature—not advertising. (N. B.—Before writing PRINTERS' INK in protest, please note that I said "average.")

Faced by the problem of phrasing a sales argument to fit a scheduled space, he or she is usually soon lost in one of two pitfalls. The result of the inky session is either a complete and detailed description of the merchandise, so ramified and wordy that it would require microscopic eyes on the part of the reader, or—worse still and more usual—an accurately-measured panel of liquid generalties. It isn't advertising.

NO SPACE TO WASTE HERE

But what about Francois of Provence?

Why would he make good?

In the first place, Francois, the

Digitized by Google

poet, and Bill, the copy writer, surprising as it may at first sound, have absolutely parallel problems —*each must aim to create a complete and definite effect in a closely limited space.*

A poet is never searching for additional material to complete a manuscript—he is never trying to find an idea for another thousand words or so in order that his manuscript will better fit the make-up of some particular publisher. His problem is rather to cut away every non-essential, and, in a clear-cut cameo, leave only the single effective picture on the mind of his audience. In forty, eighty or three hundred words he must create his atmosphere, tell his story and win the reader's acceptance of his idea. His act is over before the prose writer's curtain is fairly raised.

The average prose writer, on the other hand, has rarely been hampered by consideration of space. Few plots, few feature articles, few news stories contain such a superabundant wealth of material that the writer is honestly at a loss to select what he shall use. Barefaced padding is no uncommon necessity. Only at rare intervals has he been compelled to tighten the brake-band on his pencil so that it cannot produce a *single unnecessary word.*

FRANCOIS WOULD WORK AN IMPROVEMENT

The copy man, on the contrary, is like the poet in that he should go over practically every paragraph that he produces—not to eliminate whole useless sentences, because the true copy writer rarely needs such wholesale pruning, but, rather, to cut out every waste word and every lazy syllable which is not carrying a definite part of the load and creating a definite effect. (When you are paying $140 for the privilege of printing words in a space one inch high by two and a quarter inches wide, there is need for painstaking caution in the choice and use of those words.) Quite unlike the professional writer, you are not trying to see how much you can write and still pass the editor's censorship and earn fat space rates.

An author, by the use of "word-brushes," paints his picture, establishes his style and builds his "atmosphere" on a canvas of billboard generosity—the ad-man, like the poet, works on a thumb-nail. Exaggerated? Of course, but fundamentally true.

The ad writer's task is still harder for another reason.

A magazine may be purchased in order that the author's story can be read.

The ad man has rarely such a favorable reception. In his precious eighty to four hundred words he must "first, win the reader's attention; second, gain his interest; third, create a desire, and, fourth, inspire to action," and do it all in spite of the fact that usually he is, to the bulk of his audience, an uninvited interloper.

Where the copy man faces his three limitations — space, house-policy and reader-indifference — the poet is likewise restrained by the triple-harness of metre, rhyme and brevity. In comparison, the professional prose writer is foot-loose and fancy-free—a colt in a ten-acre lot.

"But what about Francois, of Provence," you insist; "why not Swinburne, or Longfellow, or Amy Lowell?"

Simply this—Francois and his contemporaries wrote in French forms — the "triolet," "ballade," "rondeau," "villanelle" and "chant royal."

As copy-cuss material Francois' followers have had a far better training in absolute nose-to-the-grindstone mastery of language than any versifier who has explored only the sonnet and the usual range of pentameters and hexameters or has wandered blindly astray in the morass of *vers libre.* French forms are rigid task-masters.

Just as the copy writer is limited by the stated considerations of space, of house-policy, of competition of trade conditions, and a score of other factors that lie unseen behind every advertisement, the student of French forms is even more strictly confined by

Digitized by Google

fixed metres, rigid rhyme-schemes, and unchanging refrains.

The ballade, for instance, requires twenty-eight lines in only three rhymes. The recurrence of the rhymes is pre-ordained and the eighth line must thrice reappear unchanged as the sixteenth, twenty-fourth and twenty-eighth lines. The double ballade merely makes it harder.

The villanelle, an even more severe test of the rhymester, permits only two rhymes for all of its nineteen lines, while the first and third lines must reappear in toto—and make sense—each in four other fixed positions in the *tour de force.* A villanelle is a rhymed mosaic—a puzzle-picture in verse—but a remarkably fine test of a writer's ingenuity, application and mastery of words.

Finally—least in its extent, but probably hardest in artistic performance—comes the triolet—in its best examples a delicately-fashioned arrangement of eight lines on three rhymes with a triple recurrence of one line and a double recurrence of a second. A craftsman who can produce really good and salable triolets (and not doggerel) ought not to fail when given the task of condensing a selling message into a three-inch ad without robbing it of its vitality.

Each French form is an individual wrestling match between you and rigid rules. To master it you must stretch to the farthest limit your vocabulary, your ingenuity and your power of concentration. Once establish your choice of rhymes, you must cling to that choice willy-nilly, no matter how it compels you to twist and turn your thought to express it. Alone with your thesaurus you must work out your own failure or salvation.

After a year of repeated ordeals of this kind the patient sufferer will have learned how to say anything that is in his mind, no matter how he may be cramped by circumstance.

The
George L. Dyer Company
42 Broadway
New York
Western Offices
76 W. Monroe St.
Chicago

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

Digitized by Google

Lest this sound too theoretical, let me here inject myself to testify that I harnessed my youthful pen for two years largely to the production of French forms, hackneyed and amateur in many instances, polished and salable in others, and emerged from the grind with hard-won confidence in my ability to write any message in any form or any length required by circumstances. I found my vocabulary had grown wonderfully elastic, so that to-day, in the heat of the most hurried in-session, I rarely need pause for a word of the proper length to express my thought. Since then "it can't be said in that space" has never seemed so final a verdict.

Triolets and rondeaux as written by the masters must chortle to themselves whenever those words are spoken.

* * *

What is the sequel to all this?

Anything you please.

It's been a pet "near-theory" of mine for years; it has worked once—and its now off my chest for the benefit of those who run and read.

Back of it all lies what seems to me a fundamental truth which the advertising craft is too inclined to overlook. Perhaps this oversight is due to the facts that the urgent need for the subject advertised carries some campaigns to success in spite of themselves—that, in others, the mere weight of money spent batters through to desired results.

All of these facts tend to hide the fundamental truth that a campaign embodying anything but the best copy is guilty of waste.

A campaign may "get by" in spite of feeble copy, but that is no excuse for it.

Hard cash is being wasted.

"Copy" is solely an attempt to use words to attain a result—the words themselves are keen-edged tools which can be used effectively or crudely mishandled. Continuous good copy can only come from mastery of those tools.

Aid copy as you will by any skillful devices of the easel, engraver or print-shop, nevertheless, unless your copy itself is backed by mastery of words, your advertising is falling short of its possibilities.

When advertisements appear in expensive magazines with blatant errors in grammar, with words obviously misused, with tedious paragraphs padded with banalities and meaningless high-flown language, something is wrong with the advertising profession, no matter whether or no the writers glibly assure you that their advertisements were "successful." If they actually repaid the money spent, it was not because of the glaring deficiencies, but wholly in spite of them.

If to the virtues that brought the success had been added *Mastery of Words,* it is absurd to suppose the results would have been less than the original attainment.

This isn't a plea for stilted classicism.

Shakespeare could write colloquial slang, but a colloquial slang-slinger couldn't write Shakespeare.

Isn't it time that the advertising craft turned its eyes inward and came more generally to a wholesome realization that until it attains a mastery of words approximating the power of the best of our poets, playwrights and authors, advertising must fall far short of its splendid possibilities?

This isn't high-brow—its brutally mercenary.

Manternach Handles Syracuse Sales Co.

The Buffalo Division of The Manternach Company, advertising agency, is handling the advertising of the Syracuse Sales Company, Syracuse, N. Y., manufacturer of "The Kelly Ball Lubricator."

The Buffalo Division is also handling the account of S. J. Sayers & Company, formerly McCready & Sayers, industrial engineers, accountants and auditors, Syracuse, N. Y.

F. L. Blanchard With "Fourth Estate"

Frank Leroy Blanchard has been appointed managing editor of the *Fourth Estate,* New York. Until a few months ago he was secretary of the New York Advertising Club and before that was a member of the editorial staff of PRINTERS' INK.

Digitized by Google

Benjamin Franklin writing from Paris to his nephew in Philadelphia said—"and as you will before that time have come to believe it is a very decent warrant of stability to serve one thing faithfully for a quarter of a century."

THE PEOPLE'S HOME JOURNAL is now in its thirty-fifth year of continuously serving faithfully the best reading needs of the American home as seen and charted by its founder, F. M. Lupton

Franklin Was Right

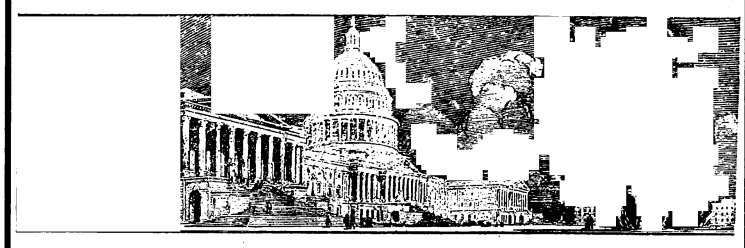
Thirty-five years is not a great age when compared with the pyramids but is, as Franklin said—"a very decent warrant of stability."

The People's Home Journal
NEW YORK

For 35 Years the Magazine for Every Member of the Family

Digitized by Google

500000 500000 500000 500000 500000



IT is of the very essence of American democracy that many of the greatest figures in our business life have forged up out of oblivion. The petty distinctions of class and birth have been swept away to give place to brain and brawn and enterprise. And for sixty-five years, Leslie's editorial policy has given a special attention to American business.

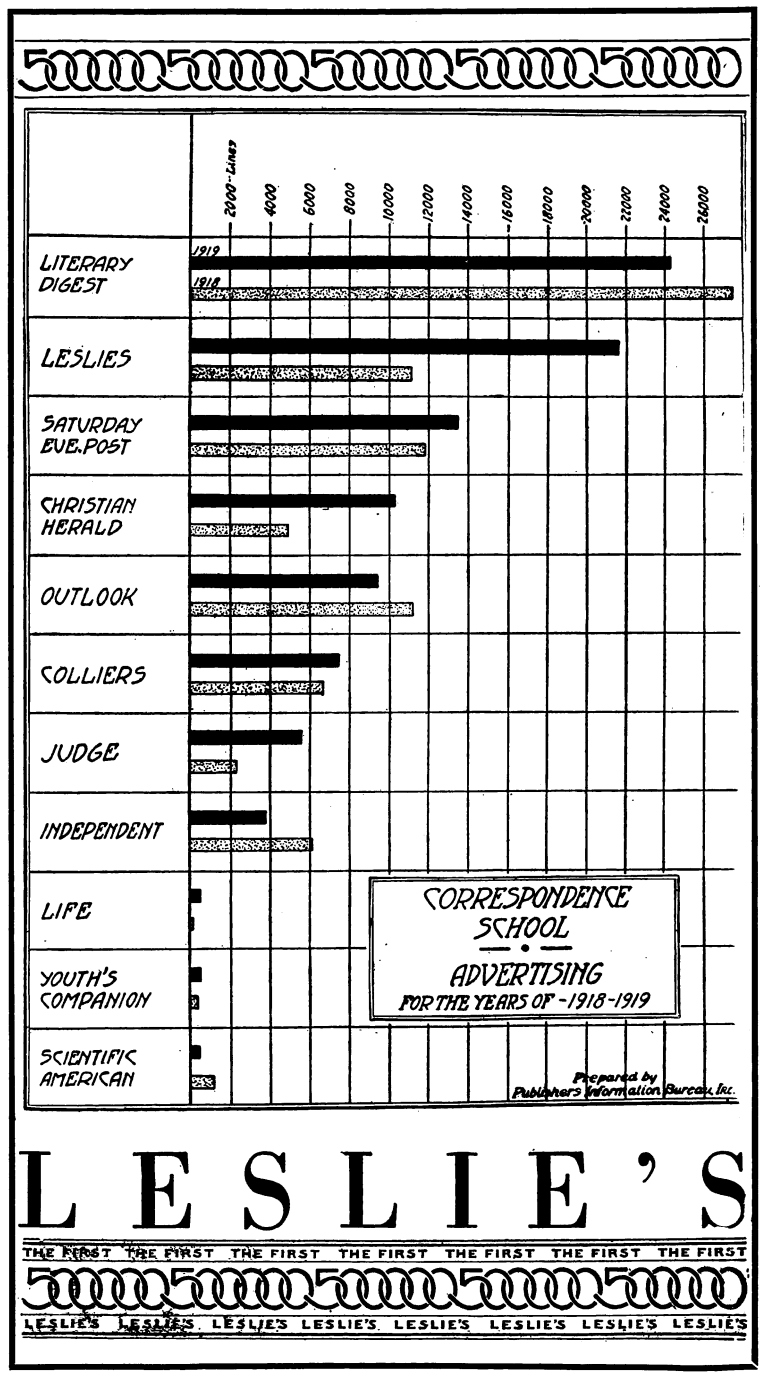
Strong policy, strongly held, has built for the magazine a following known as the first 500,000 of the reading millions—a circulation of business and professional men. More than 50 per cent. of these men are employers; more than 40 per cent. are rated—20 per cent. in Dun's or Bradstreet's.

Leslie's has come to be regarded as a training ground in business policy and administration. Many of our most important vocational schools and institutions include Leslie's as a text book in certain courses. Small wonder that with the demand for business knowledge constantly increasing, Leslie's shows an advertising record of the kind charted on the opposite page.

FRANK L. E. GAUSS
Advertising Director

THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST
500000 500000 500000 500000 500000
LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S

Digitized by Google



Digitized by Google

Try it out in Representative Milwaukee

The Journal is the Motorist's Newspaper

Ask the Milwaukee or Wisconsin automobile owner who W. W. Rowland is and you will get a negative answer, but mention "Brownie" and watch your auto fan's face light up.

For every Sunday W. W. Rowland, known to every car owner as "Brownie," edits a page in The Journal devoted exclusively to motoring. His book—"The Call of The Open Road" is the "Blue Book" of the Wisconsin Motorist. Last year over 25,000 copies of "The Call" were distributed to automobile owners upon request. "Brownie" receives on an average of 75 personal telephone calls a day for information regarding road conditions, etc.

That's how close The Journal and the automobile owners of Milwaukee are to each other.

You can best reach these responsive and prosperous car owners by concentrating your advertising in the one newspaper that really covers Milwaukee—the newspaper that is read by 4 out of 5 of the English-speaking families in the city—the motorist's newspaper.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.
Special Representatives
New York Chicago

Digitized by Google

When Is Jobber Distribution Advisable?

The Sliding Scale of Prices vs. the Flat Jobber Discount

By Arthur Cobb, Jr.

EIGHTEEN months ago a Chicago manufacturing concern awoke to the fact that something was radically wrong in its sales department. Its product was an article of unquestionable merit. Also, it enjoyed the good will of its consuming public to a remarkable degree. Nevertheless for a three-year period, from 1916 to 1919, the volume of total annual sales practically stood still. Obviously, something had to be done, and quickly, too.

A committee of executives was formed to diagnose the trouble and prescribe a remedy. The article was marketed largely direct to the retail dealer, being sold on the plan of the so-called sliding scale of discounts, where the quantity bought determined the price. No distinction was drawn between jobbers and dealers, although jobbers were quite active in the field in which the article was sold. A careful study of the sales records brought to light three outstanding facts:

1. A number of the larger dealers seemed to have a tendency to overstock on the product. As the article was a seasonal one, this caused an annoying loss of enthusiasm and good will on the part of a dozen or so of the firm's best customers each year.

2. Jobbers were either steering clear of the article altogether or handled it only on "pick-ups" to accommodate their customers.

3. A large percentage of the smaller dealers on the firm's mailing list handled the article not at all.

As the product was extensively advertised, well thought of by the consumer, and pushed by an enthusiastic and efficient sales force, it did not take long to arrive at the conclusion that the trouble lay with the merchandising plan itself. The committee saw this very quickly, and that offending sales policy was simply murdered in cold blood, a new one being conceived and brought forth to take its place.

The new policy was about as different from the old one as it was possible to shape it. A flat discount replaced the sliding scale and the jobber was given a substantial discount over the dealer. The new plan was put in effect and the net tangible result was a sales increase of precisely 84 per cent over the previous year.

THE FAULTY SALES PLAN A BAD HANDICAP

Instances of this sort (and they are by no means uncommon) vividly demonstrate the extreme importance of a correct mechanical structure for the manufacturer's sales policy as distinguished from the personal or human element of it. Everyone knows, for instance, that there is a strong tendency on the part of many manufacturers to-day to measure the results achieved by their sales departments largely in terms of the personal ability of the members of the sales staff itself. They look at selling as a purely personal matter, depending primarily for success on the human characteristics of the men engaged in it. It is true, of course, that an alert and capable sales staff is a big asset to any manufacturer, but it is equally true that a faulty or poorly constructed selling plan can offset the efforts of a sales force of surpassing ability, as shown in the instance already noted.

Perhaps the first question that arises in determining the sales policy of a concern is whether the jobber should be recognized as such, with a discount or scale of discounts separate from the dealer.

Digitized by Google

The answer to this question may be determined only by careful analysis of conditions under which the product must be marketed. There are certain fields where jobbers are extremely active, powerful and well-intrenched. These are so-called "jobbing" fields, of which the drug, grocery, hardware and automobile accessory industries are prominent examples. Jobbers are powerful in these fields because they perform a useful service to the retailer. First, many of the articles handled are seasonal, and the jobber performs a useful warehousing function in absorbing stocks from manufacturers in times of slack demand and feeding them out promptly when demand starts up, thus investing them with what our friends the economists call time and place utility. This service is particularly valuable to the dealer and the general public in these times of uncertain transportation and interrupted production. Second, the stocks carried by retailers in these lines comprise products of hundreds and often thousands of different manufacturers. It would be a tremendous burden and in most cases a physical impossibility for the dealer to do business with all of these manufacturers direct.

In these fields the jobber also performs a service to the manufacturer by providing sales outlets in large volume, thus reducing the number of accounts to handle and simplifying handling of credits. It is easy to see, therefore, that any manufacturer starting out to market any commodity through these channels must study the jobber situation. Even here, however, there is no hard and fast rule.

A certain manufacturer of electric switchboards attempted perseveringly for a number of years to sell his product through electrical supply jobbers. He finally had to give it up and go straight to the consumer. Why? He found that in order to sell switchboards properly, a man had to be something of a technical expert in addition to being a salesman. And it was out of the question for him to expect the salesmen of jobbers and dealers to concentrate the required time and study on his product when they had so many other items, equally important, to sell along with switchboards. It required a kind of educational salesmanship entirely beyond the range of the average jobber's salesmen, and the firm's business began to grow the minute that fact was recognized.

On the other hand no such problems are involved in selling articles like nails, chewing gum, spark plugs and the like, and the result is that such articles are marketed almost exclusively through jobbers with pretty general satisfaction alike to manufacturer and retailer. It is, then, fair to state as a general conclusion that any article whose natural selling outlet is in a so-called jobbing field should have a selling policy as favorable as possible to the jobber unless there is some very conspicuous reason to the contrary. Products requiring a high degree of technical knowledge or an educational presentation are very likely to be exceptions to this rule.

FIELDS IN WHICH JOBBERS ARE FEW

There are some kinds of business in which the influence of jobbers on marketing conditions is not so powerful, but nevertheless the jobbers exist and are fairly active. The mixed paint business and the book publishing business are examples. In the paint business, nearly all the large manufacturers sell the dealer direct, and they have a strong tendency to maintain the closest and most intimate kind of relations with their dealer customers. A recent article in PRINTERS' INK interestingly described the extraordinary development of the dealers' service bureau of one of the largest paint concerns. Notwithstanding all this, nearly all the hardware jobbers carry paint as a regular part of their stock, and many of them do an extensive business in private brands.

Digitized by Google

In a number of cases the private brand is manufactured by a concern that also makes and sells paint under its own name, thus bringing the two products of the same manufacturer in direct competition with each other.

The situation in the book publishing field is also interesting and peculiar. The usual practice of publishers is to sell books to retail booksellers on a sliding scale of discounts ranging from 25 per cent on single copies up to 40 per cent or more on 100 copies of one title. I know only a few publishers in the United States who have a separate discount scale for the jobber. Hence, the only way a bona fide jobber can make a living in this business is by buying in large quantities at the top discount and reselling in small quantities at or above the publisher's own discounts for these quantities. As the dealer can get just as good a price as the jobber any time he wants to buy the same quantity, there is a strong tendency for the dealer to buy direct, and the larger the dealer's business the stronger this tendency is.

Another result of this situation is that the real jobbers in books are remarkably few in number, and, although some of them are very large, there are not more than ten or a dozen concerns in the country officially recognized by publishers as book jobbers. And with only two or three exceptions, these concerns are also large retailers. All this in spite of the fact that the jobber would undoubtedly fulfil a highly useful function in this business were conditions more favorable to his development.

This is not a particularly pleasing situation, and it may be one of the factors in the present somewhat restless feeling in this industry. Publishers have been frankly dissatisfied with the results achieved in recent years by retail booksellers. Are the publishers sure that they themselves are doing their part toward building up powerful distributing machinery? Of course to change this situation would require concerted action, but the fact that the condition has arisen at all is simply additional evidence of the necessity for careful thought and conscientious study of the marketing conditions surrounding any product. This may not be the trouble at all in this particular instance, but the point I would make is that any manufacturer in any line should consider, in establishing his sales policy, not only his own welfare, but also that of the entire industry in which he intends to operate; for his own policy will inevitably influence others either for good or bad as the case may be, and the larger and more powerful he becomes, the broader his influence grows.

JOBBERS VIRTUALLY ABSENT

A third industrial division may be said to include those kinds of business in which there is practically no field for the jobber, simply because there is no special function for him to perform. This division includes products of such nature that a fairly complete dealer's stock may be drawn from a comparatively small number of manufacturers. Machinery, in fact, usually is sold direct to the user, cutting out the dealer as well as the jobber, on account of its highly technical nature.

It should be clearly understood that the three divisions or classifications of products I have mentioned are by no means clearly defined. Frequently it is difficult to tell where one class merges into another, and many products bear some characteristics of all three classes. The executive who is charged with the responsibility of laying out a sales plan usually finds he has a real job on his hands in attempting to ferret out these distinctions.

One of the disputed questions of the present time is whether a manufacturer should sell his product to the trade on a flat discount, regardless of quantity bought, or whether he should reward the customer placing a large order, by making a better price

Digitized by Google

than for a small one, thus establishing a graduated scale of discounts. Here, again, it is impossible to formulate any definite rule. Existing custom in the particular field in question usually has an influence, but of late years there has been a general trend away from the sliding scale. More and more manufacturers in all lines are establishing and sticking to the definite, one-price policy.

Of course the large jobber or dealer will always claim he is entitled to a lower price on his large volume of business by reason of the indisputable fact that large orders do effect certain economies in production, handling, sales expense, billing, shipping, etc. Nevertheless, the quantity discount system is certainly open to some serious objections and leads to many abuses. One of these is the "cut-price" evil, which has been the cause of some exceedingly expensive litigation during the last decade. Another is the unwillingness of the smaller jobbers and dealers to push or even handle merchandise knowing that their price is higher than that of their larger competitors. They feel that it is unjust to penalize them by making them pay a higher price merely because they cannot sell as many as their larger competitors, when their selling expense is just as great or greater.

Perhaps the most serious objection to the sliding scale is the stimulation of a tendency on the part of the dealer or jobber to overstock. Discounts based on quantity frequently lead to larger orders in order to get the lowest price. Sometimes such policy is warranted. Often it leads to orders much larger than sound business policy would allow. Nearly all cases of overbuying can be directly traced to the desire to get a rock-bottom price, and in this connection a certain salesman had a sound idea. A large dealer offered him a big order, much bigger than that corresponding to the highest quantity discount, and suggested that he should have at least a 5 per cent better price. The salesman said, "Yes, if I give you the extra 5 per cent, Blank & Co., right around the corner, will order twice the amount you are ordering if I give them 10 per cent additional."

In general, it appears that the practice of selling on quantity discounts does not tend to create confidence in the manufacturer, and I believe there is no question that the best business practice of to-day is showing a decided tendency to get away from it. The structure of modern business is highly complicated as it is, and any plan tending to simplify and clarify merchandising methods is a force for good and undoubtedly a step in the right direction.

Manufacturers and Agricultural Publishers Meet

A joint meeting of farm electric light and power manufacturers and farm paper publishers was held in Chicago on June 29th by the Agricultural Publishers Association. Forty-one manufacturers and publishers and their representatives were present.

Frank B. White, managing director of the Agricultural Publishers Association, who served as chairman, discussed the work of the Association in holding industrial conferences and the important committee work that had grown out of them. The purpose of the electric light and power conference, he said, was to enable the manufacturers to visualize for the publishers something of the farmers' light and power problems and how these problems are being met by them; and how the publishers might assist in passing on dependable information to their subscribers relative to the scope and uses of power and light plants and how these plants may serve modern farm needs. One important result of the discussions was the decision to appoint a committee which will function with a committee from the Agricultural Publishers Association.

Charles E. Duffie Heads Omaha Ad Club

At the annual meeting of the Omaha Advertising-Selling League, Charles E. Duffie, secretary of the Corey & McKenzie Printing Co., was chosen president; Fred S. Larkin of the West Lawn Cemetery Association, vice-president; Phil Gilmore of the Conservative Savings & Loan Association, treasurer; and Dean T. Smith, secretary.

J. J. Murtha, recently with Frank Seaman, Inc., is now with Doremus & Co., Inc., New York.

Digitized by Google

Six Million People Not Counting the Next Door Neighbors are Reading the HOUSEHOLD Every Month!

Do you know that in Rural and Small Town America 1,609 girls are reaching the buying age *every day!*

During the first five months of this year these girls, together with their mothers, purchased 58,435 patterns through the HOUSEHOLD!

15,419 personal letters were received by the Editors during the month of May from readers of this magazine!

Pretty conclusive evidence of reader confidence and interest.

78.91 per cent of the HOUSEHOLD'S circulation is in the country or in small towns under 1,000 population.

Our Bureau of Research can furnish you definite data regarding the HOUSEHOLD and the field it covers.

GUARANTEED CIRCULATION

1,250,000

The HOUSEHOLD

ARTHUR CAPPER
Publisher

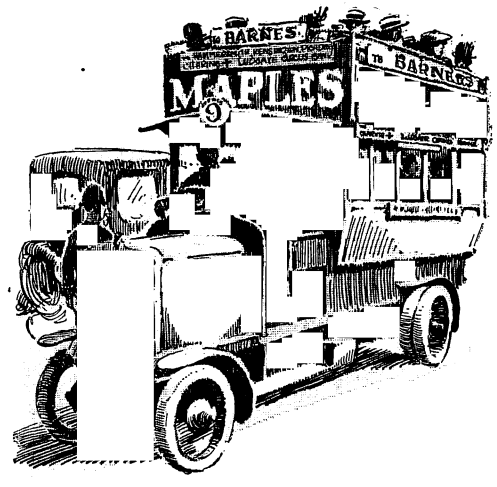
MARCO MORROW
Ass't Publisher

HOME OFFICE: TOPEKA, KANSAS

BRANCH OFFICES

Chicago, 109 N. Dearborn Street . . . . . J. C. Feeley
Detroit, Ford Building . . . . . Ray H. Haun
New York, 501 Fifth Avenue . . . . . Joseph Kunzman
St. Louis, Chemical Building . . . . . C. H. Eldredge
Kansas City, Graphic Arts Building . . . . . R. W. Mitchell
Omaha, Iron Building . . . . . W. N. Temple
Oklahoma City, Farmers National Bank Building, M. L. Crowther

Digitized by Google



THE American manufacturer who stands at Trafalgar Square, London, and sees the veritable fleet of buses, taxis and trucks coming in from all of the outlying quarters of this tremendous city is reminded of our own congested traffic in the busiest parts of New York or Chicago.

Just as Trafalgar Square is the centre for all of the city traffic of London, so is London itself the centre of the commercial and financial traffic of the British Empire.

Of the total export trade of the United States, the British Empire takes 41 per cent.; 29 per cent. of this goes to England alone. Contrary to the impressions of many, England's imports from the United States have actually increased so far during 1920 over those of 1919—since 1913, they have more than doubled.

Digitized by Google

To-day England is buying more goods from the United States than she ever bought before. Her own export trade has increased in almost like proportion.

There is a very large market in England for high grade American products because the per capita wealth of the country is very high and because she is a free-trade market.

Sell Your Goods in the English Market

The easiest and most effective way to reach the importers of American goods in the British market is through the advertising pages of the AMERICAN EXPORTER. In the English speaking countries, as well as in every country from South America to the Far East, the AMERICAN EXPORTER circulates among the leading merchants, and is referred to by them as a reliable guide of American manufactured goods offered for export. The readers of the AMERICAN EXPORTER are the buyers of American goods.

Published in English, Spanish, French and Portuguese, the world's largest export advertising medium speaks to 200,000 foreign buyers in their own commercial tongues—to men who want to buy what you have to sell.

Foreign business comes to those houses that go after it—get your share of the over 7 billion dollar export trade of the United States. We are helping 1400 manufacturers—we can assist you. Let us offer suggestions.

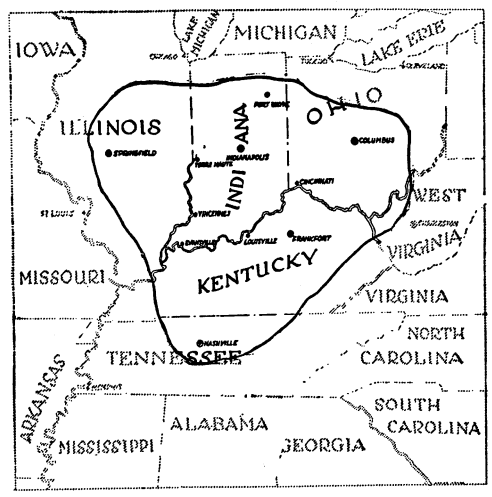
AMERICAN EXPORTER

THE WORLD'S LARGEST EXPORT JOURNAL

17 Battery Place New York

Digitized by Google

WHAT DOES "JOBBER INFLUENCE" OF A NEWSPAPER MEAN?



Hardware Buying in Six States Influenced by News Advertising

The Indianapolis hardware radius extends into six states. Though the circulation radius of The News is practically confined to Indiana, The News, without question, influences sales in these six states.

The importance of Indianapolis as a distributing point for hardware is evidenced in the fact that one of the hardware jobbers travels seventy-six men. There are four large hardware jobbing houses and of course quite a number of smaller ones. The sales of the four large houses in 1919 approximated $20,000,000. If you want to talk advertising in the terms that the heads of these wholesale houses will understand, you must talk to them about advertising in The News. It's *their* paper.

Send for booklet "Seven Studies in Distribution". It will interest you.

The Indianapolis News

First in America in National Advertising 6 Days a Week

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Digitized by Google

Build Up Distributive Channels to Achieve Best Advertising Results

Failure of Railroads to Function Means Smaller Production and Lessened Demand—Tax Idleness and Inaction Rather Than Productive Effort

By William B. Colver

Member Federal Trade Commission

NOTHING has been more talked of for the last few years than "the law of supply and demand." To hear some of the things that are said about this wonderful law one would think that it worked automatically and, if allowed so to work, it would solve every industrial, commercial and financial problem and cure every business disease known to man.

However, if we pry up the cover and poke around inside to see what makes the wheels go around, we find that it is not such a wonderful nor supernatural nor superhuman machine after all. We find that it is not automatic and will not run of its own accord.

The initial impulse which sets the law of supply and demand in operation is a human desire for the possession by an individual of something which he has not and which somebody else has. As that desire is awakened and directed at the same time and in many minds, a definite demand for some specific thing is definitely created and the wheels of the law of supply and demand should begin to go around.

The mainspring which gives this impulse and the most powerful factor, aside from the most primitive of normal wants, is advertising.

Without advertising, demand is a sluggish current, moving slowly in a crooked, rock-strewn and weed-choked channel. With advertising, demand becomes a rushing torrent, held within rigid banks and running straight to its destination, with a power and an energy capable of turning the wheels of industry and of enlarging the volume of production and speeding up distribution.

Advertising, however, itself, rests upon one single foundation stone. That is results. And results are the motive power which drives the advertising machine.

Now, then, however intelligently and however liberally the magic power of advertising may be invoked, and however constant a strong demand for given goods may be created thereby, unless the demand so created can be satisfied by supply, the advertising has failed to produce its results.

This brings us to transportation, because transportation is the connecting link between supply and demand, and unless supply can be carried to demand, the law is paralyzed and the mighty mainspring of advertising is powerless to make the wheels go around.

FACTORIES CLOGGED BECAUSE OF RAIL BREAKDOWN

I talked to the head of a great concern just the other day. He is one of the greatest advertisers in the United States and he manufactures an identified and nationally advertised product. Wise advertising and sustained quality of product over many years have created a good will which, with continued advertising, must result in a continued and ever-growing demand, a demand that can only be met by an ever-increasing supply. But this concern, although it is making great additions to its manufacturing facilities to meet an insistent demand on the part of the public much greater than its present ability to supply, finds itself oversold on its books and yet with more than a million dollars worth of finished product boxed and crated and un-

Portion of address before the Washington Ad Club, Washington, D. C.

Digitized by Google

able to be moved for lack of transportation.

If this concern shall continue its national advertising, it will only do so on the basis of faith; it cannot expect results. It cannot reap the results from the advertising already done and the money already spent.

This is true from one end of the country to the other, and it touches every commodity.

Hundreds of millions of dollars are tied up in merchandise which is in sidetracked cars seeking vainly to function as the supply which will meet a demand which has been definitely created. Money is tight and getting tighter and the working capital of American business is tied up in stocks which cannot be moved, while scanty stocks which can be moved are bid for at ridiculous prices.

When the railroad ceases to deliver goods, advertising ceases to deliver results; and when supply is unable to reach and satisfy demand, then the law of supply and demand is not working any more than it is with respect to the green cheese market and the moon. For if the moon is made of green cheese, it cannot be gotten to an earthly market and it might just as well be made of putty.

A COAL SHORTAGE IN MIDSUMMER

Here we are at the end of June. One-fifth of the season of lake navigation is gone and one-tenth of the needed coal for next winter's supply has been moved to the head of the Lakes. This, unless remedied, means untold suffering and industrial shutdowns in the Northwest next winter. The industries of New England are actually closing down now, in mid-summer, for lack of coal. The number of open-top cars delivered at the coal mines is now and always has been the absolute measure of the possible production of the mines. And in the month of June, the most favorable from a weather standpoint, both as to production and transportation, the coal mines by and large were alloted about 15 per cent of the cars which they needed. The coal miners nominally receiving a wage so high as to seem unheard of, and being able to work only one day a week, see their families going hungry. A scale of wages per hour does not mean much unless we know how many hours are to be worked or how many days.

Margin per ton to the producer or distributor may mean profiteering or it may mean an actual loss, depending entirely upon volume of business.

Since 1916 you have heard a continual clamor about "car shortage," and that is taken to mean that there are not enough cars and that the poor, starved railroads ought to have more cars. The fact is that if the available open-top cars, after liberal allowance to other industries requiring such cars had been made, were loaded with coal and moved at canal-boat speed, being allowed twenty days for a round trip and being allowed shop-time for repairs in excess of the requirements of experience, there are enough cars now on the tracks to move all the coal that this country could possibly use and have a surplus equipment which would take care of over fifty million additional tons, or nearly a 10 per cent overload factor of safety.

Without coal how can goods be made? Without coal how can goods be distributed? Without distribution how can goods be delivered? Without delivery how can demand be satisfied by supply? Without the satisfaction of demand by supply how can advertising show results? Who is going to buy advertising unless he knows he is going to get results?

Within a few days we will begin to harvest a new crop of wheat and 20 per cent of their last year's crop is still in the hands of Kansas farmers because they have not been able to get cars to move that wheat. Other sections of the country are similarly situated. The farmers have borrowed money on this 1919 wheat. The bankers cannot finance the 1920 crop until the

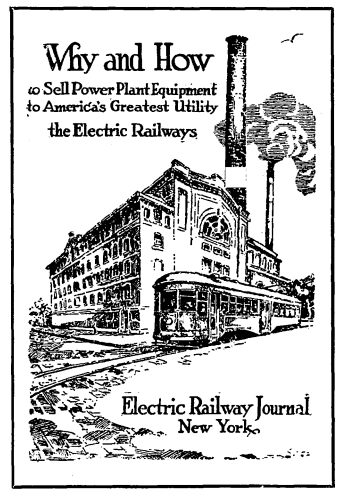
Digitized by Google

Ranking Fourth among America's industries as a producer of power—

The electric railways offer a permanent market for every type of power plant equipment and supplies from coal pile to bus bar.

Nowhere will you find the same problems in power production. Sales plans successful in other industries may fall flat when applied to electric railways. To get your product across to the electric railway official you must tie it up to his business, which is the manufacture and sale of street car rides.

"Why and How to Sell Power Plant Equipment to the Electric Railways" gives you a conception of the market and an insight to the buying habits of the industry.



Send for a copy and get better acquainted with America's greatest utility.

Electric Railway Journal

—A McGRAW-HILL PUBLICATION

10th Avenue at 36th Street New York

Digitized by Google

loans on the 1919 crop are paid. Those loans cannot be paid unless the grain can get to market. And yet we hear predictions of $25 flour and 25-cent bread.

If the ghastly transportation tangle were cleared up, advertising would still have remaining in its path an obstacle which it must surmount, or better still, remove, before it can reach a 100 per cent delivery of results—which is its end and aim. It would have to meet and overcome an unreasonable, unhealthy and indecent price structure before it could return full results to the advertiser. So then advertising and advertising men should be and must be, interested in the subject of taxation.

TAXATION'S HIGH HURDLE FOR BUSINESS TO SURMOUNT

We have had a perfectly good war, and now we must arrange to pay thirty or forty billions of dollars for it. If the burden of paying that debt is laid upon business, and if we are to continue to tax industry, effort, energy and productivity, then those taxes, and all of them, are going to be reflected back into sales prices which the consumer must pay before advertising can deliver results. If, on the other hand, we should choose to tax idleness and inaction and failure to produce, we should cease to penalize productive effort and to give bonuses to speculation and to dis-use. That would be distinctly good for the advertising game.

Let us look at some of these taxes. The excess profits tax was never a revenue measure, and it is a penalty upon economy, upon conservative capitalization and upon quantity production. It is one of the cornerstones in the present intolerable price structure. It is passed on and multiplied step by step and turnover by turnover, each time disguised, and the disguise in the end costing you and me and all the rest, as consumers, many times more than the tax itself.

We hear talk of increasing the percentages in the upper brackets of the income tax schedule, especially with reference to raising another billion or two or three to provide a general soldier bonus. It is quite easy and extremely popular to say "tax the rich." But what we are actually doing now is to tax the capital of the rich out of productive enterprises and into non-productive. As the law stands, a man with a $20,000 income can invest in State or municipal bonds, non-taxable, at 4½ per cent and with practically no risk, while to net the same rate of income any investment in industry or trade must yield him 5⅓ per cent—to say nothing of the element of risk. The man with a $50,000 income must receive 6½ per cent from his productive investment in order to be able to pay his tax and yet net the 4½ per cent that the non-taxable offers him. The $100,000 income must earn 10¼ per cent and the $500,000 income must earn 15 per cent in order to net the sure 4½ per cent that the non-taxable State and municipal bonds pay.

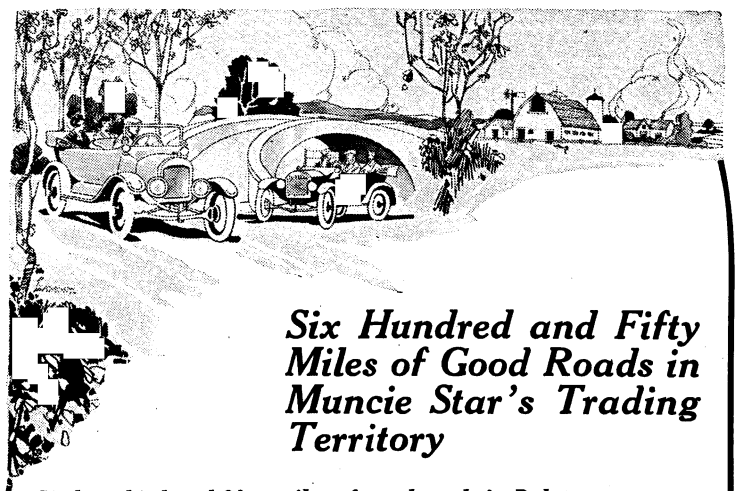
Do these roads lead toward quantity production with lowered costs and prices and useful employment for every man and every dollar? Or do they lead to an orgy of public expenditures and a steady reduction of production?

I am for public works, but only when we can afford them and only in a reasonable proportion to the total national expenditure. I would rather see a new factory built in a town than a new post-office or a new city hall. I would rather see a new silo than a new concrete culvert. I am for good roads, but I would rather see the good road run from a mill to a freight depot than from the sheriff's office to the cemetery.

David Silve Joins Street & Finney

David Silve has recently joined Street & Finney, Inc., and will be in charge of typography for this agency. Mr. Silve has been with the University, Bartlett-Orr, and Marchbanks Presses and the McGraw-Hill Company, Inc.

Digitized by Google



Six Hundred and Fifty Miles of Good Roads in Muncie Star's Trading Territory

Six hundred and fifty miles of good roads in Delaware county, of which Muncie is the county seat, makes automobiling a pleasure and accounts to a great extent for the three thousand automobiles in daily use in the city of Muncie and the 5,230 auto registrations in Delaware county.

Muncie, "The Magic City," the metropolis of Eastern Indiana, now has a population of 36,524. There are 9,000 dwellings in Muncie, of which 4,770 are owned by their occupants.

There is a $30,000,000.00 annual pay roll in Muncie, its bank deposits are $8,858,991.52, and its average per capita savings are $242.55. New industrial plants under construction give assurance that Muncie's factory workers, now numbering 9,000 and earning an average wage of $35.00 weekly, will double within a year.

In addition to the attractions of Muncie as a market for the national advertiser, there is a vast potential market in the rich agricultural area which is part of Muncie's trading territory. All national advertisers should send at once for the analysis of the Muncie market which is published by the dominating newspaper of this section—The Muncie Star.

The Muncie Star, The Terre Haute Star and The Indianapolis Star offer to discriminating advertisers the least expensive and most effective method of covering Indiana. They compose

The Star League of Indiana

The Greatest Combination of Quality Circulation in Indiana

Eastern Representative—Kelly-Smith Co.
Marbridge Building, New York

Western Representative—John Glass
Peoples Gas Building, Chicago

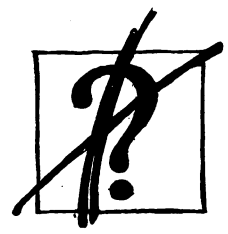
THE SHAFFER GROUP

Indianapolis Star — Terre Haute Star — Muncie Star
Louisville Herald — Chicago Evening Post
Rocky Mountain News — Denver Times

Digitized by Google

Street &

Take the *Guess* out



Street & Finney, *Inc.* 1902-1920 **Advertising Agents**

Digitized by Google

Finney
of *Advertising*

NEWS:

Mr. David Silve, consultant on typography with The University, Bartlett-Orr and Marchbanks Presses, and the McGraw-Hill Publishing Company has joined the Street & Finney organization in charge of typography.

171 Madison Avenue, New York

Digitized by Google

The
LARGEST
PAPER
IN THE STATE OF
CONNECTICUT

The
HARTFORD
Sunday
COURANT

ONLY SUNDAY PAPER
IN HARTFORD—

COVERS THE FIELD
THOROUGHLY

Gilman, Nicoll & Ruthman
REPRESENTATIVES
World Bldg. New York *Tribune Bldg. Chicago.*

Digitized by Google

Mother-and-Child Pictures to Sell Cocoa

Campaign of H. O. Wilbur & Sons, Inc., Brings Many Letters Commenting Favorably on the Advertised Illustrations

IT may or may not be true that at least one sure way to a man's heart is through his stomach, but the effectiveness of the child appeal to women is unquestioned. With very few exceptions a picture of a chubby baby or a bright-eyed youngster will appeal instantly to all women.

ANOTHER ADVERTISER GOES TO ACCEPTED ARTISTS FOR ILLUSTRATIONS

All of which is not only interesting but important in accounting for the popular interest that is attending a newspaper, poster and car card advertising campaign being conducted by H. O. Wilbur & Sons, Inc., manufacturers of Wilbur's Cocoa and Wilburbuds.

This campaign has been running for about a year, and will continue indefinitely. At present the copy is appearing in about thirty-five large-circulation newspapers in New England and the Middle Atlantic States as far west as Pittsburgh and as far south as Washington. As rapidly as production can be increased, this advertising will be extended to other parts of the country.

Wilbur & Sons were oversold when this campaign was started, and, although they have been increasing their production facilities steadily in the meanwhile, they are still in that condition. A new million-dollar Wilbur factory is under construction in Philadelphia, and it is anticipated that the increased production made possible by this new factory will also be absorbed as rapidly as the new plant is put into operation.

The copy is running in two sizes of space — three columns by 112 lines, and four columns by 168 lines. The illustrations dominate the copy, the text is very brief—practically only a few words, in some instances no more than the new Wilbur slogan, "The Masters of the House demand it—!" The white space has been used so judiciously that the ads dominate the pages to a very unusual degree.

Almost all the illustrations used in the newspaper copy have been made by Mrs. Maude Tausey Fengel, who has imparted to her work such an altogether delight-

Digitized by Google

ful and pleasing mother-and-child atmosphere that the advertisements have a well-nigh irresistible appeal. The original drawings are in charcoal, and this fact, plus special care and study in the matter of engravings, have made possible newspaper reproductions that are exceptional not only from a purly technical viewpoint, but from what might well be termed a "sentimental viewpoint." That is to say, the pictures, as reproduced in the newspapers, have about them that unmistakable atmosphere which, consciously or unconsciously, the average person associates with the mother and her relations with her child. Moreover, each advertisement, with the character of illustrations used, the brevity of copy, and the judicious use of white space, is simplicity itself.

The illustrations for the poster and car card displays have been conceived and executed in much the same spirit. Harold Brett was called in to make the pictures for the outdoor displays. Working in oils for color reproduction, Mr. Brett's treatment of the mother-and-child idea was necessarily somewhat different from Mrs. Fengel's work. While lacking the simplicity of the charcoal sketches, the posters were made especially effective through the coloring. Some of the most effective illustrations for the car cards are the work of Lucile Patterson.

As L. L. Berry, the company's advertising manager, points out in explaining the campaign, one of its chief purposes is to fix in the minds of the mothers of the country the idea of wholesomeness as an inherent quality of Wilbur's Cocoa and Wilburbuds. No better evidence of the success of this phase of the campaign could be asked for than the character of the letters that the Wilbur firm has received from mothers, in response to this advertising.

"Since we began using these mother-and-child pictures in our copy," said Mr. Berry, "we have received a great many letters from mothers telling us how pleased and delighted they were with the pictures, as well as with our cocoa, and asking if they could obtain copies of the illustrations. They liked the pictures so much that they wanted them in their homes.

"More people want Wilbur products to-day than we can accommodate. Our new factory will take care of some of this excess demand, but we realize that our buying public is growing older each year and, so to speak, we want to teach the children to follow in the footsteps of their parents. Children that are made acquainted with Wilbur products will grow into customers. At the same time, the appeal works the other way, for if you have an article—particularly if it is a pleasing food product—that the parents buy for their children, through the child appeal, you will find that the parents will buy this article eventually for themselves."

The advertising has, through creating a strong and emphatic consumer appeal, facilitated the sales department in stocking jobbers in various localities where, for one reason or another, salesmen have found it difficult to place orders.

"Cash and Carry" Ice Plan in Detroit

The General Ice Delivery Company of Detroit, which advertises ice under the name of "Absopure" offers the people of Detroit the "cash and carry plan" of ice purchase.

After telling the merits of "Absopure" ice a list of addresses headed "Cash and carry locations" is given. There is no argument for the merit of the plan; a statement of its existence seems to be sufficient.

Will Handle Foundrymen's Promotion Work

R. H. Byrum, for the last two years avertising manager of the Hydraulic Press Manufacturing Company, Mount Gilead, O., has been selected by the executive committee of the American Foundrymen's Association to handle the promotion and publicity work in connection with its membership campaign and its annual convention and exhibit which will be held in Columbus, O., in October.

Digitized by Google

Selling the Drug Trade of Baltimore

¶ There are 365 drug stores in Baltimore, who buy practically all their supplies from three wholesale druggists. Ten department stores maintain toilet departments, and are a factor, although they do not put up prescriptions or sell medicines.

¶ Through these channels, the buying population of Baltimore and its environs make their drug and toilet purchases.

¶ The retail druggists of Baltimore know that the *Sunpapers* are served by carriers direct to the worthwhile homes around their respective stores.

¶ That's why so many are willing to display goods advertised in THE SUN.

¶ The Service Department of THE SUN was created for the purpose of assisting advertisers in getting maximum distribution in the Baltimore market, speedily and economically. This department urnishes route lists covering the drug stores of the city, and gives special attention to investigations and merchandising reports.

¶ Years of experience have proved to Baltimore druggists that it is profitable to identify their stores with goods advertised in the *Sunpapers* because—

Everything In Baltimore Revolves Around THE SUN

Morning **Evening** **Sunday**

JOHN B. WOODWARD
Times Bldg., New Yo·k

GUY S. OSBORN
Tribune Bldg., Chicago

Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"

Digitized by Google

Popularizes Trapshooting to Increase Sale of Munitions

Winchester Revives and Expands a Market and Thus Helps Take Care of Excessive Production

AS is well known, the Winchester Repeating Arms Company, of New Haven, Conn., found itself, after the armistice, with greatly enlarged facilities for producing its products and an abnormal demand suddenly cut off. New factories built during the war were faced with idleness. Ways and means of turning these factories to peace-time pursuits had been under consideration even before the cessation of hostilities. As described in PRINTERS' INK, one of the plans adopted was the manufacture, on a large scale, of certain hardware items to be distributed through a controlled chain of stores. But there still remained the problem of disposing of the output of its munition plants. These, of course, had expanded tremendously.

One of the big sources of demand for rifles and shells came from sportsmen interested in trapshooting. But the average man has had to look at trapshooting from the distance. The problem was so to arrange it that trapshooting could be placed within the reach of most everyone. This, naturally, would mean a greatly increased demand for the accessories necessary to the sport.

In telling PRINTERS' INK how this was done, Jack Hanford, superintendent of advertising, said: "Trapshooting is, of course, a rich man's pastime, or rather has been, in the past. An afternoon's sport at the traps is too expensive for the average man.

"He offered a very desirable market, though, so Winchester went about devising a way of taking trapshooting to him.

"In the first place it was necessary to eliminate the regulation 'traps.' The installation expense, the expense of upkeep which made trap boys, clay targets, etc., necessary, had to be done away with. The only way to do that was to make the 'traps' portable, so that, so to speak, every man carried his own. To this end a convenient, small hand trap was designed and manufactured by Winchester.

"Then came the question of the gun. Trapshooting is, of course, a man's sport alone. Hitherto very few women engaged in it. There were two reasons for this. First, the expense of the gun, and then its weight, including a woman's natural dislike of the recoil shot. We, therefore, set to work to develop a gun, which would be a woman's gun, by reason of its graceful lines, light weight and lack of heavy recoil. Nor did we overlook the man, for we saw to it that it was accurate, efficient in every way.

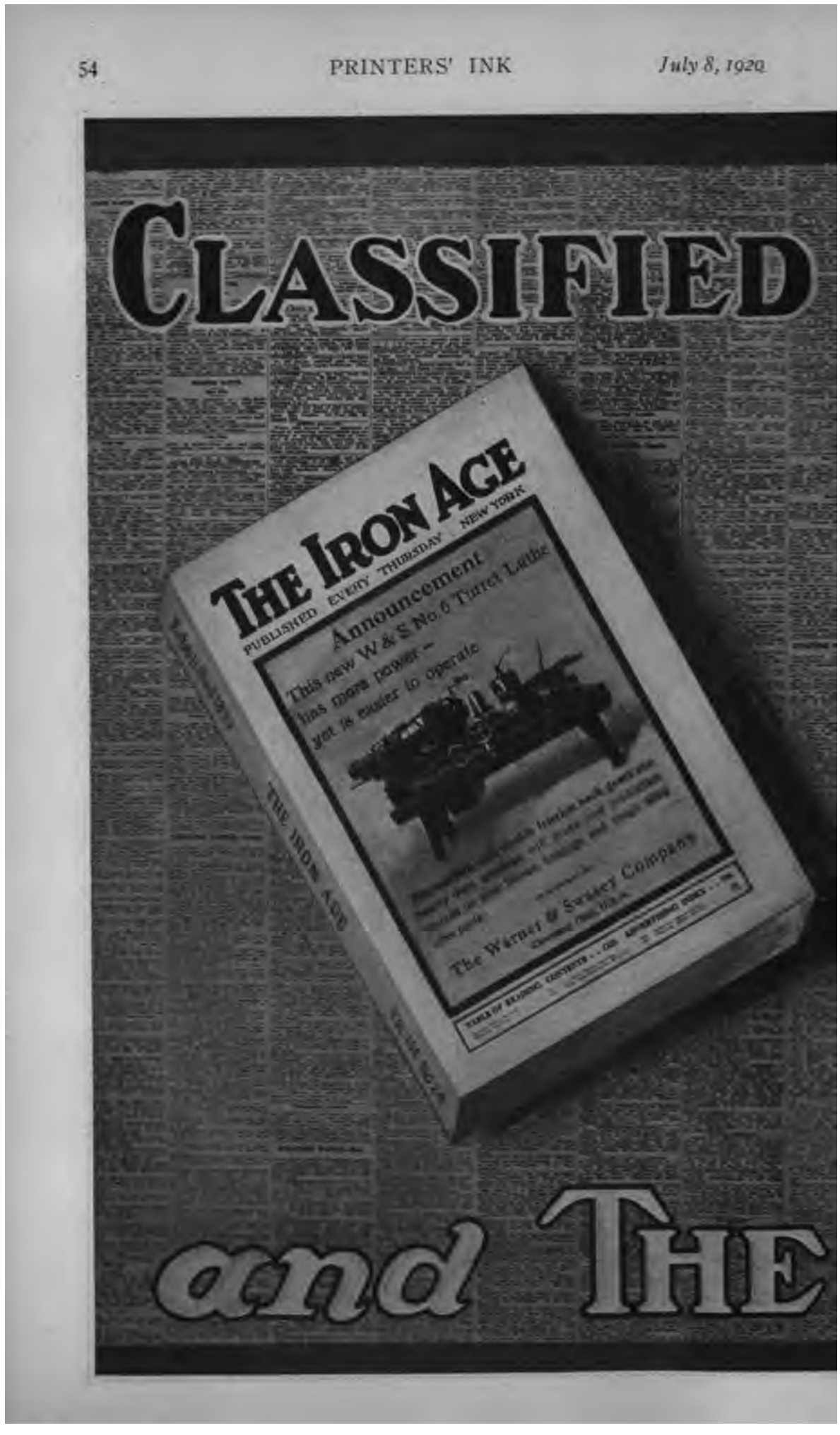
"The shell is made as accurately had a gunmanlike design and was in every respect as the best Winchester shot shell, but due to its size, it costs only half as much. This immediately brings it within reach of the average man and woman. Furthermore, to go with this outfit, we developed a special 'clay bird' to be thrown from the hand trap.

"Dealers are enthusiastic over the outfit, for their sales have been high, and that means a constant stream of people coming into their store for further supplies. Winchester Junior Trap Shooting Clubs are being organized throughout the country, and that also means increased business for our dealers.

"This outfit has enlarged the shooting field considerably, by making it possible for novices and those who have never seriously considered shooting before to take up the sport. In other words, they are becoming consistent and steady shooters, thus enlarging our market not only for this outfit but for other calibre shotguns and rifles as well."

Digitized by Google

Digitized by Google



Digitized by Google

ADVERTISING

ITS SIGNIFICANCE—

It is a recognized fact that the publication carrying the greatest volume of classified advertising is almost invariably the leader of its class in producing results from advertising in the regular display pages.

The fact that The Iron Age attracts a greater volume of this voluntary, classified advertising than any other business paper is indisputable evidence that it is producing remarkable results for its advertisers.

Over 2,000 firms use this medium to sell their products and services to the metal-working industries for they realize that billions of dollars' worth of plant equipment, machinery, raw materials and supplies are bought every year by the men who read The Iron Age.

If you sell to the machinery, automotive, railroad, shipbuilding, farm implement, foundry, iron, steel and other metal-working industries, this business-building service is something you ought to have. Send for a "Bird's-Eye View" of this field in booklet form.

THE IRON AGE

The World's Greatest Industrial Paper

Established 1855

239 W. 39th STREET NEW YORK CITY

Charter Member A. B. C. and A. B. P.

IRON AGE

Digitized by Google

Get The Facts!

About the LOUISIANA-MISSISSIPPI MARKET

THE ITEM TRADE EXTENSION BUREAU

SURVEY SERVICE! — One more phase of ITEM TRADE EXTENSION SERVICE—We are told "the best of any newspaper in America."

Carefully prepared, intelligent trade reports, detailing in full the opportunities (and the opposition) for products in or entering the New Orleans market. Unbiased, individual, accurate and complete data—gathered in response to each inquiry—not "canned."

THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

JAMES M. THOMSON
Publisher

National Advertising Representatives
The JOHN BUDD COMPANY

A. G. NEWMYER
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle.

Digitized by Google

Famous Churches in Advertisements Boost the Sales of Wedding Rings

Tie-Up of the Ring and the Church Brings Encouraging Response

By D. G. Baird

FOR several years the Traub Manufacturing Company had advertised Orange Blossom wedding rings in women's magazines, using quarter page space and smaller. The business had prospered, the future looked promising, and it had been determined to undertake a national campaign in full pages in magazines with a more general circulation.

But what idea should be used? What display? What theme? What appeal? What copy?

For many weeks the problem was considered before a solution came. It was so simple that the wonder was it had not been thought of sooner.

Wedding rings and churches—what happier combination could one desire? Orange Blossom wedding rings would be associated with the great churches and cathedrals where thousands of marriages have been solemnized.

The first step was to determine just what churches should be featured. A church is, of course, apt to be of interest to one particular city, and this was to be a national campaign. An illustration of an imaginary church might be used, but this idea did not meet with favor. A real church should be used—one that had a real history and a reputation.

The obvious solution was to choose several cathedrals and churches of historic associations, and for the first year's campaign four were selected: St. Louis Cathedral of New Orleans; "The Little Church Around the Corner" in New York; Holy Trinity Church of Philadelphia and Trinity Church of Pittsburgh.

IMPOSING HISTORIC CHURCH STRUCTURES FIT IN ADMIRABLY WITH THIS ADVERTISING

The next important step was that of obtaining suitable cuts of the buildings. Several methods were tried without satisfactory results, and at last an artist was

Digitized by Google

employed to paint the churches in color.

The illustration of the edifice is the most prominent feature of the page and is always accompanied by a few words about the history and location of the building. An insert, showing four styles of wedding rings and one engagement ring, and a few words about wedding ring sentiment occupy the remainder of the space.

The national campaign is being closely followed up with suggestions to dealers throughout the country. Copies of the advertisements, with the suggestion that they be used as show cards during the month, are sent to them.

Dealers are urged to send for electros of the advertisements prepared for use in their local campaigns, and car cards and the usual literature are also furnished free of charge. A small charge is made, however, for the little booklet, "Wedding Ring Sentiment," and stuffers are also charged for at the cost of printing. The idea is to save a lot of literature from the waste-basket and also to encourage the dealer to use the material he does procure.

The company also gives a real service to dealers in helping them solve their selling problems. This service has grown until now many letters arrive daily asking for help in all manner of situations. These are always promptly and definitely answered.

Then, too, literature on salesmanship is sent to the dealers' clerks direct. "After all," says Donald K. Moore, the advertising manager, "a manufacturer's success is directly dependent upon the man behind the counter. Realizing this, I began some time ago to send out requests for the names of salesmen to whom I might send literature. At first the response was not very encouraging—only about 10 per cent replied the first year—but now my returns average 87 per cent."

To the addresses thus obtained literature on salesmanship in general and Traub Decorated Wedding Rings in particular is sent, and this is followed up by strong personal letters.

Has American Circulation Rights of French Publication.

Condé Nast, publisher of the Nast publications, New York, has recently taken over the exclusive rights for the circulation in America of the *Gazette du Bon Genre,* which is published under a somewhat different title in Paris, by Lucien Vogel.

F. W. Hegeman Joins Story, Brooks & Finley

F. W. Hegeman, recently with Verree & Conklin, Inc., publishers' representatives, New York, has joined the staff of the Chicago office of Story, Brooks & Finley, Inc., publishers' representatives, New York.

British Account With Atlas Agency

The advertising account of the Milton Manufacturing Company, London; American agents, Alex. D. Shaw, New York, has been put in the hands of the Atlas Advertising Agency, Inc., New York.

Gambrill Account With Seaman Agency

The advertising account of the C. A. Gambrill Manufacturing Company, Baltimore, flour, "Pat-a-cake" cake flour, pancake and buckwheat flour, is now being handled by Frank Seaman, Inc., New York.

James C. Gilruth With Chicago Bank

James C. Gilruth, formerly with the Chicago *News,* has become manager of the new business department of the Fort Dearborn National Bank, Chicago.

Henry Caldwell With Hare's Motors

Henry Caldwell, former automobile editor of the New York *Tribune,* has been appointed publicity representative of Hare's Motors, New York.

Bradley Motor Account With Chicago Agency

The Bradley Motor Car Company, of Cicero, Ill., advertising account is now being handled by Sweet, Thompson & Phelps, Chicago.

Joins J. M. Bundscho

Michael Sverak has joined the forces of J. M. Bundscho, Chicago. He is a layout man, hand letterer and designer.

Digitized by Google

Announcing Another New Record!

"THE first two weeks of our selling and advertising campaign resulted in orders for 8 and one-half solid carloads of our product. And so far we have been able to check results only in New York."
—An advertiser's statement to A. J. K.

What is the explanation of these phenomenal returns?

Digitized by Google

Making Industrial Unrest Sell Steel Fences

Anchor Post Iron Works Heads Advertisement with a Photograph of Mob Scene to Shock Prospective Customers Into Action

ADVERTISING that is based upon current events is nearly always good advertising, at least in the sense that it has the first and primal requisite of an attention attracter. The news of the day is something that everybody is interested in.

Current news during the last few months has dealt largely with industrial unrest and its manifestations in the shape of strikes, public disorders and clashes with the police. Industrial unrest is commonly regarded as one of the ominous and undesirable signs of the times. None of us likes to dwell upon it and most of us would like to ignore it. But that its existence must be faced and that it must be guarded against is the contention of the Anchor Post Iron Works, which in a recent advertisement uses it as an indirect argument as to why those who would protect themselves against mob violence should invest in the company's product—steel fencing.

SECURITY FROM MOB VIOLENCE—THIS IS WHAT THE ADVERTISER IS SELLING

The advertisement does not mention either industrial unrest or mob violence by name, but leaves the inference plain in the reproduction of a photograph which shows men in working-clothes in the act of bombarding what seems to be an industrial plant with stones. Below the picture is the caption in heavy type: "Playing in Your Yard?"

Beneath the copy says: "A mob never could were it Anchor Post protected." The copy then goes on to say: "An Anchor Post Chain Link Factory Fence forms an unclimbable, unburnable stockade that cannot be pulled down or broken through. It is an ever-vigilant watchman, on duty all day and all night."

The advertisement is, in a sense, a form of "scare" copy; however, it was not intended as a piece of sensational advertising by the Anchor Post Iron Works, but one of a series in which lessons from current events are drawn so as to show the necessity for anchored steel fencing. For example, a pic-

Digitized by Google

Eighty-Six Percent renewal. Over a period of 10 years, 86 out of every 100 advertisers continue to use the New York Theatre Programs. Unquestionable proof of satisfaction.

Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.

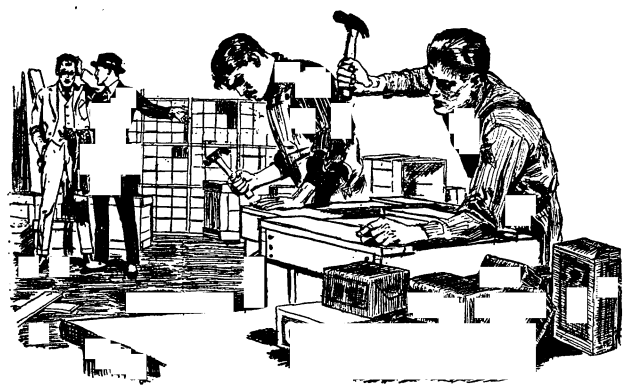
New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO 406 Tower Bldg. *BOSTON* Little Bldg. *SAN FRANCISCO* Crocker Bldg.

Digitized by Google



"What's wrong with my business?"

How a chance question solved a manufacturer's problems

"I DON'T know where the trouble is," said the President. "I've got a fine product —good distribution—an active selling force—and yet the volume of sales and net profits are discouragingly small. What's wrong, anyway?"

"Right there is one answer," said his friend, waving a hand toward the shipping room. "And downstairs in your store room is another. And here"—picking up a package of the product itself "is another.

"Why, you're about ten years behind the times," he continued. "You're maintaining a whole carpenter shop right here in your factory just to nail up these heavy wooden shipping cases. You're wasting money and valuable space. You ought to use the light fibre or corrugated cases—they're every bit as strong as wood, and your regular clerks could seal and tape them securely in a few seconds.

Digitized by Google

"Then, here"—indicating the package in his hand—"you're using a solid box where you ought to use a folding box. Think of the storage space you'd save with a box that stays flat till it's actually wanted! And lastly—the whole appearance of your package is wrong. Cheap material—wrong color—poor lithography—it simply isn't worthy of your product.

"Do what we've done—get an expert on the job. Have him put unity and character into your whole line. You'll save space—save labor and time—your shipments will be a dignified advertisement wherever they go — and your package will stand out on the dealer's shelf and attract the consumer's eye. Up go your sales—down come your expenses: there's the answer to your problem."

Solving shipping problems for the leaders in every industry

Because of its broad experience in solving just such problems for the leaders in every industry, the Robert Gair Company is especially qualified to offer expert assistance and advice.

Our plant is the largest of its kind in the world. With its facilities we are prepared to offer a complete service for packaging and displaying your goods—folding boxes, labels, shipping cases, window display advertising — giving unity to your product from factory to consumer.

We serve the greatest package merchandisers of the country. Among our clients are:

Arbuckle Bros.	Colgate & Co.
General Cigar Co., Inc.	Royal Baking Powder Co.
National Biscuit Co.	Franklin Baker Co.
Woolson Spice Co.	Lazell Perfumer, Inc.
American Chicle Co.	Palmolive Co.
Andrew Jergens Co.	Kirkman & Son, Inc.

ROBERT GAIR COMPANY

BROOKLYN

Folding Boxes *Labels* *Shipping Cases*

Window Display Advertising

Digitized by Google

ture of a fire was recently used in the same way; that is, so as to show that steel fencing will prevent the spread of those fires which are often assisted by the presence of old-fashioned board fences.

Scare copy has sometimes been criticized as unjustifiable. On the other hand, certain advertisers, like insurance companies, have contended, apparently with justice, that there is no other way for them to advertise. Human nature is largely lethargic. It contains considerable inertia. Although we will admit the existence of dangers which threaten our lives, property or health, few of us will take the trouble to safeguard ourselves until the consequences of indifference are brought forcibly to our attention.

Steel fencing is a form of insurance, in the view of the Anchor Post Iron Works. It protects persons and property from intrusion, trespass and violence from wandering evil-doers. But since insurance is a thing in which few of us invest until we are jolted or scared into it, the Anchor Post Iron Works regards itself as justified in "hitting the prospect between the eyes," so to speak, so as to stamp steel fencing upon his mind.

Unclimbable, unburnable, "unuprootable" steel fencing is a comparatively modern product. Therefore, the Anchor Post Iron Works conceived that the first phase of its advertising must of necessity deal with the idea of the need for improved fencing. The copy was, therefore, largely educational. It was left to the salesmen to sell the prospect on the product itself.

This phase is about at an end, and this year's copy will deal with the positive features of Anchor Post Fencing—its special construction, strength, long life, durability, etc.

The present copy is designed principally to bring inquiries. To the names thus obtained there is mailed a catalogue and circular matter intended to fit the prospect's needs. Industrial plants get a large full-page folder in heavy, coated paper, printed in two colors and mailed under one-cent postage. It is freely illustrated with attractive half-tone cuts and gives exact information as to the construction of Anchor Post Fencing, what it will do, and how it may be erected.

To other persons who may be prospective users of steel fencing is mailed an illustrated booklet which describes how Anchor Post Fences are serviceable in the case of farms, country estates, playgrounds, tennis-courts, etc. The cover of this booklet bears a detachable postcard which lists the uses to which Anchor Post Fences may be applied, the prospect being invited to check the one in which he is interested and mail it to the firm for further information. At each branch office of the country a force of men is maintained especially trained in fence erection, but if a customer prefers to put up his own fence he obtains full instructions and all the necessary tools. The latter are charged to the customer and upon return his account is credited with their cost.

Havana Cigars Advertised Jointly in England

An educational advertising campaign for Havana cigars is now being run in England. Each piece of copy bears the name of the following eleven brands of Havana cigars, which are described as "The Classic Brands":

Henry Clay, Bock, La Corona, Villar y Villar, Cabañas, La Rosa de Santiago, J. S. Murias, Manuel Garcia Alonso, Carolina, La Flor de Cuba and Pedro Murias.

This campaign has been put forward by the Havana houses of Henry Clay and Bock & Co., Ltd., Havana Cigar and Tobacco Factories, Ltd., Havana Commercial Company, H. de Cabañas y Carbajal and J. S. Murias y Ca.

Service Motor With Henri, Hurst & McDonald

Henri, Hurst & McDonald, Inc., Chicago, is now handling the advertising account of the Service Motor Truck Company, Wabash, Ind.

Agency for Nu-way Milker Co.

The Martin V. Kelley Company, Toledo, has been placed in charge of the advertising of The Nu-Way Milker Company, Syracuse, N. Y.

Digitized by Google

LIKE the General in the great parade of advertisers COLOR commands the attention of all eyes. You missed page 59? COLOR attracted you to this! The advertiser mentioned there (name on request) used one great COLOR page in the American Weekly. That is the explanation of his phenomenal returns.

"TWO AND A HALF MILLION FAMILIES READ THE AMERICAN WEEKLY EVERY SUNDAY. IF YOU WANT TO SEE THE COLOR OF THEIR MONEY—USE COLOR." *A. J. K.*

The American Weekly

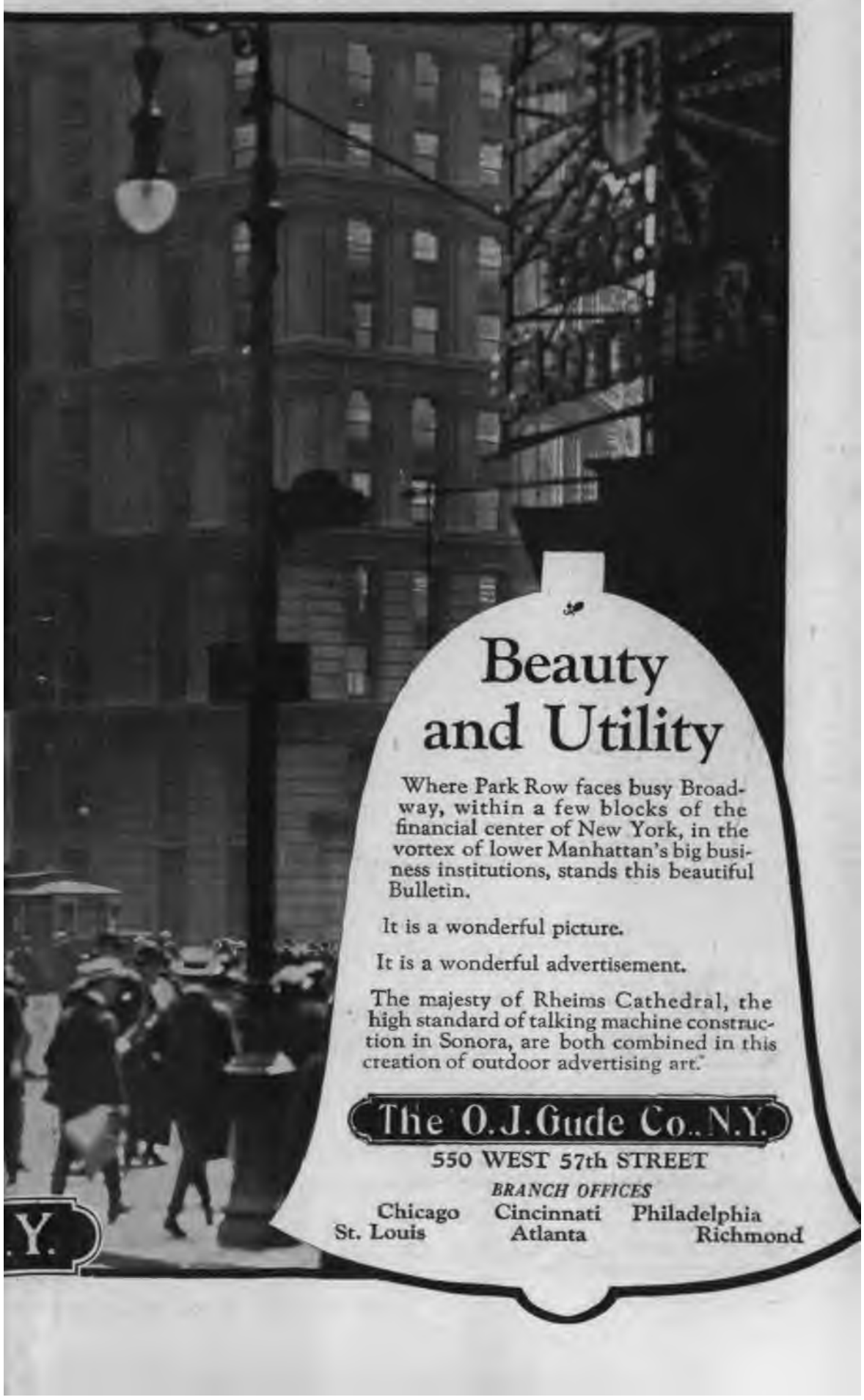
A. J. KOBLER, Manager
1834 BROADWAY NEW YORK

W. J. Griswold, Western Representative
HEARST BUILDING CHICAGO, ILL.

Digitized by Google

550 WEST 57TH STREET

Digitized by Google



Digitized by Google

Big Men and MOTOR

STEWART MOTOR CORPORATION
BUFFALO, N.Y.

J. R. LIPPARD
PRESIDENT

MoToR,
119 W. 40th St.,
New York City.

Gentlemen:

MoToR is one of the most interesting class publications I read regularly.

Yours very truly,

J R Lippard

Digitized by Google

Switching Orders from the Telephone to the Dealer

A Manufacturer Levied an Additional Charge for Factory Delivery and at the Same Time Advertised So Intensively That Dealer Distribution Became Practically Perfect

By C. B. McCuaig

DID you ever have the job wished on you of procuring the ice cream supply for a little dinner party?

If so this is about what happened: Being a man, you scorned to go shopping for your frozen nutriment. Instead you grabbed your desk phone and pleasantly requested Central to get you Blank seven-eleven—that being the number of your favorite ice-cream manufacturer. Two minutes' wait. Then a bang-bunk, bang-bunk, bang-bunk over the wire followed by a bored announcement from the operator, "The line's busy." Five minutes pass. You try again. Same result. Ten minutes more. Result ditto, and so on until at last you bang the receiver down on the hook and exclaim:

"Drat those people! Why in blazes don't they get enough wires into their place if they expect to do business?"

Next time this happens do not blame the ice cream man. He is not trying to save money on telephone connections. As a matter of fact, if he had as many lines as the Grand Central Station there would still be times when you would not get your number promptly. At the time you are telephoning there are probably a dozen other people obsessed with a desire for ice cream, and, like you, they want to get it the easy way—have it delivered by the manufacturer.

Now, while in most cities the manufacturers bow to the public's wish to buy over the telephone they do not like it a bit. In the first place, it necessitates a costly delivery service, which is much more of a burden than it was a few years ago. Also it takes up the full time of at least one telephone clerk and often more. Then there are the orders which are lost because people become peeved when they cannot get the telephone connection promptly. But all these reasons are secondary to the big one that manufacturing and retailing just don't mix. The manufacturer, no matter whether his line is steel girders or powder puffs, wants to manufacture and leave the retailing to the dealer. In every line there are accepted sales channels, and this applies as much to ice cream as to automobile tires.

BIG GAIN IN FACE OF SWITCHING ORDERS

But how can a manufacturer switch his trade from the telephone to the dealer without offending his customers? This was the problem which confronted the Hoefler Ice Cream Company, Buffalo, N. Y. It found the answer in advertising. Although we are getting ahead of the story, it is proper here to add that the campaign started not only increased the dealers' sales at the expense of factory sales, which was the prime objective, but it more than paid its way in increased sales. At the time this is written the campaign has entered its third week. The first week's work showed an increase in sales of 85 per cent, and strange as it may seem, the second week showed a like percentage of gain over the sales of the first week.

It is of course impossible to predict what the third week will develop, but a big sales increase is assured, and the management of the Hoefler company is so certain that it has found a lasting way of marketing the product on a big scale that it is opening new factories in nearby towns, and

Digitized by Google

will repeat the same programme in all of the towns and cities in its territory, directing a concentrated drive for a limited space of time in each town.

There are two main elements to the drive by which the Hoefler people gained these results—concentrated effort and human appeal. It is based on the good old pyschology which put the Liberty Loans across — work like the dickens for a couple of weeks and call it a day. Every last detail of the campaign was planned weeks in advance. When the appointed time came there was something new doing every minute.

The drive was based on a new frozen confection which was given the cheerful name of "Cherigold." The fact that it suggests what it is supposed to suggest probably had a lot to do with the success of the campaign. I saw a list of the more than 300 names suggested from which "Cherigold" was chosen, and there wasn't another one in the lot which had just the right appeal. Just stop a minute and try to think of an original name for an ice cream which is also in a way descriptive, and you will realize the difficulty.

NOTHING LEFT TO CHANCE

As was said before, one of the things which put the Cherigold campaign across was the fact that things were done in advance. Every step in the journey was thought out long before a word was made public, down to the smallest detail. In this lies a thought for advertisers who may be thinking of a similar drive, for I have heard of campaigns which failed for lack of unity. Things turned up wrong because the manufacturer thought his agency was taking care of them, and the agency was under the impression that the manufacturer was attending to them. In the Cherigold drive the manufacturer kept hands off, and the agency went through with the whole programme even to buying the costumes and silk stockings for the Cherigold Girls, which by the way was a task in itself, for the material of the sweaters they wore had to be specially woven to carry out the idea.

The first gun in the campaign was a form letter sent out to all dealers well in advance. Because it gives a rough outline of the plan we will quote it:

"Get ready for big business. We have started an advertising campaign which includes street cars, newspapers, house-to-house distribution of folders, sampling in your neighborhood and everything else we can think of.

"Take a look at the items displayed in this book and get your order placed early for Cherigold. That's the name of our new frozen dainty. We are making it our leader in all our advertising this season.

"Cherigold and the Cherigold Girls will take all Buffalo by storm. Wait and see! You won't have to wait long—they will begin calling at Buffalo homes next week.

They will send people to *your* store to buy Cherigold.

"Be sure you have plenty of it.

"Sincerely,

"Hoefler Ice Cream Company.

"P. S. This week our salesman will call on you. Help your trade learn all about Cherigold by putting the new banners in your window, cards on your fountain, etc.

"Watch all newspapers for ads."

On the day the campaign opened all the advertising went off like a bunch of firecrackers. Newspaper space, street-car cards, posters. Wherever one looked there was Cherigold copy and all focused on a point—Miss Cherigold and her new frozen dainty. Fortune helped. The weather was warm—good selling weather for ice cream. The campaign started out with "teaser" copy: "Miss Cherigold Is Coming. She'll Bring You That New Flavor." "Miss Cherigold Is Bringing That New and Wonderful Flavor With a Thrill In It." This was followed a day or two later with the announcement, "Miss Cherigold Is Here," with the further assurance that "she will tell all about

Digitized by Google

THE students of the printing department of the Carnegie Institute made recently a tour of inspection, which covered New York and Philadelphia. Two printing houses were selected, the Charles Francis Press and one other.

Another famous institution sends its graduating class each year to visit our plant.

The controlling reasons are doubtless the same in each case. The college heads know that this business represents the last word in printing-plant construction and efficient management. They also know that the utmost in the way of courteous co-operation may always be expected here as a matter of course.

These same reasons are compelling enough to persuade buying executives to consult us about their printing needs.

Charles Francis Press

461 Eighth Avenue, New York

Telephone Greeley 3210

Digitized by Google

it." Then came the final announcement: "This Is Cherigold Week. Try Hoefler's New Flavor," accompanied by a full-color reproduction of the brick of ice cream, which, by the way, is a sort of golden background with bits of cherry sticking out of it, and this was the color scheme for the Cherigold Girls.

Then the Cherigold Girls got on the job. There were thirteen of them—Miss Cherigold and her twelve sisters, all of a type, and clad in the same costume which appeared in the advertising down to the last thread—white skirts, white silk waists, white shoes and stockings, white caps with a spray of cherries on the side and golden sweaters of silk the exact shade of the Cherigold brick, dotted with red to carry out the cherry idea. Each girl carried a big can made heat proof in which was packed tiny bricks of Cherigold which she distributed to the populace. The girls took orders and turned them over to the dealers.

BUSINESS DISTRICT INVADED AND THEN THE HOMES

And what of all the places in the world do you suppose the Cherigold Girls picked out for their initial efforts? The banks—and it went big.

A Cherigold Girl appeared in every bank in Buffalo—apparently materialized out of thin air—and every one on the staff got a sample of Cherigold, from president to office boy. And did the bankers buy? They did. From the statistics of the Cherigold drive it would seem that there is something about a banker which makes him peculiarly partial to ice cream. When the girls got through with the banks, they had enough orders to make the dealers downtown think that there really was something to the Cherigold drive.

From the banks the girls spread to the other downtown business places, then up into the residential parts, where in all 37,000 homes were visited and samples of Cherigold handed out, a little booklet having gone before telling about it, and featuring an essay contest for the children. They say at the Hoefler head office that you could tell just exactly where the girls were working by the big rush orders that came in from dealers.

Now about that essay contest, which the booklet told about. In one family I know pretty well there are two children—a boy in kindergarten and a girl a couple of laps ahead. They still think in terms of ice cream cones. On the third day of the Cherigold drive first one and then the other came home and demanded ten cents for a "Cherigold ice cream cone." When they got to the corner store they found that Cherigold wasn't sold that way, but I noticed that we had Cherigold for dinner in spite of the fact that earlier in the day the boss of the ranch had successfully withstood the blandishments of a Cherigold Girl. This is just mentioned as a suggestion to some of you wise advertisers who may never have given a thought to the tremendous sales influence of the small members of the household.

What we started to tell about was switching orders from the telephone to the dealer, and that is what the Hoefler campaign did. At the opening of the campaign the company put a delivery charge of 25 cents on all telephone orders. This in itself put a damper on factory buying, but it was the big dealer demand the campaign stirred up that really did the trick. Naturally the dealers were fairly swamped with orders. People were not buying because they wanted ice cream but because they wanted Cherigold. They had heard about the new flavor and they wanted to try it. If their usual dealer could not supply them they would walk out and go to another store down the street. No live dealer will stand that sort of thing very long.

Leon J. Loezere, vice-president and general manager of the Hoefler company, summed it all up when he said: "The thing that counts is to tie your advertising and your selling so closely together that no one can tell which is which."

Digitized by Google

—the potent, primary medium

is the daily Newspaper. It is the most effective back-bone for every advertising campaign.

The Newspaper reaches the greatest number of people, sectionally or nationally, according to your demands.

The Newspaper wields the greatest power.

Through the Newspaper you can parallel circulation with your own distribution.

The Newspaper, available at a few hours' notice, is the most adaptable of mediums.

To the daily Newspaper, all other mediums are supplementary.

This incomparable, elastic influence can sell *your* merchandise.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

Digitized by Google

THE JEWISH

AS a market for package merchandise the Jewish field has received proportionately less attention than has been paid to any section of the country.

Yet it is a demonstrable fact that Jewish people spend a large portion of their income on package goods and branded merchandise. And they do this because of their undeniable insistence upon Quality in everything they buy.

So that very often, in spite of being ignored by the manufacturer of a good article, the Jewish people will buy and use his goods, paying the price for quality.

Digitized by Google

MARKET

BUT why create a market by this slow process of natural growth when a little intense cultivation will bring down into your lap one of the best-paying markets in our country?

The Jewish people are good spenders, good livers and discriminating buyers of quality merchandise. They are expert judges of goods and will take nothing but the best of everything. The better the article the smaller will be the cost of promotion work in the Jewish market.

Let any one of the Big Four of Jewish journalism in America analyze your merchandising problem. You will get an unbiased opinion and valuable advice free for the asking.

Jewish Daily News
Jewish Daily Forward *Jewish Morning Journal*
The Day-Warheit

Digitized by Google

We Work With You

—presuming, of course, that you are a national advertiser or an agency man.

The other name for this work of ours is cooperation. Our service department delivers the goods, a fact which many advertisers well know—and on, which we have their unsolicited testimony.

South Bend, the shopping center for Northern Indiana and Southern Michigan, offers one of the best balanced markets in America. In the heart of rich farming territory, South Bend also is the central and largest of a group of hustling industrial cities and towns.

This worth-while market is thoroughly covered morning, evening and Sunday by the News-Times which guarantees more than 17,000 daily.

SOUTH BEND NEWS-TIMES

Morning *Evening* *Sunday*

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE & WOODMAN, INC.

Chicago New York Detroit Atlanta Kansas City

Digitized by Google

Is Technical Advertising Too Technical?

It Depends, of Course, but Don't Forget That Technical Men Are Human, the Same as the Rest of Us

By S. C. Lambert

TO many advertisers and creators of advertising it seems to be an unwritten law that all advertising of a product which in itself is technical should bristle with technical terms and phraseology. Worse than that, the *idea,* the selling thought, must be limited to arguments appealing solely to the part of the buyer's brain wherein lies mechanical judgment.

Point out to these advertisers that their advertising is dry, uninteresting, that it lacks the slightest semblance of the warmth of human interest, and they will reply:

"Yes! But the kind of people we are trying to sell are engineers who demand facts, figures and plotted charts. They don't care a snap for human interest. I suppose you would have us work into the illustration a pretty girl—" at which I would interrupt and say "Most certainly if she belonged there; if I could do it *logically* and if by doing it I could attract the buyer's attention in a sensible way."

For I remember discussing this with my friend Jean Balsey of the American Bridge Company, who knows too much about selling to discount *any* method until it has proved a failure. Jean told me of old Scotty MacPherson, who sold bridges, big, steel monsters involving hundreds of thousands of dollars, and seldom lost a sale. Mac would go into a board meeting or before a town council with his specifications wrapped in a sheet of drawing paper. At the proper time he would unwrap his papers, toss them aside, smooth out the drawing paper, and, taking a pencil from his pocket, commence to draw, talking and listening at the same time.

Before coming to the meeting, he would have visited the spot where the river had to be spanned. With a few quick strokes he would sketch the place, then outline his conception of a bridge.

He was a good artist and a rapid worker. Invariably the attention of the whole board would soon be focussed on the drawing as it grew before their eyes. They watched him, fascinated by the rapid moving pencil, until he had completed the bridge. *Then* the real genius of Mac asserted itself.

On the middle of the bridge, apparently thundering across, he would draw a train with smoke pouring from the stack. Perhaps a farmer's horse and cart would be shown, also, if it were a rural community, but the climax of all was reached when he drew a young couple in the near foreground. He would have them leaning over the bridge, one arm of the man around the waist of the girl, their other hands resting in one another on the rail.

It was a master touch. It made the bridge real and complete to the eyes of the board—and they were more than half sold right there. Other salesmen talked in terms of so many feet of steel, of stresses, of the distribution of weight. Mac visualized the bridge to them as an accomplished fact. Should you ask Mac how he managed to sell a certain bridge in the face of much competition, he would reach for the particular drawing, make a circle around the young couple and say:

"They did it!"

MANY TECHNICAL ADVERTISERS OVERLOOK HUMAN NATURE.

It would be absurd to say that a man buying a steam engine (for instance) doesn't want to know

Digitized by Google

all about indicated and brake horse-power; thermal efficiency; steam charts; initial steam pressure and the thousand-and-one technical details that are embraced in construction and performance. On the other hand, it is just as absurd for the advertiser to forget the fact that he is selling to a *man* who appreciates a good cigar or story; who enjoys a theatre; who dresses well; who, in short, may have any or all of the human desires, emotions, traits of character or weaknesses through and by which his pocket can be reached as well as through his brain.

Some advertisers forget that engineers may have a fine sense of the dramatic—that they can be sold by a technical argument if it be dramatized for them. Many an engineer or manufacturer has been sold by someone taking advantage of his pride in the appearance of the engine room—in the beauty of an engine with brass and nickel parts properly distributed to make it a thing of beauty and emphasizing that beauty as a sales argument.

Many a man, who should have bought a reciprocating steam engine to meet the particular conditions in his plant, has installed a turbine because his *vanity* impelled him to get something that was modern—that would make people say he was up-to-the-minute. There is fashion to be considered even in power plants.

One of the biggest power plants in the world—the 60,000 h. p. gas-steam engines of Ford in Detroit—was installed, not because it could be proved the engines were more economical than other forms of power producers, but because they were different, were individual, and would prove a spectacular advertisement for Ford—which they are.

Then, too, think of the great part that personality, friendship and good will play in the sale of big units. After all the technical points pro and con have been weighed in the balance, one little touch of friendship or personality is enough to tip it in the right direction.

Don't misunderstand me! I am not saying that these auxiliaries should be used *instead* of the necessary and fundamented technical data, but we should remember that though they are auxiliaries, some of them are powerful and must not be overlooked in selling or advertising.

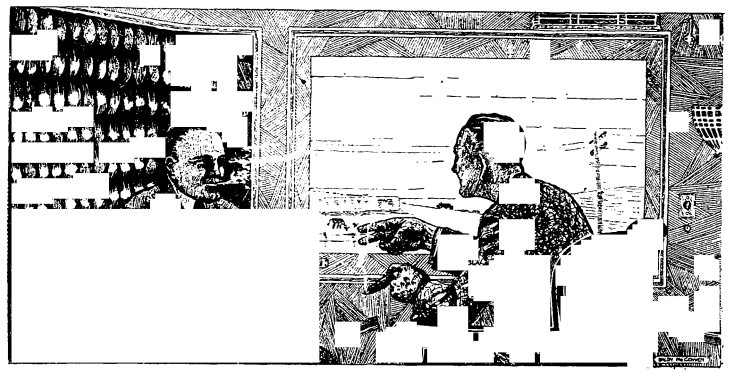
It is well to remember that human nature is elemental and doesn't change much. The knowledge that men acquire through education or experience is more or less an artificial attribute of the mind. To reach a man solely through his brain demands that the format you use be equal to his knowledge. If your technical data are below his intellect he unconsciously ridicules or despises them and you. If you use art, language or thought beyond his intellect, his brain cannot assimilate it. In the one case you are giving a professor of literature an elementary grammar; in the other you are asking the average man to consider your product in the light of the Einstein theory.

The same picture that makes an African negro laugh or weep might also make a professor of philosophy laugh or weep. In many elementals outside of education and civilization we are, and always will be, "brothers under the skin."

A purely technical appeal can only reach those minds on the same plane; hence it limits itself. It is true that all the force and power may be limited within a circle in which it rightfully belongs—that to widen the appeal is to diffuse and weaken it, but the peculiar working of the force of advertising is such that these cases are extremely rare.

Suppose we wish to sell steam engines (to keep to our original example) to manufacturers and to do it by advertising, it is better that the advertising should convince not only the manufacturer, but the engineer, the oiler, the foreman in the shop and even the workmen. If it were possible to prove the superiority of a certain steam engine to all the work people in a factory, this indirect force of good will would become known, would work upward and

Digitized by Google



A TIP FROM A MAN FROM TEXAS

IN a Pullman I met him—that man from Texas—a train dispatcher on his way to England, who gave me a tip of interest to every manufacturer of goods the railways need.

We talked on various subjects, and just before going to the Diner for lunch, we exchanged cards. "Too bad we did not meet yesterday," he said, and then he told me why.

"I met an old friend on this train yesterday, the purchasing agent of a big shipyard on the Pacific Coast now, but who when I first knew him, was the general manager of a 90-mile lumber road. His people had no purchasing agent, and he had to buy everything. Busy boy was "Ed" in those old days, and a mighty keen buyer, too; us boys often wondered how he managed to buy all kinds of stuff and "pick 'em right" every time.

I calculate the President of his road wondered, too, for one day he said, "Ed, how do you buy supplies?" "How!" said Ed. "Here's how—by the Rule of Three. *First,* I read the Railway Age. *Second,* I know that advertisers in it are reliable. *Third,* I know that if a concern advertises in it continuously, you are assured of satisfaction. Remember those axles we needed a while back?" The President nodded. "Well, we got satisfactory ones, didn't we?" Another nod from the President. "Sure they were, and I knew they would be." "Why?" said the President. "Because when I placed the order, I knew that Company we got 'em from had had an advertisement in nine consecutive issues of the Railway Age."

"I'm sorry I didn't meet your friend," I said. "Does he still read the Railway Age?" "He was reading it when I met him on this train yesterday," replied the Man from Texas.

The moral! Confidence begets confidence, and constant publicity in the Railway Age begets both confidence and orders.

SIMMONS-BOARDMAN PUBLISHING COMPANY

Woolworth Building, New York

CHARTER MEMBERS

Audit Bureau of Circulations — Associated Business Papers

Also publishers of Railway Mechanical Engineer, Railway Electrical Engineer, Railway Signal Engineer, Railway Maintenance Engineer, Marine Engineering, Boiler Maker and Locomotive Cyclopedia, Car Builders' Cyclopedia, Shipbuilding Cyclopedia, Material Handling Cyclopedia and Maintenance of Way Cyclopedia.

Chicago Cincinnati Washington Cleveland London

Digitized by Google

have a *direct* result on the sale.

The man who has to choose the power plant says to Bill the Superintendent:

"We're thinking of buying a Jones engine. What do you think of them?" And what Bill thinks is duly recorded for or against Jones' engines—yet technical data on steam engines would be lost on Bill.

A glance through the general periodicals shows that, in a few isolated instances, technical advertisers are breaking away from the all-technical arguments. Only in rare cases, however, is this true of the business publications. In the latter journals there is page after page of illustration and text that mean that he is "wasting space on pictures." That cake in color is a living advertisement for the shortening and every woman knows it. Far more cakes have been baked since they have been temptingly visualized for folks who were getting out of the habit of home baking. What would you have the ad-man do: produce twelve full pages in one color, all type, describing a layer cake?

To advertise and sell an article like Djer-Kiss a certain atmosphere *must* be created. When Maxfield Parrish paints a canvas in color, filled with fairies and goblins and mystic forests, and royal purple hills and magic castles, Djer-Kiss begins slowly to materialize as something more than a scent locked in a bottle. Three-fourths of a page devoted to Mr. Parrish is good advertising.

F. R. Arnold & Company, importers of toilet preparations wish quickly to market a new line, La Dorine. Talking in type would scarcely do it. Type is type and if you don't read it, it's the coldest thing imaginable. Therefore La Dorine is minimum text and maximum picture. There are gorgeous panels showing the Casino at Monte Carlo and other well known pleasure resorts. Why, some one asks, should they devote all that valuable space to a picture of Monte Carlo? What has *that* to do with a sachet powder for women, eh?

Easily answered. "From every great city of Europe beautiful women flock to Monte Carlo to enjoy the superb climate and brilliant gaieties of this famous recreation spot. The costumes worn in the season at Monte Carlo establish fashions for the rest of the world for months to come. The exquisitely gowned women seen there are of every nation, but their costumes and accessories almost without exception come from Paris." La Dorine is intensely Parisienne. It's atmosphere, you growlers and grumblers!

I have heard a dozen men at least — who should have known better—criticize the advertising of Lynite, on the grounds that it was terribly over-illustrated. A double-page spread was nine-tenths pen-and-ink technique by the genius, Coll. They do not stop to think that to talk Lynite, which is a new metal, for fifty-two weeks a year, in the set phraseology of the foundry, would repel rather than attract. Advertising of a certain kind must be made appetizing to the public. And warmth, interest, thrill, the extravaganza of fancy has been created for Lynite by Mr. Coll and his colleagues. We never believed we *could* be so interested in the metal parts material of a motor car. It's like Dumas writing a booklet for a cream separator or Michael Angelo illustrating a shaving cream series.

There are thousands of advertised products and articles which are, in themselves, deadly dull and uninspired. By comparison and imaginative resourcefulness they are lifted out of their own stupidity. People would never in the world take the trouble to study such problems or digest such messages, if the advertising man were not a very clever fellow. He weaves the spell; he leads them, step by step, into study of life and civilization and human achievement, by force of his artistry. Imagery is like dynamite. It is the greatest of moving powers.

There can be no such thing as over-illustrating an advertisement, if the salesmanship is there and if the human mind is made to do a little or a great deal of thinking on its own score.

Digitized by Google

Digitized by Google

These papers reach the Southern farmers; no waste circulation.

Map shows circulation by states of papers of Southern Farm Papers' Ass'n.

Digitized by Google

Southern Farmers Welcome Modern Farm Implements

Less improved farm machinery has been used in the South during past years than in other sections of the country, largely because of the large amount of cheap labor available in the South. That condition no longer exists. Labor is scarce and southern farmers are buying tractors and improved farm machinery of every description almost as fast as they can get their hands on them. Then, too, southern farmers are prosperous; they have the money with which to buy improved farm implements and other things of this kind. This connected with a labor shortage for the first time in the South, combines to make the sale of improved farm implements, tractors and all labor-saving devices an easy matter for the manufacturer who has something adapted to southern conditions.

The South has about one-fourth of the territory of the United States, but the total value of crops and livestock in this territory is approximately $10,000,000,000.

There are greater opportunities for marketing improved farm implements of all kinds, including tractors, trucks, etc., in the South than any other section of the country.

The wonderful prosperity of the South, coupled with the labor shortage and the fact that more cultivated or row crops are grown than in any other section, makes the South the biggest opportunity for big volume in all kinds of labor-saving farm implements. The southern farm papers can help you get your share of this business. A letter to any member of the association will bring you all the facts.

SOUTHERN FARM PAPERS' ASSOCIATION

SOUTHERN PLANTER
Richmond, Va.
SOUTHERN RURALIST
Atlanta, Ga.
MODERN FARMING
New Orleans, La.
PROGRESSIVE FARMER
Birmingham, Ala.
Memphis, Tenn.
Raleigh, N. C.
Dallas, Tex.
FLORIDA GROWER
Tampa, Fla.
SOUTHERN AGRICULTURIST
Nashville, Tenn.
SOUTHERN CULTIVATOR
Atlanta, Ga.

Digitized by Google

The American Association of Foreign Language Newspapers, Inc.

SERVICE in the Foreign-Language Field

American Tobacco Co.
American Express Co.
American Woolen Co.
Armour & Co.
Bank of the United States
Columbia Grafonola
Consolidated Gas Co.
Converse Rubber Co.
Corn Products Refining Co.
Durham-Duplex Razor Co.
De Laval Separator Co.
Goodrich Tires
Gorton-Pew Fisheries
Goodyear Rubber Co.
Guarantee Trust Co.

THESE and MORE

can attest to the tangible aid given them in the distribution of their products in the foreign-language field by the American Association of Foreign Language Newspapers, Inc.

Cooperating with the manufacturer, working WITH the advertising agency, this association offers service in advertising and merchandising, including data covering 41 nationalities, costs of comprehensive campaigns in the 1350 newspapers whose publishers put their faith in this association, and messages with the right idiomatic appeal written by a competent copy staff.

This Association is THE link for your use in selling the virgin market of 15 million foreign born readers of the newspapers printed in their own tongues.

Hood Rubber Co.
International Harvester Co.
Larabee Flour
Lever Bros. (Rinso & Twink)
Mishawaka Woolens
New York Edison Co.
New York Telephone Co.
Nuxated Iron
Orange Crush
Puritan Malt Extract
Standard Oil Co.
Standard Oil Co. of Indiana
Union Trust Co.
United States Rubber Co.
John Wanamaker
Westinghouse Electric & Mfg. Co.
Weyman & Bruton Co.
Wilson & Co.

NATHAN H. SEIDMAN
President and General Manager

Little Building BOSTON | 30 E. 23rd Street NEW YORK | Peoples Gas Building CHICAGO

Digitized by Google

Moving the Sales Department into the Dealer's Store

A Trade Paper Campaign That Keeps the Dealer in Step with the Factory

By Roland Cole

THE principal trouble with the dealer proposition is that some manufacturers do not yet know what the trouble is. One thing they do know—the dealers' sales (note the plural form) in the aggregate are inspiring. There has been a 30 or 40 per cent increase over last year. It is only when the manufacturer picks out a particular dealer in a particular town, looks long and determinedly at the few hundred or one or two thousand dollars' worth of business which the dealer did last year, in a town of nearly one hundred thousand population, full of factories that use tons of goods, that he realizes something is not as it should be.

Then a member of the home-office staff makes a trip, visits a half-dozen dealers in as many towns, listens to the dealers talk, and comes back to the shelter of his private office a changed man. For a few weeks he feels that he has grossly misunderstood the dealer. He does some proselyting among other home-office people and tells them the dealers' troubles. There is a general feeling that the factory must do better.

It makes no difference who the manufacturer is, his dealer proposition is far from settled. It is the toughest thing he has to deal with, mainly because it is not under his control, as so many of his other problems are, and he might as well realize it. Here is a fine example of what happens, in ninety-nine out of every hundred cases, when a home-office man calls on a dealer:

H. O. Man: Thought I'd call to help you increase your business in our line.

But the sight of the home-office man reminds the dealer of many little things that need adjustment—some old stock in the cellar—damaged and imperfect goods—returns—freight allowances—dissatisfied customers.

H. O. Man: All right. We'll go over those items before I get away. Meantime, let me see our display.

Of course, it is not complete as it should be. The dealer has been a little short-handed lately. By the way, the home-office man doesn't know where the dealer can get a good clerk, does he?

The day is spent rearranging the display, making up a stock order, and visiting one or two large customers. Dinner at the dealer's home that evening, cigars, a pleasant time on the porch, and the home-office man listens long and patiently to some inside store politics, the orneriness of the silent partner, clerk trouble and a few other things that happen to be engaging the dealer's attention. He leaves at length—mutual assurances of delight and hopefulness for the future.

The next day the home-office man repeats the experience in the next town. No wonder he returns to the factory after a week of this, convinced that the factory must make itself right before it looks for much improvement on the part of the dealer.

A SALES MANAGER'S WEEK WITH A DEALER

A sales manager who had been through this experience several times had a new idea one bright Sunday afternoon. Monday he closed his desk with a determined bang and started for a certain town. He meant to visit just one dealer this time and not a whole group. When he arrived he told the dealer he had come to stay a week.

The first day was spent in exactly the customary way. Store

Digitized by Google

trouble, complaints, inadequate discounts and poor deliveries took up most of the time. He had the dealer and his wife down for dinner and the theatre that evening and between acts listened to the usual recitation of grief. Just before the sales manager retired for the night he felt reasonably sure he had disposed of the regular order of business and was ready for the next section of his programme—New Business.

Bright and early the following morning he came down to the dealer's store, beating the boss by a half-hour. With him he had a sample-case of material that had reposed in his room all the preceding day.

The first thing he did was to go over the display carefully. A stock order was made up, not hastily as though he had to catch the next train out of town, but thoroughly, looking up the sales records on all the various items. Then he went into the basement and dragged forth all the shop-worn and returned goods, had a number of repairs made locally and shipped the rest back to the factory.

He found there was a sufficient amount of stock on hand to make up a nice window display, so he arranged to have one of the clerks come back to the store with him that evening and put the window in shape. This clerk, by the way, was a new man, who knew very little about the sales manager's line. As they arranged the window he told him something about the company, its size, policies and product. The clerk became greatly interested. He took a lot of printed matter home with him that night for the purpose of familiarizing himself more thoroughly with the goods.

The next day the sales manager procured a map of the county, representing the dealer's territory. With the dealer beside him, they went through the telephone directory list of all the manufacturing enterprises in the city and surrounding towns. The location of every plant was indicated by a heavy blue dot. This took a long while, and when they got through the dealer manifested some surprise to see so many dots on the map. Calling for the sales ledger, the sales manager began naming off the various firms to see how many of them bought goods from the dealer's store and what kind of goods they bought. A circle was placed around the dot on the map of every firm that could be considered a regular customer.

If the dealer had been surprised at the number of dots he was surprised more completely at the scarcity of circles. Very few of the firms in his territory were regular customers. The sales manager asked the dealer what it would mean to him in dollars and cents if every dot on that map had a circle around it.

To make this as vivid as possible to the dealer he drew a rough sketch on a piece of paper of the dealer's store, which he placed in the centre of a three-inch-diameter circle. Within this circle he indicated thirty or forty dots. Outside of the circle, about twelve or fourteen inches away, he sketched a store.

MORE MODERN METHODS

"This store," said the sales manager, "is one of your competitors in a neighboring city, at least fifty miles off. Is there any reason why any of the firms inside of this circle, within easy distance of your store, should be obliged to send away over to that city for goods which you could as easily carry in stock? All you have to do is to walk down the street and let this man know you have the goods. Why compel him to get them fifty miles away?"

The next thing the sales manager did was to ask the dealer for his list of customers and prospects. It had not been kept up, the dealer said, but maybe he could find it. He finally found it, somewhat dusty and neglected-looking—a card-index tray containing forty or fifty cards. These cards had been sent originally from the factory to the dealer—real live prospects when they had been sent, but now as cold as fossil

Digitized by Google

The Chemistry of Advertising...

WE give your product an honest analysis —*uncolored* by hope—*unflavored* by ambition. We find the *one* selling argument which *overtops* all the rest. And then we present this Dominant Idea *graphically* to dealer and consumer.

Without obligation to you, an executive of this organization will gladly call to give you detailed information regarding Dominating Idea Advertising.

McJunkin ADVERTISING COMPANY

CHICAGO · 5 S. WABASH AVE.

CLEVELAND LEADER NEWS BLDG.

Digitized by Google

footprints of an extinct species. He dumped them in a nearby waste-basket, wiped the dust out of the drawer, placed therein a new set of index cards taken from his sample-case, and dictated a few instructions to the dealer's stenographer for the future use of the file. A girl was put at the job of listing the names from the telephone directory.

All this work took about three days of the sales manager's time. The remainder of the week was spent in calling on prospects. In every case he took the dealer along. At least one prospect was called on for each class of goods handled by the dealer. This gave the latter the opportunity to witness a demonstration and canvass on the entire line of products. When the sales manager took his departure on the following Sunday both he and the dealer had a new understanding of their relationship.

MAKING THE DEALER'S EDUCATION CONTINUOUS

The Greenfield Tap and Die Corporation, of Greenfield, Mass., was up against a dealer proposition of this kind, complicated by a factory condition that was unusual in many respects. The Corporation is a consolidation of a number of companies, each of which had established a market for its products before the consolidation, and in consequence of which the new company is marketing a very extensive line of gauges, small tools, pipe tools and machine tools.

A line like this is not an especially easy one for the dealer to handle. It entails a good deal of technical knowledge on his part, familiarity with machine-shop practice and a speaking acquaintance with a few odds and ends of screw-plates, reamers, die-stocks, tap-wrenches, cutters, vises, threading machines, lathes and their cousins and aunts.

There is no such thing as educating a dealer in a line of products like this except by attrition —wearing away his lack of knowledge by enforced contact. To expect him to get it any other way is just as foolish as trying to make him give up his business for a couple of years to take an engineering course in a technical school.

The company therefore undertook a campaign of dealer education in a group of hardware-trade publications to (1) improve conditions inside the dealer's store and (2) help him in going after business outside the store. Instead of trying to educate the dealer all at once, or over a short period of time, this campaign seeks to make his education a continuous affair by presenting to him once a week, through the medium of his trade paper, a series of specific "things to do" which will lead him to acquire the necessary information to carry them out.

One of the first of these advertisements compared a hardware dealer with an auctioneer, who, in the course of his work, has to sell a great many goods with which he is more often unfamiliar than otherwise, but he seldom fails to seize on the chief selling point or advantage of the particular item he is selling and invariably is able to create enthusiasm for it.

So, the hardware dealer is told, in this advertisement, he will find that if he will take one of the GTD tools, such as the "Gun Tap," with its obvious advantages, and instil its superior qualities into the minds of his salesmen and make them enthusiasts, his store will soon be showing gross sales and turnover extraordinary for a supply house and be known to local manufacturers as "The House of Specialty Tools."

GETTING THE DEALER TO THINK HE IS THE CUSTOMER

Perhaps the hardest thing for a dealer to do is to put himself in his customer's place. He is, as a usual thing, so engrossed with the multitudinous details of his own business, the intricacies of store-keeping, the worries of management and the turnover of stock, that he is seldom able to stand in his customer's shoes long enough

Digitized by Google

CLEVELAND
Moves Up

According to official figures recently announced by the U. S. Census Bureau, Cleveland's population is now 796,836. This count is exclusive of suburban area and is an increase for the decade of 42%.

So Cleveland is now fifth city.

Yet Cleveland's population alone, great and growing though it is, does not indicate the quantity and quality of Cleveland's buying power.

For Cleveland is far and away above cities of greater population in bank clearances, in bank deposits and in post-office receipts.

There is more money in Cleveland per capita! There are greater savings bank deposits.

Cleveland has the money and a market unique in attraction to the advertiser because Cleveland is the "Hub"—the buying center for a 3,000,000 high-power consumer territory which includes such cities as Akron, Youngstown, Canton, Lorain, Sandusky, Elyria and Ashtabula.

And this entire territory can be covered by a single newspaper. You influence every buying factor in Northern Ohio through The PLAIN DEALER alone. That's why keen advertisers concentrate in

The Plain Dealer

Cleveland

Fifth City

EASTERN REPRESENTATIVE:
JOHN B. WOODWARD
Times Bldg., New York City

WESTERN REPRESENTATIVE:
JOHN GLASS
Peoples Gas Bldg., Chicago

Digitized by Google

Business Ability

The first demand you should make of your advertising agency is that its personnel be made up of good business men—men able to make their own business pay big.

There are other essentials—you will find them in our book "*How to Judge an Advertising Agency.*" Copies will be sent free on request.

J.H. CROSS CO.
General Advertising Agents
214 South Twelfth Street - Philadelphia, Pa.

Digitized by Google

to understand what that customer expects of him.

One of the greatest services a manufacturer can do for a dealer is to make him put on his hat and coat, go out on the sidewalk and imagine himself to be a customer of his own store. Let the manufacturer stand behind the dealer's counter for a moment and make the dealer walk in to him. The unwonted exercise that this simple experiment will give the dealer's imagination will last him a lifetime. If the man back of the counter makes the most of his opportunity, he will say to the dealer: "I haven't the slightest idea what you require in the way of taps and dies. I've never been down to your factory. I don't even know whether the stuff I carry in stock is suitable or not. I'd like to go back with you and take a look at your equipment. If I do that maybe I'll be able to carry in stock just the things you need oftenest."

This situation was dealt with in one of the advertisements. The dealer is asked to imagine himself to be a customer for a ¼-20 GTD hand tap which he has seen advertised and expects a good store to carry in stock. Would he know what a ¼-20 GTD hand tap is? Where to find it at once? And how to explain its particular and especial features if he as a customer hesitated about buying it?

Half the battle is over in selling when the prospect can be coaxed to handle the article he shows an interest in.

An automobile salesman (almost a lost art, these days) tried every trick in his repertoire to make a prospect say the fatal word, but without success. The man did everything the salesman asked him to do—he came out on the sidewalk and looked at the car, he even got in and took a ride—but he also got out and walked away afterward. Then one day the salesman had an idea. He got the man out again and when they were on an open stretch of road he slowed the machine down, opened the door, stood on the running-board and induced his prospect to slip over into his seat behind the steering wheel. Then he persuaded him to take hold of the wheel and guide the machine. That was all. It was enough. After that short ride it took the man about two days to make up his mind. He called the salesman up and told him he was ready to buy.

This is a pretty sound principle in selling, so one of the GTD advertisements asked the dealer if he was mechanic enough to appreciate the fine points of a GTD tool when he saw it.

"When you get in a shipment of new tools," asked the copy, "do you ever take one of them in your own hands, look it over and study its improvement over its old-fashioned ancestor of a dozen years ago? When you put this tool in stock, will it just pass through the store to the shelves and then to the customer who chances to ask for it—or will you familiarize yourself and your sales people with it—so that you can actually recommend it to the shop-foreman or superintendent in your trade area who doesn't know about it?"

THE BUGABOO OF THE BLUE-PRINT

A blue-print has about the same effect on the average dealer as Bluebeard had on his latest wife. One way to scare a dealer off a job is to flash a blue-print at him. But if the dealer can ever be brought to the realization that the man who made the blue-print wants the dealer's help and advice, he will look at it in a different light.

One of the advertisements deals with this subject most interestingly. A long series of experiments, says the copy, lies behind every blue-print, to get it right. As a far-sighted merchant, the dealer is told that he ought to know something about these blue-prints, particularly those of mechanisms being built or repaired in his trading area. Very often the dealer's advice is wanted on screw-thread practice—to determine how to get the right screw-cutting tools for the right job.

"If you or your outside sales-

Digitized by Google

man can sit down with engineers or repair men and tell them what they can do with the various types of threading tools in the GTD line to get better machine-building or repairing—you will develop a desirable class of trade which many good stores are not now reaching."

No phase of the dealer's work in the store is overlooked in this series of advertisements. The value of an adequate prospect list is emphasized in one.

"If you make up such a list, and put it away to gather dust, it will be worthless. In thinking of the trade area around you, use the prospect list in one or all of the following ways: (1) Sending a salesman to call. (2) Sending letters or circulars by mail. (3) Advertising. (4) Telephoning. Keep up a systematic campaign. Use the above methods, following one with the other at well-timed intervals, and you will get results—particularly with the GTD line of threading tools and the follow-up material we can supply you."

Probably one of the most effective advertisements in this series is one entitled, "What Brains Are You Putting Into Your Customers' Business?" in which the dealer is told that in addition to a perfectly managed store he needs a working knowledge of his customers' business. The dealer can anticipate results which workmen, foremen, superintendents or engineers might be getting with his help in introducing GTD threading tools to them. Putting the same brains into his customers' business as he does into his own means marketing brains along with the goods—the highest type of science any business house can give to-day.

Using the right key to unlock the purchasing agent's door is the subject of another timely sermon which impresses upon the dealer the fact that if he will try selling the *use* of his tools instead of the tools themselves he will be able to get in to see his man more often. When he has data about how his tools save money or time he has a key to unlock any door.

"GTD," says this advertisement, "has accumulated data about threading tools which will be welcomed by industries in every line where threaded parts are being made or assembled. Use these data as a key—make it known that you have them, and manufacturers will send for you—instead of turning you away."

Manufacturers doubtless give more time to considering ways and means of driving their dealers out after business than to any other one subject. It is the stubbornest problem in the whole list. The store seems to hold a fatal attraction for proprietor and salesman. The number of excuses they can give for hanging around inside is like the streets on a belt-line street-car route. Whenever a manufacturer finds he has solved the problem, next month's sales report proves that he has not.

"Do You Sell Your Customers or Do They Just Buy from You?" is the heading of another advertisement. "Better have a talk with John, that junior clerk you're so hopeful of, and send him out next week to make a few calls. You'll find that the business he'll bring in will pay profits enough to hire another inside man in his place.

"Try John on selling the Acorn Die. Explain its features to him and let him call on a few manufacturers you know ought to be using it. That one tool alone has put many of the big supply houses on the map."

Supplementing the trade-paper campaign, which has been running for several months. a series of bulletins is being mailed to the dealers. Each bulletin is in four-page form, with a letter printed on the first page, and reproductions of the advertisements on the other three pages. The first bulletin sums up the service offered the dealer by the Dealers' Service Department:

"Whenever you find yourself in a mood to invite us, the Dealers' Service Section can assist you in various ways to keep your stock of GTD tools moving.

"What can we do? Read on:

(*Continued on page 97*)

Digitized by Google

Springfield, Mass.

The Third City in Massachusetts

By the 1910 census figures Springfield, Mass., was eighth in the state in population. By the 1920 figures it gained 40,412 or 45.4% and passed Lynn, Lowell, New Bedford, Fall River and Cambridge, all growing cities, making it the ***THIRD CITY IN THE STATE IN POPULATION.*** *It is a city of diversified industries.*

Reach it through the

Springfield Republican and The Daily News

Circulation over

50,000

Digitized by Google

FIVE years ago the Cheek-Neal Compa
one or two small cities in the South.
space covering the entire street-car servic

The gains during these two years make th
concern in the South. The Cheek-Neal C
vertising an important factor in the grow

The cards reproduced here show a part of
were prepared by the Street Railways Ad

STREET RAILWAYS

CENTRAL OFFICE
Borland Bldg., Chicago

HOME OFF
Candler Bldg., N

Digitized by Google

ny started their street-car advertising with
About two years ago they contracted for
e for this section.

e Cheek-Neal Company the largest coffee ompany says: "We consider street-car ad- th of our business."

the campaign for the present year. They vertising Company, Home Office.

ADVERTISING CO.

ICE
w York

WESTERN OFFICE
Monadnock Bldg., San Francisco

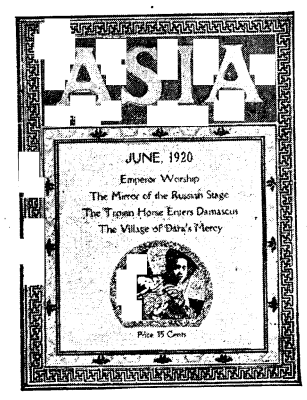
CUTS BY NEW CENTURY COLOR PLATE CO., N. Y.

Digitized by Google

Nailed!

Why do some folks get the notion that *ASIA* circulates in Asia? Do they also believe that The New York *Sun* or the London *Mercury* is on sale only at the better newsstands on the Milky White Way of the Solar System? *ASIA'S* subscribers are Americans not only in *habit* but in *habitat*. Indeed, hardly 2.75% of *ASIA'S* 50,000 a month leaves the country. So let us attach the *can* to that *canard!*

RAYMOND A. BABCOCK
Director of Advertising



ASIA PUBLISHING COMPANY, 627 Lexington Ave., New York
In the West: SEARS & IRVING, Peoples Gas Building, Chicago

Digitized by Google

"No. 1—Analyze your territory—suggesting what GTD tools to sell to each of your prospects—what you need to stock and how to get the business.

"No. 2—Circularize your customers boosting you as a GTD Supply House.

"No. 3—Furnish envelope stuffers showing GTD tools that you are stocking, to be given out to your customers by your salesmen or mailed to your customers with your invoices.

"No. 4—To tell you what GTD tools to advertise in your catalogue, newspapers, and in your bulletins, and write up these advertisements, furnishing whatever electrotypes are necessary.

"No. 5—To send you window display material.

"No. 6—Give your salesmen bulletins describing our tools—telling how to sell them and to whom to sell them.

"No. 7—Send our House Magazine, The GTD Helix, to your prospects and customers. Also to you and your sales force. Subscription price only $.25 per year.

"No. 8—Furnish loose pages to be inserted in your salesman's loose leaf catalogue and in your house catalogue.

"We are here to co-operate with you. Put the Dealers' Service Section on your payroll. Look over the reprints inside for selling suggestions."

Manufacturers who gloss over their dealer problems have an awakening about due. The importance of the dealer in the development of modern merchandising grows from month to month. Many concerns operate their dealers on a sort of probation system—if the dealer behaves and makes good, he may continue to handle the line; if he does not, it will be taken away from him and given to another dealer. Every dealer is a section of the sales department. The sales department should move in and start something. The dealer is waiting.

Mail-Order Account With Kling Agency

The Leroy A. Kling Advertising Company, Chicago, has secured the account of the Western Newspaper Association, Chicago. Mail-order papers and magazine space will be used to advertise mail-order books.

J. E. Byrnes Joins "Woman's World"

James E. Byrnes, who has been with the Curtis Publishing Company and the Crowell Publishing Company, has joined the Western advertising department of the Woman's World in Chicago.

British Ambassador Will Address Southern Newspaper Meeting

The programme of the Southern Newspaper Publishers' Association for its eighteenth annual convention to be held at Grove Park Inn, July 19, 20, 21, calls for an address by the British Ambassador to the United States, Sir Auckland Geddes. E. A. Sherman, associate forester of the Department of Agriculture, will speak on "The Available and Future Supply of Wood Pulp in the United States and Alaska." The labor situation will be discussed by H. N. Kellogg, chairman of the standing committee of the American Newspaper Publishers' Association. Eugene T. Anderson, president of the Georgia Alabama Business College, who is conducting the Linotype School for the S. N. P. A. and the A. N. P. A. will report on the work. Walter G. Bryan, of the New York *American* will address the convention on "Five Cent Dailies, Ten Cent Sundays and Nine Column Pages."

Reports will be made of the Southern Newspaper Publishers' Association advertising committee by A. G. Newmyer, chairman, and Thos. F. Basham.

The newsprint situation will be reviewed by the chairman of the newsprint committee, Charles I. Stewart.

Col. Louis Wortham will speak on "Cooperation Between Southern Newspaper Publishers' Association and Other Publishers' Organizations."

Addresses will be made by Harry Dwight Smith, president of the American Association of Advertising Agencies; Wm. H. Johns, a former president of that association, and L. A. Niven, president of the Southern Farm Papers Association.

Has Ohio Steel Foundry Account

The J. Horace Lytle Company, advertising agency of Dayton, Ohio, is handling the account of the Ohio Steel Foundry Company of Springfield, O. Trade papers will form the basis of the campaign as at present planned and national publications likely will be used later.

V. E. Burnett Joins Liberty Motor Car Company

Verne E. Burnett, who has been editor of the "National Gleaner Forum," has joined the advertising department of the Liberty Motor Car Company in Detroit.

Hancock Payne Agency Placing Advertising

The Vibration Specialties Company, Philadelphia, has placed its national advertising account with the Philadelphia office of the Hancock Payne Advertising Agency.

Digitized by Google

Follow-Up Graduated According to "Warmth" of Prospect

A Hot Trail Gets a Mailing Piece Every Day, While a Customer Who Needs Longer Education Is Listed for Longer Intervals Between Mailings

"A HOT prospect," the salesman informed the sales manager of the Chain Belt Company in his report on the Howard Construction Company. "Merriman, the general manager, wants to buy a concrete mixer, but he thinks he ought to have time to make comparisons."

"Now, if Merriman could be seen every day for a week and could be told a story of actual facts dealing with our concrete mixer, we could close that sale," the sales manager of the Chain Belt Company felt. But Merriman, being an average general manager, in charge of a construction job, objects strenuously to constant personal calls of salesmen. In the end Merriman will probably buy the concrete mixer that he has the most facts and figures on.

Through a plan for direct mail advertising, the Chain Belt Company has found an efficient way to get its facts and figures before the "hot prospect"—who, like Merriman, is going to buy when he has enough information—and the lukewarm prospect, the man who is merely interested.

A brief survey of this company's advertising for its products, chains, concrete mixers, elevators, and conveyors, etc., which are trade-marked under the name "Rex," is necessary in order to set forth its peculiar direct mail advertising.

In its advertising, in both general mediums and in trade papers, the thought has been to give the contractor, purchasing agent and plant engineer facts and figures. In order to get him to read the facts and figures, it has put them into interesting, readable "performance stories." These stories are not testimonial letters. Testimonial letters were avoided because the advertising manager felt that, after all, the contractor, purchasing agent, plant engineer, would only say that this is just the personal opinion of an engineer or contractor.

Since the products of the Chain Belt Company are not necessarily closely related, and since they are used in a great number of industries, the paid space advertising has an unusually wide and diversified field to cover. For this reason its advertising, not only in general mediums, but also in business publications, cannot be too specific and cannot fit exactly into each division of an industry. The direct mail advertising takes care of this situation by following out faithfully the "performance-story" idea. This direct advertising is a series of bulletins, resembling in physical appearance the advertising medium. The bulletins are grouped, not only according to industries, but also according to products.

SALESMEN POST THE OFFICE ON PROBABILITY OF A QUICK SALE

But more important than the plan of following through until the end the plan of the copy in the paid space advertising is the arrangement of the frequency of mailing.

In this plan of direct advertising work is revealed close cooperation between the sales and advertising departments. The salesman's report is a thermometer for the advertising department.

When the salesman's report on "hot prospect Merriman" comes in, it is sent to the mail clerk. The mail clerk has instructions to send Mr. Merriman a bulletin on the performances of "Rex" concrete mixers every day for seven days. A set of envelopes is immediately prepared, filled, and each one placed in a tickler file that brings it up automatically every day.

Digitized by Google

The Vital Importance of Dealer Cooperation

¶ To obtain the largest number of dealers in one convenient merchandising unit, a manufacturer will naturally select a big city. To obtain the best cooperation of such dealers they must be convinced that they will not be called upon to force sales to their customers, but that public demand will be created. The least expensive and most effective way to produce such demand is intensive local newspaper advertising in mediums the bulk of whose circulation is in the local home field where the most dealers and the most customers are located.

¶ In Detroit the News has the strongest appeal to dealers because it reaches and influences so many more customers than any other Detroit advertising medium. The News is not only the most productive medium but much the cheapest per thousand circulation, particularly city and suburban.

¶ Detroit, including Highland Park, Hamtramck and Grosse Pointe, now has 1,091,153 population (U. S. Census). Eliminating 250,000 foreign-speaking population, the Detroit News has sufficient city circulation, daily and Sunday, to cover the English-speaking public, on the basis of 5 to the household. The News' great lead in daily and Sunday circulation is especially emphasized in its home city. There it exceeds by 85% its nearest week-day competitor and by 74% its only Sunday competitor.

¶ The Detroit News renders the best cooperation any manufacturer can ask—intensive home circulation which moves the goods off the dealers' shelves.

The Advertiser's Exceptional Opportunity—"Always in the Lead"

Digitized by Google

Since each bulletin has been intended to take the place of a letter, it is sent out under two-cent postage. Every morning, as sure as Merriman appears at his desk and opens his mail, "one of those darn story bulletins" stares him in the face. It's the same old story; he can't get away from it. He is told what his fellow contractors have been able to accomplish with "Rex" mixers. Since these contractors are located in all parts of the country and their experiences deal with all sizes and types of "Rex" mixers, Merriman has been given a broad view of what he may expect of one of these machines after he purchases it.

If the prospect should be considering purchasing a concrete mixer, but not immediately, the bulletin would be sent over a longer period of time at greater intervals, on a schedule, say, of one bulletin every week.

THEN THE SALESMAN CALLS

When the bulletins have all been sent, the salesman is advised accordingly, and, in the words of W. B. Brandt, advertising manager of the company, "Another call is made by the salesman, in addition to any calls that may have been made in the meanwhile. If the prospect is still in the market, the 'Rex' story has been told and it is up to the salesman to put the cork in the bottle.

"One of the peculiar advantages of this plan of direct mail advertising," Mr. Brandt says, "is that the prospect will not forget the Chain Belt Company. If he is easily annoyed by the bulletins, or is just independent enough to ignore the experience of his competitors with the kind of equipment he contemplates buying, the regularity with which he receives the bulletins will probably annoy him. On the other hand, if the experience of his competitors is of vital concern to him, he will find the bulletins extremely interesting. In either event, it's a cinch he is not going to forget them."

Kansas City "Star's" New Rates

The Kansas City *Star* has increased its subscription rate outside of Kansas City and suburban territory to 20 cents a week in Missouri, Kansas, Oklahoma, Texas, Arkansas, Nebraska and Iowa, and to 30 cents a week elsewhere.

In announcing the change of rate the *Star* stated that an advance in the price of print paper that became effective July 1 will amount to an added expense of $600,000 a year.

The second increase in cost to which the *Star* calls attention is the advance in the rate of second-class postage which became effective July 1.

Strempel With Free Sewing Machine Company

Ernest Roy Strempel, who has been an account executive of the George Batten Company, Inc., New York, has been made manager of a new office of the Free Sewing Machine Company, Rockford, Ill., located in New York. The New York office will be in charge of wholesale sales to the public utility syndicates and will also handle all other distributers in the East. Previous to his connection with the Batten agency Mr. Strempel was in publicity work for the United States Treasury Department.

"El Automovil Americano" to Be a Monthly

El Automovil Americano, which has been issued by the Class Journal Company, New York, during the last four years as a quarterly, will be published monthly starting with the October number.

Herman Sonneborn, who was Western manager of this publication, at Chicago, has been appointed advertising director of Eastern and Western territories, with headquarters at New York.

Ralston and Newmark With "Dramatic Mirror"

James G. Ralston, formerly with the Butterick Publishing Company in New York, and J. T. Newmark, formerly with the New York *Herald,* are now members of the advertising department of the *Dramatic Mirror* in the New York office.

Assistant to Frank B. White

George A. Starring, for nine years professor of agricultural journalism and advertising at the South Dakota State College of Agriculture and Mechanic Arts, is now assistant to Frank B. White, managing director of the Agricultural Publishers Association at Chicago.

Digitized by Google

601,534

Was the NET PAID Daily Average Circulation of the

NEW YORK JOURNAL

For the Week Ending June 19, 1920

AT

3 Cents Per Copy

The Largest Circulation
of any
Daily Newspaper
in the
United States

Member of Audit Bureau of Circulations

Digitized by Google

WHY SERVICE WAS INCORPORATED IN OUR NAME

BECAUSE NO INDUSTRIAL-EDUCATIONAL MOTION PICTURE IS COMPLETE WITHOUT

SERVICE

SERVICE in motion picture advertising means more than merely writing a plot or sketching an outline.

IT MEANS investigating your proposition thoroughly, getting every possible sales angle worked out on paper to later visualize it on the film.

SERVICE means more than just turning a crank and shooting a scene.

IT MEANS a cameraman and director who can analyze every feature of your product and bring it to the public eye just as you see it and know it yourself.

SERVICE means more than merely patching pieces of film together with a list of explanatory captions.

IT MEANS strict supervision by editors who have the advertising sense; who get just as much punch into their copy as the highest paid agency men do.

SERVICE means more than just putting the film through the ordinary laboratory routine.

IT MEANS careful thought on the part of a skilled technician; one who knows how to carry on the good work begun by his associates.

SERVICE means more than merely handing you a can of film as the finished production.

IT MEANS the planning of a national or a local campaign by experts who give you the benefit of their thorough knowledge of intense merchandizing and publicity methods, of dealer tieups and actual sales.

SERVICE means more than stopping right here.

IT MEANS giving you guaranteed circulation when and where you want it on the regular program of one theatre or five thousand, at conventions, exhibitions and shows or before civic organizations, associations, in schools, stores, churches, industrial plants, etc.

TO BE BETTER ABLE TO RENDER THIS SERVICE WE ORGANIZED THE

HARRY LEVEY
SERVICE CORPORATION
PRODUCERS AND DISTRIBUTORS OF INDUSTRIAL-EDUCATIONAL
FILMS

Temporary Offices—1662 Broadway, New York

Digitized by Google

YOU SHOULD DEMAND AND ARE ENTITLED TO SUCH SERVICE IN ORDER TO MAKE YOUR FILM CAMPAIGNS SUCCESSFUL

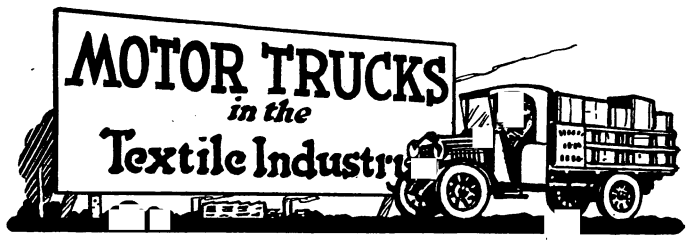
WE INCORPORATE SUCH SERVICE IN ALL OF OUR CONTRACTS. IT REMAINS DURING THE ENTIRE PROCEEDINGS UNTIL THE LAST PROMISE IS FULFILLED—AND THEN SOME

Harry Levey service men are ready to undertake your motion picture problems now. These same men have been associated with him during the past three years in producing and distributing industrial-educational films for hundreds of national advertisers and manufacturers. As a symbol of the service they render they have adopted this emblem

When you see it on an industrial-educational film you will know it is a Harry Levey Production.

HARRY LEVEY
SERVICE CORPORATION
PRODUCERS AND DISTIBUTORS OF INDUSTRIAL-EDUCATIONAL
FILMS
Temporary Offices—1662 Broadway, New York

Digitized by Google



MOTOR TRUCKS IN THE TEXTILE INDUSTRY is the title of a booklet now on the press. Copies will be mailed gratis to those interested enough to write a letter-head request. The booklet contains facts and figures to show the present and prospective use of motor trucks among textile mills. The information was gathered by sending a questionnaire to a selected list of 1,000 mills and to this has been added the observations of the technical editorial staff of Textile World Journal.

A man interested in the sale of industrial trucks would find the booklet meaty.

Textile World Journal is also prepared to report on the use and prospective sale of any industrial product to textile mills. Try us.

Textile World Journal

Audit Bureau of Circulations
Associated Business Papers, Inc.

BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE, NEW YORK

Digitized by Google

The Factory Forum as a Promoter of Human Relationships

Acquaintanceship Leads to Sympathetic Understanding of the Other Fellow

By George W. Coleman

[EDITORIAL NOTE: Mr. Coleman, former president of the Associated Advertising Clubs of the World, has given a great many years to the upbuilding of the open forum idea. In offering a common meeting ground for all people in the interest of truth and mutual understanding and for the cultivation of community spirit, the open forum has had a phenomenal rise in interest and application. The application of this community forum idea to the factory, where workers and management can meet on a common ground for the exchange of views, promises very many interesting possibilities.]

IS the mill like a prison? Are its walls sheer, gaunt and forbidding? Do those who work in it go there driven by the lash of economic necessity? Do subordinates blindly follow orders, not knowing why nor daring to inquire, in perfect military fashion? Is it hell to have to work? Who wouldn't want shorter hours, more money and never care a hang how it was got? "That's me"—I'm just human enough for that!

But maybe the factory has something of the charm of the new buildings of the Joseph & Feiss Company, which manages the Clothcraft Shops in Cleveland, Ohio. Maybe the workers get so interested in what they are doing and are so eager to make a fine record that they feel a sort of happy proprietorship in their job and would keenly regret any circumstances that interrupted the game they were playing. Perhaps you have learned to like the folks you are working with and maybe you have come to admire the skill, the swiftness and the accuracy of the one who is just ahead of you. Perhaps you see a good deal of the big boss and have found him a real man—square, patient, friendly, and clever as can be. Gee! it's fun to work with a fellow like that. I am just human enough to long for a chance to earn my livelihood in a place like that.

Why is it so many industrial plants are on the order of prisons and so few are built and managed to fit free American citizens? On the average, labor is 80 per cent of the cost of manufactured goods. Nevertheless, we spend most of our money, time and brains on machinery and materials, and leave human relationships to a blundering rule of thumb.

Even when we have seen the light, we begin our study of human relationships in industry upside down. We lock ourselves up in the office some dark night and brood and dream and struggle over an inspiration and finally hatch out a full-fledged, cut-and-dried scheme of bonuses, or profit-sharing, or what not, and proceed immediately to superimpose it upon an unsuspecting and innocent body of employees who perceive that the old man has had a fit of good intentions and eagerly take whatever rake-off it yields and forget everything else.

We don't handle machinery and materials in that stand-off fashion, even though they are inanimate. But there are certain things these inanimate creations will not do, and then again there are some cantankerous things they surely will do if you don't watch out and treat them right—just exactly right. And oh, how hard we dig and delve, test and analyze, combine and isolate, clean and dry to try to find out what cotton and wool, steel and iron, pulleys and levers, heat and moisture will and will not do, under a great variety of circumstances!

TEARING DOWN THE INDUSTRIAL STRUCTURE

But with a complicated human being it is so much simpler. Hir-

Digitized by Google

ing and firing is so easy! The study of human chemicals is unusual. If Mary and Bess and Julia don't work well together, fire somebody, no matter if she has got enough pep and ginger to be invaluable when placed in the proper relationships. And if the whole gang gets nervous and irritable and unreasonable and threaten desertion, just have the "firing" clerk pick off a few of the most energetic and wide-awake and troublesome, and that will put the fear of God into the hearts of the rest of them. Of course such stupidity among managers is only found in the other fellow's organization. But what do we do? Sit tight and say nothing; or have we been at work for months and months, patiently, persistently cultivating human relationships that enable us to know as much about the operative as we know about the raw material and the machine he works with?

HOW A BANK USES THE FORUM

In a Buffalo bank the employees hold a forum once a week, in the morning before banking hours, in which they all talk over together the business of running that bank. The secretary to the President presides at these forum meetings and he puts up to the President the decisions that are finally arrived at. The object is to give every employee a bird's-eye view of the entire workings of the bank and "close-ups," as the motion-picture man would say, of every phase of bank activity. You can imagine what this means to the younger workers and to the man who is a fixture in some one department. Ideas for improving the service, checking waste, eliminating risk, insuring accuracy, adjusting difficulties, etc., are brought out, examined, criticized, tested and eventually adopted or rejected, giving credit where it is due.

You can readily see how it would be possible, under the right sort of leadership, to make that forum session the most interesting hour in the whole week. Attendance is purely voluntary and, although it requires reaching the bank an hour ahead of the usual time, the place of meeting is packed full and the interest runs high.

Well, why not a factory forum? When I first proposed this idea to a big manufacturing concern in New England I found, to my astonishment and delight, that they had already been at work on the very same idea themselves and were heartily in favor of it. The purpose is to bring together once a month, or oftener, for friendly discussion of mutual interests, the owners, managers and workers of a factory. The speaker may be someone representing the workers or the management, or someone from outside. He gives a practical message bearing directly on factory life, the problems of the workers, the difficulties of management, some economic topic, etc., and then the whole crowd proceeds in orderly fashion under a practiced chairman to question the speaker, to comment on his remarks, to challenge his statements, to combat his arguments.

You can see what an educational stimulus this provides. It is also a tremendous eye-opener. The manager or owner is quite as likely to get a new and valuable idea as the operative. But, best of all, you really learn to know and understand one another when you begin to express your thoughts and feelings in each other's presence on a subject of common interest. Such an atmosphere provides the very best possible conditions under which one may discover the human qualities in the individuals, both operatives and managers, who might otherwise remain to one another as mere cogs in a great machine.

Men acknowledge and admire instinctively a real leader. All men are not fitted for leadership, nor do they all desire it. But they will follow doggedly one who shows himself worthy in both ability and character. And a real leader loves his men, and the better they know each other the better teamwork they can do. Shop conditions very often obscure the

Digitized by Google

N. FREDERICK FOOTE

As Fred Foote was a fellow student at Amherst with Governor Coolidge (who may be our next Vice-President), perhaps he will be leaving us soon to join the Cabinet.

I hope, however, he will remain with me, because the twelve years' association I have had with him have been extremely pleasant ones.

Paul Block

The Toledo Blade

Toledo is now the third largest city in Ohio, larger than Columbus, and also larger than such cities as Louisville, St. Paul, etc.

Its growth in the last ten years has exceeded forty-four per cent. The present population is just under two hundred and fifty thousand.

In this big city, the BLADE predominates. It carries more local, more national and more classified advertising than any other Toledo newspaper.

Serial Ads. No. 12

Digitized by Google

personality. The forum reveals it.

The Community Forum has been successfully established in hundreds of American cities and towns. Here the object is to make the community acquainted with itself, to bring together under friendly auspices the native and the foreigner, the rich and the poor, the conservative and the radical, the Jew, the Protestant and the Catholic, and to weld them together under the dynamic of a live discussion of public questions. If all sorts and conditions of men and women can thus be brought together to the advantage of our common democratic life, why may not the employer and employee be brought together in the factory in a way to steady and guide our threatened and confused industrial life?

Standardized Rate Cards—Why Not Standardized Recognition?

MID-CONTINENT ADVERTISING AGENCY
Dallas, June 19, 1920.

Editor of PRINTERS' INK:

Good for LeQuatte! He certainly hit the nail on the head regarding standards and methods of agency recognition in his article headed "A Joint Commission to Improve Agency Standards" in your issue of June 10.

Why can't all the publishers' associations, the American Association of Advertising Agencies and the Association of National Advertisers get together and form a central Investigating Committee, as Mr. LeQuatte suggested. This should *not* be a Recognizing Committee but an Investigating Committee pure and simple. It would be the duty of this committee to formulate a questionnaire that would embody all the essential features of the present individual questionnaires.

For example, the accounts payable should be divided into accounts owing newspapers, magazines, farm papers, trade papers, outdoor advertising, printers, engravers, etc. Then a chart should be shown of the amount of business placed in each medium since the inception of the agency. Full details about the experience of the agency's officers and at least five references ought to be required—it is easy enough to get three men who will swear that you are a world-beater, but it is harder to get five. Other points will doubtless suggest themselves.

When this questionnaire, fully filled out, is received by the joint Investigating Committee, they can turn it over to the Recognizing Committees of the various organizations, with recommendations for or against recognition which the Recognizing Committees could accept or ignore as they thought best.

This would accomplish three very desirable results: (1) it would save a tremendous amount of time on the part of everybody concerned, (2) it would insure all the publishers' associations getting all the necessary information, (3) it would insure a square deal to every agency applicant, for the information would be so detailed that the agency could neither be refused recognition if fit nor granted recognition if unfit.

Then here is what I consider possibly the most important part of the whole matter. When an agency has been passed for recognition by this Investigating Committee, it should be presented with a certificate to this effect and be permitted to carry some distinguishing mark on its stationery and literature. This mark would be to an agency what C. P. A. is to an accountant and what a certificate of passing a bar examination is to a lawyer—an unbiased statement from a competent authority that the agency is in all respects qualified to practice the difficult profession of advertising.

The list of qualified agencies should be printed and made available to all present and prospective advertisers by the Investigating Committee, and the various publishers should print from time to time in their papers the fact that they have these lists for distribution together with all necessary information in regard to the lists and what it means to have an agency's name appear thereon. By doing this, literally millions of dollars would be saved, and the advertising profession would be lifted to the high profession to which it is entitled, by the side of the lawyers, the doctors, the architects, the accountants and the engineers.

If I have inadvertently offended any individual or association in this frank statement, I can only assure them that no offense was intended. But this is a matter to which I have given a great deal of thought in the past six months, for it seems to me that there is room for a great deal of improvement in the present system.

Of course, the new agency president's hair will probably turn gray when his gaze lights upon that composite questionnaire, but such is life!

WM. T. PICKERING,
President.

Liggetts' International Capitalized at $50,000,000

Liggetts' International, Inc., Ltd., was recently granted a charter in Massachusetts showing a capitalization of $50,000,000. The incorporators were Louis K. Liggett, John N. Staples, Jr., and John C. Grace.

The United Drug Company recently acquired the Boots Pure Drug Company, Ltd., of London, which operates a chain of 627 drug stores, and in the reorganization it was necessary to take out a new charter.

Digitized by Google

PICTORIAL REVIEW

America's Leading Woman's Magazine

November Circulation. . .2,011,013 net paid copies
**
February Circulation. . . .2,011,715 net paid copies
March Circulation. . . . . .1,950,532 net paid copies
April Circulation. . . . . .1,966,754 net paid copies

**December and January not printed on account of Printers' Strike.

These circulation figures are in accordance with the Audit made by Messrs. Searles & Nicholson. They will, of course, be audited later by the A. B. C.

Positions for 1921 are now being arranged for in the order of receipt of Contracts.

Beginning with the April issue, the price of PICTORIAL REVIEW was raised to 25c per copy.

Paul Block

Digitized by Google

THE *FIFTH ESTATE* AND ITS INTERPRETER

At one time King was supreme.

Then the powerful Nobles wrested from him a share in the ruling power.

Then the Common People, by industry and education, became aware of their own strength, and forced their entry to the councils of the nation.

About the time of the American Revolution, Edmund Burke said: "There are three estates in Parliament, but in the reporters' gallery yonder there sits a Fourth Estate more important far than them all."

From that day the Press was known as the Fourth Estate, and King, Nobility and Commons were compelled to recognize it as a force in the government. It was an influence that, by sheer will and intelligence, has become one of the dominating elements in the political and social life of the world.

¶

Nor is this true alone of monarchies. What would the will of the President be worth without the support of Congress? What would the will of Congress be worth without the support of the People? How how could the will of the People be made operative without the support of the Press—the Fourth Estate?

The Moving Picture is today the Fifth Estate, by virtue of the fact that it has come into the life of the people, not merely as a plaything, but

Digitized by Google

as a revelation of their own existence, in form so vivid and true that for the first time in history they recognize themselves as they are.

The Moving Picture is the Fifth Estate because it is Democracy's own child and not the outcome of an intellectual movement, a political upheaval, a religious revival. It is the Fifth Estate because the vast, mute, unlettered masses, demanding a voice, found it in the Moving Picture—a silent voice, speaking the language of common men.

It is the Fifth Estate despite the fact that its speech is not always coherent, despite the fact that certain academic snobs are prone to look upon it with scorn, despite the fact that unscrupulous men frequently betray it for quick profit, despite the fact that it has not even yet found the keynote of its full diapason.

¶

It is the Fifth Estate because it lives in the hearts and the lives of the millions, because it is armed with the magic sword of simplicity that severs all Gordian knots and cleaves down into the fundamental meaning of things.

It is the Fifth Estate, last-born of Humanity's brood—yet who shall say that it shall not be first in influence?

The recognized mouthpiece of the Fifth Estate in this country today is

PHOTOPLAY

Let the name stick in your mind; it's imitated

JAMES R. QUIRK, PUBLISHER

W. M. HART
ADVERTISING MANAGER
350 NORTH CLARK ST.
CHICAGO

NEW YORK OFFICE, 25 WEST 45TH ST.

Digitized by Google

WANTED—
Offset Printing SALESMAN

The favorable reception accorded STUBBS METHOD OFFSET PRINTING has made necessary the enlargement of our sales force to properly care for our rapidly increasing business.

We are therefore in need of a HIGH GRADE MAN thoroughly familiar with the sale of offset printing in CHICAGO AND VICINITY.

The man we have in mind is young in years and enthusiasm but of mature experience and capable of filling the position of manager of our Chicago office.

We would like to hear from such a man.

THE STUBBS CO.
Offset Printing Exclusively
Detroit

Digitized by Google

Baker Campaign Convinces Women Bread Is Cheap

Display Advertisements, Through Economy Appeal, Increase Bread Sales for Tacoma Bakers

By Willis Brindley

BY asserting boldly in a series of display advertisements that bread is not expensive food, but rather is a means to reduce the high cost of living, and by inciting housewives to promote the cause of more bread by writing letters on the subject, Tacoma, Wash., bakers have materially increased the sale of baker's bread.

When this is written the campaign has been running four months, with two to go. It has cost about $1,000 per month, the money being raised by an assessment, roughly, of $20 per month per oven, which figures less than one per cent on gross sales. The results to date have been:

First, in the case of Tacoma's largest baking institution, the Matthaei Bread Company, a marked increase in sales. (The Matthaei people, pronounced Mattay, bake as much bread as all other establishments combined.)

Second, in the case of small bakers, who look for a fall-off in volume at this time of year, the business has held up in spite of the season.

Third, the public have given up referring to bakers as privateers and robbers and feel kindly toward the industry.

Fourth, many people have been converted permanently to the use of baker's bread on a large scale, so that the effect of the campaign is expected to be long lived.

The campaign is purely a local enterprise, started by the bakers themselves, through their organization, which is known as the Tacoma Association of the Baking Industry.

While use was made at the start of letters to bread salesmen, to members of the association, and to the trade, and while window strips and leaflets were furnished to help the letter contest, the backbone of the drive has been straight display advertising in newspapers.

Three quarter-page ticklers were used proclaiming that "Uncle Sam Says Eat More Bread and Save Money." "Hoover Says Eat More Bread and Save Money," "Dr. Wiley Says Eat More Bread and Save Money," with brief mention in each advertisement of a $300 prize offer to be announced soon.

This was followed by an announcement of prizes aggregating $50 per month, for six months, for best letters explaining "how does bread help you save money." From time to time advertisements have been run which advocated feeding bread to hungry school children, preached avoidance of heavy lunches for business men and substitution of bread with a bowl of half and half, or showed how, for forty-one cents, a bread pudding, with raisins, sugar and milk, would provide a meal for four persons.

HOUSEKEEPERS SHOW HOW THEY SAVE

The letters from housewives have averaged about three hundred a month—not so many as had been expected, but enough to show interest in the contest, and practically all letters have indicated that the authors have been making a serious effort to reduce the high cost of living by using more bread. Read this, for example, from the February contest:

"I revised my menus, replacing expensive items of diet with baker's bread substitutes. French toast, milk toast, and pancakes made of stale bread crumbs took the place of bacon and eggs. . . . My trial month was up yesterday. My table expense

Digitized by Google

showed a decrease of 37 per cent. I paid the bank a call."

The March first prize winner gladdened the bakers by starting her letter with the assertion that she "purchased every day four loaves of baker's bread instead of two as formerly." After telling about the use she made of bread by employing it with cheaper cuts of meat to make croquettes and patties, and in sundry other ways, the writer concludes:

"Not a slice was wasted. We fared well, and upon comparing my expense account with the month previous I found my savings averaged 37 cents per day. That seems worth while to me, and the whole family is enough interested to continue through the summer."

The success of the campaign has been so marked that the association is in shape now to use space regularly to reach the public, with confidence that it will pay. Some of the larger bakers have been advertising for years, but the results were a surprise to the little fellows. Seattle bakers have adopted a similar campaign, which tickles the Tacoma men, who don't often get a chance to point the way for their aggressive neighbors in the much larger city forty miles distant.

What Determines Profits?

H. H. Franklin Manufacturing Company

Syracuse, N. Y., June 26, 1920.

Editor of Printers' Ink:

I have read the article "What Is a Fair Profit?" and find it refreshing to read a well-written and thought-out exposition applying natural laws to business.

Since Mr. Basset bases his case on economic laws which are natural and *do not change* with administration, it will do a lot of good for calamity howlers and so-called public benefactors who pose as protectors of the common people and who cry aloud to the heavens for governmental regulation of profiteers to read his article with care. I think they would see that prices and profits hinge upon more than lawyer law-makers and that man-made law never has and never can regulate prices, profit, loss and the numerous other things that concern not alone business but every citizen.

Profit or price regulation per government edict is futile for two reasons —we have nobody to regulate the regulator and we find the process of regulating to be progressive—that in artificially stimulating one thing we must adjust two other things to harmonize with it, and so on ad infinitum until we have all human liberties regulated and an omnipotent government and an impotent citizenship.

H. H. Franklin,
President.

Profit-Sharing Plan of Baltimore Wholesale Corporation

The American Wholesale Corporation, of Baltimore, has announced a profit-sharing plan for its employees. The corporation has decided to contribute five per cent of its net profits each year into a general fund for the benefit of employees. Any employee who wants to participate in the fund must deposit approximately five per cent of his weekly salary also. This five per cent deposited by the employee will be credited to his account in addition to his proportion of the corporation's contribution. At the end of five years the employee may withdraw the amount that is credited to his account if he so desires. The amount will include his entire proportion of the corporation's contribution. If the employee desires to withdraw any time before the five years have expired he may receive back all the money he has deposited plus seven per cent interest, but will not be entitled to any portion of the net profits contributed by the corporation.

D. K. Murfree With "Better Farming"

M. C. Young, formerly general manager of *Better Farming*, Chicago, and in charge of the advertising department, has announced that he will enter the auto accessory field, with headquarters in Pittsburgh.

D. K. Murfree has been added to the advertising staff of *Better Farming*, with headquarters in Chicago. He was formerly with the Chicago *Herald*—now the *Herald and Examiner*—and also with the Chicago *Tribune*.

Represent Michigan Newspaper League

H. Edmund Scheerer, of Chicago, and R. R. Mulligan, of New York, have been appointed advertising representatives of the Michigan League of Home Dailies. The league is composed of twenty-one Michigan dailies having a circulation of less than 5,000.

C. B. Kinnan Joins Stavrum & Shafer

C. B. Kinnan, formerly president of the C. B. Kinnan Company, New York advertising agency, is now associated with Stavrum & Shafer, Inc., Chicago, in the service department.

Digitized by Google

There is no Surer Index of a Newspaper's Popularity and Pulling Power than the Want Ads. And World-Herald Want Ads are sold at a Much Higher Rate than those in other Nebraska Newspapers.

They're Worth More They're Used More

THE WORLD-HERALD offers this phenomenal showing of Want Ad popularity in the Omaha, Nebraska and Iowa Field.

NUMBERS OF WANT ADS

	World-Herald	Bee	Daily News
Year 1919	398,820	147,791	163,923
" 1918	358,576	144,996	163,900
" 1917	347,836	189,436	155,254
" 1916	342,777	181,087	123,641
" 1915	314,548	126,025	118,463
	1,762,557	789,335	725,181

Careful examination of the figures shows a steady increase by The World-Herald for the past five years in individual Want Ads.

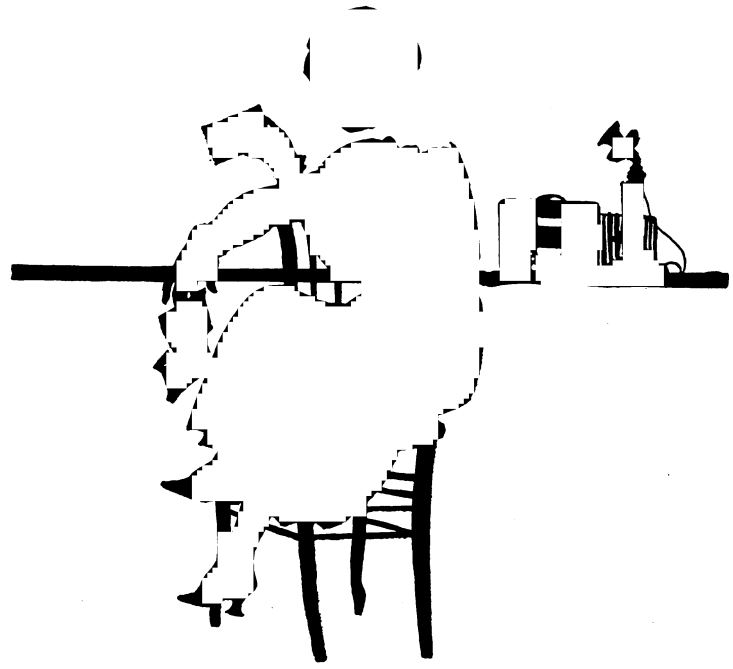
(Note.—In the last five years, The World-Herald printed 973,222 more wants than its nearest competitor, and 248,041 more Want Ads than combined competitors.)

THE OMAHA WORLD-HERALD

O'MARA & ORMSBEE, INC.
Special Representatives
New York Chicago

H. DOORLY
Business
Manager

Digitized by Google



"Return the Inclosed Card"

Whether this card comes back to you, with its order or inquiry, depends, of course, on the appeal of the accompanying letter or circular.

Direct-by-mail advertising is much more likely to get the desired results when it is printed on a good stock—a stock that has firmness, quality, clean printing surface.

Hammermill Cover is just this kind of stock. Economical in price, too. Samples, showing wide variety of color, sent on request. Hammermill Paper Co., Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

For Booklets, Folders, Broadsides, Catalogs, and all Direct-by-Mail Advertising

Digitized by Google

Labor—A Gladiator of the Pictures

Advertising Has Seen Fit to Magnify the Rugged Men of the Machines

By A. L. Townsend

ON the front cover of the June issue of "The Hydraulic Press," an unusually artistic employees' magazine, published by a number of affiliated industries, is the reproduction of an oil painting by artist Gerrit A. Beneker. It is a portrait, in full color, of "Bill" Rollings, engineer.

No elaborate illustration for a bound volume, and from the most expensive process plates, was ever treated with greater consideration. The word "commercial" could in no sense be applied to this publication's cover, and if we know human nature at all, Bill Rollings must have been a very proud man last month.

Bill is a seasoned veteran. There is nothing of the Beau Brummel about him in his dress, for his cap is torn and his blue shirt is covered with the marks of honest toil. He holds an oil can in one hardened hand. But it is the artistry of this painting that makes it unique. No president of an industry, sitting for his portrait, could expect a more artistic result. That canvas is quite good enough in every way, as a work of art, to be exhibited and it might win a prize.

The page editorial, inside, concerning the cover, is in itself a tribute of striking power to the men who produce, and is significant of the willingness of the advertiser, in these modern times, to divide advertising space with Labor. You will be interested in the artist's own description and inspiration of his canvas.

"Over in the corner of the new power-house at the Welding Plant is a huge cylindrical tank containing 125 tons of iron ore; it is called the accumulator. Slowly, as though by great effort, it rises and then sort of 'steady by jerks' it falls, to the accompanying time of two humming pumps under the care of Bill Rollings, engineer.

"Bill is always busy with his oil can, filling the oil cups on these pumps that they may keep that accumulator up there, thus supplying the many machines throughout the factory with hydraulic power, that the rest of us may earn a living.

"The accumulator is the 'brains' of the whole hydraulic force. It is the potential power which regulates the pressure of the water and can supply an additional volume of water equal to its capacity. The moment its great weight is lifted off the blocks, it creates a pressure of 1,000 pounds to the square inch.

"It has taken a tremendous amount of co-operation of all sorts of men to make this power possible. Without the oil can, in Bill's steady, faithful hand, all this co-operation and chain of mechanical power would go for naught. But Bill goes on day after day, faithfully pouring in oil. Useless, too, would be all this chain of power were it not for an unseen spirit of human sympathy, feeling, understanding and co-operation between men and men. This unseen spirit is another form of hydraulic power; it is a feeling of mutual understanding and co-operation among all of us and this wonderful spirit needs oil, too. It needs the oil of human kindness of man to man."

ACKNOWLEDGING LABOR'S PART

It is not alone in house-organs that great industries and national advertisers are exploiting the man and the machine: innumerable campaigns in newspapers and magazines are giving Labor the centre of the stage.

It is an experiment of a dual character. First, this advertising is intended to humanize the product and to acquaint the public with methods of manufacture, the difficulties involved, and the types of men who are responsible for

Digitized by Google

the wonders of American manufacture. Secondly, it is believed that featuring the worker himself will stabilize him, make him more contented on his job, give him the feeling that he is not deep-hidden, far from the eyes of the ultimate consumer.

Our remarks here, however, have less to do with the prompting spirit back of the advertising than with the rapid, inspiring advances that have been made in visualizing types of men: the art of the thing; the fine attempts at raising the standard of advertising design, in its relation to the more humble phases of production, and those which are not, by nature, beautiful or atmospheric.

A VERITABLE GIANT, AND PICTURED TRUE TO TYPE

We all remember when types shown in advertising were all made from one tiresome, undramatic mould. Artists seemed quite unable to cope with the possibilities of the problem. Perhaps the advertiser himself was partly to blame. There was one accepted type for every branch of endeavor. There was a trademarked business man, and a rubber-stamp steel worker, and an accepted rendering of the farmer, or the carpenter or the chap at the lathe.

Character drawing was not given much consideration. Advertising lost sight of the fact that industry is like a great picture gallery, that there are never two people exactly alike, and that people are more interested in human faces and in character than in almost anything else. You yourself, seated in a street car, have noted how engrossing it is to study the people across from you, and to place them, in their various spheres, as best suits your imagination.

It has become very apparent, of recent months, that advertising intends to awaken to the possibilities of visualizing real character. Some wonderful types have peopled recent campaigns.

This has been accomplished in one way only: the use of models. Since advertising has taken its embellishment seriously, it has gone to the source of the best in art. Painters are commissioned to put real heart and soul into our advertising pages. Few men can create earnest, sincere, true-to-life types out of whole cloth, minus the living model. Such drawings will always be superficial.

As in the case of the Hydraulic character, a real man was selected from the ranks, and made to pose for the painting. There was realism in every brush mark. And "real" advertising illustrations are infinitely more convincing than surface cleverness. The public

Digitized by Google

DETROIT

AMERICA'S FOURTH CITY

It's a big jump in ten years from ninth city with 465,766 people to Fourth City with a population of 993,739. Yet that's Detroit. It is typical of the city's spirit. It is an indication of the city's prosperity. It is a testimonial of a happy, well-to-do community.

Detroit is a vast market. Its metropolitan district embraces over 1,100,000 people. Yet this huge territory with all of its wealth and buying strength is reached and covered by ONE morning newspaper—The Free Press.

Selling or merchandising copy talking to Detroit's million IN THE MORNING has undivided attention. No other newspaper, no other publication, except the Free Press, is at hand when the shopping hours begin. Its influence is twenty-four-hour strong in Detroit.

The Detroit Free Press

"Advertised By Its Achievements"

VERREE & CONKLIN, Inc.

Foreign Representatives

NEW YORK CHICAGO DETROIT

Digitized by Google

In more than three-fourths of the homes where Motor Life is a regular visitor, at least one woman reads it.

In motoring as in all other habits and hobbies of the family, woman is a potent factor.

And because she reads Motor Life, she acquires an intimate understanding of what she finds in its advertising pages that cannot fail to influence the buying impulse of the family.

MOTOR LIFE, 243 West 39 Street, NEW YORK
Robert Wolfers, President

Digitized by Google

does know the difference, however untrained it may be.

Durham Hosiery was sponsor for a page in two colors several weeks ago that aroused a storm of controversy before the subtle purpose of the advertisement was analyzed. The switch was made suddenly from suave, well-groomed gentlemen of leisure to a raw-boned, square-jawed, red-cheeked fellow in a red under-shirt, no collar, and a vest that bespoke the great "middle class." This man even smoked a pipe as he bent over the table, and, in the light of one of those old lamps that carry glass dangles from the shade, examined a box of hosiery.

The illustration was almost startling in its frank departure from what has always been done, and it appeared in a publication that was no steam-fitters' journal, either.

This character study, however, was a distinct relief. Durham Hosiery knew, of course, that the purchase of fine hosiery was not confined to fastidious folks. The worker is making more money and is spending it on himself. Why not appeal to *him*, for a change? If the hosiery will stand the wear and tear of this fellow, then everyone can be tolerably certain of its workmanship. It was this same spirit that prompted a safety-razor house deliberately to feature artisans, workers, men at benches and at machines, in a splendid newspaper series. Advertising is becoming more democratic and we are glad to see it.

In order to show the many uses of its many gloves, the Hansen Manufacturing Company devotes two pages, and eight separate picture panels, to eight different types of labor, the farmer, the motor-truck driver, the fireman, the motor-car mechanic, the lineman, the iron worker, the oil worker and the man at the forge fire. Each class will be pleased at the way the picture is handled. The panels make a chap proud of his own profession. And quite as striking are the character study drawings now current for Plumb tools. The figures are as large as they can be fitted into full pages, and every worker is drawn from a living model. You would know they are carpenters, woodsmen, etc., by the very story that is written upon their faces.

Quite as significant as the fact that Labor is being given the spot-light, is the general excellence of the art work involved. We are progressing—rapidly.

Wholesale Jewelers Plan $300,000 Campaign

Plans for a co-operative advertising campaign by the National Wholesale Jewelers' Association were made known at the recent annual convention of that Association held at Atlantic City.

It is planned to raise a sum of $300,000 for advertising that will exploit "buy here jewelry" and that will sound the economic significance in the slogan "buy gifts that last."

Many manufacturers present stated that they looked to the forthcoming advertising as a means whereby a virtually continuous season would be created for the wholesale trade.

Fred G. Thearle, of Chicago, who is chairman of the publicity committee of this association, reported that about one-third of the entire fund to be raised, $300,000, had been collected.

C. J. Balliett, Vice-President, Vick Chemical

Carl J. Balliett has been made vice-president and director of advertising of the Vick Chemical Company, of Greensboro, N. C., manufacturing chemists. Mr. Balliett was formerly directing partner of the E. P. Remington Advertising Agency, of Buffalo, N. Y., and assistant treasurer of the Foster-Milburn Company.

Robert Warner Represents "The American Golfer"

Robert Warner, who has been Western representative, at Chicago, of Roy Barnhill, Inc., publishers' representative, New York, has been appointed Western advertising representative of *The American Golfer*, New York. Mr. Warner will continue to represent Roy Barnhill, Inc.

Leaves Kelly-Springfield

H. Belden Joseph, who has been assistant advertising manager of the Kelly-Springfield Tire Company, New York, during the last five years, has recently resigned.

Digitized by Google

Advertising for Multiple Sales

The Perkins-Campbell Company Seeks to Educate the Public to Buy Many Belts Where One Belt Was Bought Before

ONCE a product has been launched upon the market, it is naturally the aim of a manufacturer to increase his sales. Volume is the thing. It is volume which keeps factories running, furnishes employment to many people, keeps workmen and salesmen contented, reduces overhead, and makes it possible to offer low prices to the customer and consumer.

It is possible for some manufacturers to secure volume by enlarging and broadening the market possibilities. A favorite method along this line is to discover new and unsuspected uses for the product manufactured. But what are you going to do when you have a product which is not adapted to new and varied uses?

Take a man's belt, for instance, meaning thereby the leather surcingle which is commonly worn as an article of dress. A belt of this kind has just one purpose, and that is to hold up the trousers. There are not many other purposes for which it can be used. True, it is sometimes pressed into service as a razor strop; in an emergency it can be used as a tow line to pull one of Henry Ford's automobiles out of the mud.

The solution in the case of Braxton belts, as found by their manufacturer, the Perkins-Campbell Co., was to pattern after the celebrated example of the blade of grass and make two or more grow where one grew before. In other words, the advertising is designed to encourage the average man to provide himself with three or four belts, instead of the single specimen with which he is apt to content himself.

It is pointed out in the copy that the typical citizen will find it convenient and time-saving to have, say, a couple of belts for dress, one for business, and another for play. The influence of example is called upon in the citation of the case of a certain actor, "who enjoys leading the way in men's fashions." He has thirty-four—a belt for every suit. "Of course, he's hardly typical," as the copy says, but the natural conclusion is that if an actor finds it convenient to have thirty-four belts, the average man ought to have at least one-tenth as many.

When the Perkins-Campbell Company, which is a manufacturer of saddlery, first thought of putting out a belt, it had another problem to consider. That was the fact that belts had always been sold just as belts and that the field was full of small concerns that had found it easy to go into the belt business.

However, among the belts thus manufactured, there was no great amount of difference; the product of few manufacturers had any distinction. The company decided to impart individuality to its product by giving it a special name and by advertising it in such a way that the consumer would not ask simply for a belt, but for a Braxton belt; or at least to establish an acceptance of the Braxton belt in his mind so that when the dealer showed it to him he would readily receive it as a standard article. The task of stamping individuality upon the belt was made easier by the fact that the Braxton is so shaped as to fit the body. This fact is always prominently featured, accompanied by an illustration showing how the leather is permanently curved so as to fit snugly around the hips.

It is thus by means of advertising that the Braxton belt has been lifted out of the common herd and made to appear a desirable and distinguished article. Mr. Campbell states that since his firm began advertising other concerns have started to do likewise, but that the good start the Perkins-Campbell Company has gotten will keep it ahead of competitors.

Digitized by Google

Have you a space buyer like Socrates?

Of Socrates it has been said that his reason was stronger than his instinct.

That is perhaps a rare quality, but somehow it is expected to be true of space-buyers. It may be taken for granted that the clients of advertising agents expect it as a matter of course.

Unfortunately, too much space is bought every day on impression, on instinct, on "hunch." It is impossible to *guess* the type of reader attracted by a magazine, or to *imagine* his buying power. These are FACTS as real as page sizes and line rates. They must be a part of the space-buyer's equipment.

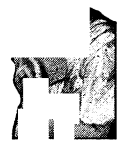
In the series of advertisements which this announcement inaugurates, Munsey's intends to explain its function and its readers.

MUNSEY'S

Have you thought lately about the 224-line page and its special advantages? To the reader, it possesses all the display value of the larger pages because it is the largest page he is reading; it provides this display at a lower unit cost; and conserves paper.

Digitized by Google

Father's Job



is the sure indication of the *class* of home that mother can provide. Here is specific first-hand data on this subject in personal letters from 2,066 of our GIRLS' COMPANION subscribers, firmly establishing the fact that theirs are the desirable and prosperous homes in the community:

574 FARMERS (90% of them owners).
224 PROFESSIONAL AND BUSINESS MEN (doctors, lawyers, ministers, college professors, architects, teachers, bankers, dentists, artists, etc.)
126 MERCHANTS (9 butchers, 65 grocers, 8 clothiers, 11 druggists, 6 furniture, 14 hardware, 7 jewelers, 6 misc.)
114 CARPENTERS & CONTRACTORS.
71 MANUFACTURERS, PROPRIETORS AND COMPANY OFFICIALS.
83 EXPERT MACHINISTS.
65 RAILROAD MEN.
44 ENGINEERS (Civil, mechanical, electrical).
865 all accurately tabulated—showing Government and City Officials and Employés, Fruit Growers, Plumbers, 5 Sea Captains, Insurance, Cattle and Dairy Men, Masons, Molders, Salesmen, Clerical and Offices, Painters and Decorators, Engravers, etc.—including practically every skilled trade, with 126 listed as workers receiving high wages.

The tremendous Buying-influence, the all-round importance of the growing girl in 400,000 such homes, is the measure of her present and future value to the advertiser. A growing list of firms are proving, with surprisingly good returns, the merit of THE GIRLS' COMPANION in definitely realizing for them the advertising possibilities of this responsive field.

THE GIRLS' COMPANION

David C. Cook Publishing Co., Elgin, Ill.

WESLEY E. FARMILOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York
Chas. H. Shattuck, People's Gas Building, Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

COOK'S WEEKLY TRIO: A MILLION BOYS AND GIRLS

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

Digitized by Google

The Future of Prices As the National City Bank Sees It

Stabilizing Influences That Are Making for Continued Good Business

THE prevailing opinion about prices is that an effective stop has been put to the upward movement, and there is a unanimous sentiment of relief over the fact. The endless round of rising wages and prices could not go on indefinitely. The sooner the rise was stopped the sooner might stable conditions be reached. The present state of suspension and uncertainty in the textiles and shoes will last until these trades get their bearings and determine their relation to the general situation. The curtailment of production is unfortunate, for the full product of these industries probably will be wanted. The cancellations, presumably, signify an effort to get the same goods at a lower price rather than that the goods will not be wanted at all. In other words, the cancellations are incidental to an expected readjustment of prices, upon a lower level. As yet the chief characteristic of the disturbed markets is a paralysis of activity rather than a general fall of prices, although prices undoubtedly have been broken.

Possibly the great distribution of clothing which took place last year, and which was incidental to the demobilization of the military forces, has put the country in position to do with smaller purchases of clothing this year. At any rate there are strong indications that consumers will buy less of clothing and shoes at the high prices that have been prevailing than at lower prices, and that these trades will not have full employment unless costs are reduced. They may rest awhile and ponder over this fact.

However, the manufacturers of woolen and cotton goods will not operate their machinery at a loss, and it is not to be expected that a very radical reduction of prices can be had in these industries without corresponding reductions in other lines, which will effect a general lowering of living and manufacturing costs. As yet, there is no general decline of foodstuffs, coal is established on a higher basis than heretofore, freight charges are about to be advanced, taxes are moving upward as the salaries of public employees are brought into line with current wages, interest rates are rising, building materials, machinery and factory equipment are higher than a year ago, and as yet wage controversies are, generally, over demands for increases rather than over demands for reductions.

Even in the midst of the disturbance in the textile industry an advance of 15 per cent in mill wages went into effect June 1, which is equivalent to 50 per cent on pre-war wages.

MODERATE PRICE REDUCTIONS INDICATED

The general world situation is not favorable either to a rapid decline of prices or to prolonged industrial depression. There is too much work needing to be done. The argument from former reactions from high prices and succeeding periods of industrial depression is not good, for the reason that such reactions in the past have followed periods of construction and enlargement of industrial capacity which had run their course. Present high prices are not the result of a period of construction and investment. The $25,000,000,000 of new Government indebtedness which is glutting the banks and investment markets represents in only a very small part new industrial facilities. On the contrary this indebtedness represents capital which should have gone into our rail-

From the July 1 "Bulletin" of the National City Bank of New York.

Digitized by Google

roads, house-building and other construction and development work.

The rising prices of the last year have indicated scarcity of goods and services of all kinds. A check upon higher prices is wholesome and desirable, but does not signify that the country has run a full normal course of industrial expansion. On the contrary it is apparent the country has scarcely begun to make good the deficit in capital improvements which would have been made but for the war. It has scarcely begun to make good the shortage of houses, public improvements and railroad equipment. The exports of May reached a total surpassed in not more than three or four months of our history, and there is reason to believe that the unsatisfied needs of other countries correspond to our own.

Until this loss of normal capital accumulation and of necessary construction has been made good, it seems probable that while excessive price advances will be followed by reactions, every material decline in construction costs will bring out new demands for labor and materials, with a renewal of general business activity. Of course employment and trade are mutually dependent.

The crops are more promising than earlier in the season, which means that the buying power of the agricultural population is likely to be fairly well maintained, and this is the great steadying factor in the domestic trade situation. If the crops of Europe should be fortunately so large that our exports of foodstuffs would decline, the way would be cleared for a general lowering of industrial costs and of prices the world over, and a return to conditions more nearly normal than have prevailed since the outbreak of the war. On the other hand, if our exports of farm products continue at the rate of last year, it seems improbable that any considerable reduction of wages or prices will occur in world markets or in this country. The situation seems to make a general state of industrial depression improbable, but favors a gradual readjustment of supply and demand with a downward tendency of prices.

Chicago Advertising Men Visit Western States

The Capper Farm Press has taken a group of Chicago advertising men on a trip through Kansas, Oklahoma, Nebraska and Missouri. This is the second tour of these States that the Capper Farm Press has afforded advertising men, the first tour being made in May by representatives of New York, Boston and Buffalo advertising agencies.

The Chicago group, following the plan of the Eastern advertising men's trip, has made its visits to the farming communities in automobiles in order to obtain first-hand information from the farmers and small-town storekeepers.

Risque at Cleveland for Simmons-Boardman

John P. Risque who has been with the Simmons-Boardman Publishing Company, New York, for the last three years, has been appointed district manager for the "Shipbuilding Cyclopedia" and "Material Handling Cyclopedia," published by this company, with headquarters at Cleveland. Mr. Risque recently returned from a six months' trip to South America where he made a survey of commercial possibilities, especially as affecting railway supplies.

Woman's Club Incorporates

The Women's Advertising Club, Baltimore, at one time an auxiliary of the Men's Advertising Club but now independent, has been incorporated under the laws of the State of Maryland. The Certificate of Incorporation shows the following incorporators: Misses Alice Poor, Hilda Van Leer Katz, Katherine H. Mahool, Mary Armiger, Margaret Randall, Hulda Beurriere, Mary Jane Durham, Anne Colemand and Mrs. L. M. Tarbell.

Join Capehart-Carey Corporation

A. Cavalli, Maurice Weisberg and F. J. Rock, formerly connected with the Bush Advertising Service, Inc., New York, have joined the Capehart-Carey Corporation, formerly Capehart's Maiknown Methods, Inc., New York.

McKee Barclay in New Work

McKee Barclay, cartoonist, has left the Baltimore *Sun* and is now associated with Brager's Department Store, Baltimore, in the capacity of promotion manager and personal assistant to Albert A. Brager.

Digitized by Google

What you have to sell to men and to women in and near St. Louis—

Can be sold in the greatest volume, at the smallest expense, and with the least effort, by advertising it consistently in the

St. Louis Globe-Democrat

St. Louis' Largest Daily

NATIONAL REPRESENTATIVES

F. St. J. RICHARDS	GUY S. OSBORN	J. R. SCOLARO	R. J. BIDWELL
410 Tribune Bldg.	1302 Tribune Bldg.	701 Ford Bldg.	742 Market St.
NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO

DORLAND AGENCY, Ltd. 16 Regent St., LONDON, S. W. 1.

Digitized by Google

St. Louis Needs

Shoe Findings

St. Louis, the largest shoe center in the world, lacks factories for the manufacture of shoe findings—such as laces, threads, shanks, hooks, nails, tacks, eyelets, buttons, heels, rubber heels, cloth linings, etc. These products must now be bought in the East. Most of the raw materials are shipped from the Mississippi Valley, manufactured in the East, and shipped back to the world's greatest shoe city—St. Louis.

The output of shoes in St. Louis this year will total approximately $175,000,000. The St. Louis shoe manufacturers spend more than $10,000,000 annually for shoe findings. A Mid-West factory in St. Louis could supply the trade here and economically reach all Mississippi Valley, South, Southwest, Middle West, and Far West markets from this central distribution point. Shoe findings is but one of the following sixteen industries St. Louis is seeking:

Shoe laces and findings
Cotton spinning and textile mills
Steel and copper wire
Machine tools and tool machinery
Automobile accessories and parts
Tanneries and leather products

Rubber products
Locomotive works
Blast furnaces
Cork products
Small hardware
Malleable iron castings
Screw machine products
Dye stuffs
Drop forge plants
Farm implements

Splendid St. Louis opportunities in these lines await enterprising men of practical experience and ample capital. The booklet, "St. Louis as a Manufacturing Center," will interest you. A letter will bring it. Address

Director New Industries Bureau

St. Louis Chamber of Commerce

St. Louis, U. S. A.

Digitized by Google

A British Adventure in Cheap Clothing

The Experience of Mr. Mallaby-Deeley, M. P., as a Clothing Merchant—Deals a Blow at High Prices—Question Whether or Not Suits Were Remarkable Values

AMERICANS in London may buy a suit of clothes for $11.05, American money, at the rate of exchange of $3.86. Or they may buy overcoats at $14.53 apiece —"single-breasted Raglan Chesterfield overcoats, unlined and made of Lovat and Scotch tweeds."

Americans may be able to make these purchases if they are able to get into the store, first opened on February 27 by Mr. Mallaby-Deeley, M. P. For Herbert N. Casson, in describing this new venture of "a speculator—self made, daring and competent" in *The Wall Street Journal,* says: "They may find themselves in a queue a hundred yards long; or they may find themselves locked out, so great is the rush for this cheap clothing." Mr. Casson's description of Mr. Mallaby-Deeley's plunge in the clothing business, a plunge which "gave England a sensation and unquestionably helped, in a large measure, to pull clothing price downwards," continues:

"Imagine a clothing store opened by Mr. McAdoo on Fifth Avenue, New York City, next door to the Waldorf! Imagine a series of personal advertisements, in which Mr. McAdoo came forward as a plumed knight, tilting against the dragon of high prices! Do this and you will have a good idea of what Mr. Mallaby-Deeley has done in London.

"Orders are coming in from all parts of the world to this store in the Strand; but at the moment it is overwhelmed by the home orders, which have quite swamped Mr. Mallaby-Deeley's staff of tailors.

"I paid two vists to this store. On the first occasion I found myself locked out with about seventy-five others. A sign in the window informed us that 'no more orders can be taken to-day.'

"On the second occasion I found myself confronted by six managers, three young lady clerks and a monstrous cash register. There was cloth on exhibition, but no suits. The suits are ready-mades. They are 'finished to measure,' not made to measure.

"As to the quality of the cloth, there is a wide difference of opinion. Lord Middleton says they are 'excellent suits, produced at one-third of the price ordinarily demanded.' Others say they are mere shoddy and cheap trash.

"The fact seems to be that they are neither excellent nor trash. They seem to be very ordinary cheap clothes, such as no one wishes to wear unless he is forced by the compulsion of a thin pocketbook.

"As for Mr. Mallaby-Deeley himself, he insists that his suits are 'high class and of superior make.' He does not say that they are all wool. He says that the cloth is 'high grade.'

"'I intend,' he says, 'to enable all classes to purchase high-class clothes at lower prices.'

"He is buying the entire cloth output of three factories, and he will soon have a fourth. He is selling 5,000 suits and overcoats a week, and will be able to make twice as many when his new factory is finished.

"'I am not acting as a philanthropist,' he says. 'I am giving the British people a simple lesson in mass production.

"'On the first 100,000 suits I am making no profit at all, because of the initial outlay. But afterwards, I expect to make a fair profit on every suit. This is not an ephemeral effort that will soon come to an end, but the founding of a permanent business of great magnitude.'

"These British suits may go well enough in England, but they can never be popular in America. They are too heavy—too clumsy—too loose and baggy. In all cheap British clothing, there is no such

Digitized by Google

thing as style or fit. Even overalls, in America, fit better than tweed suits do in England.

"Wool has fallen in price recently and there is no shortage. The imports of wool last year were 1,042,399,164 pounds. This was 25 per cent more than the wool imports of 1913.

"There is still a difference of opinion as to whether clothing prices will rise or fall. Mr. Selfridge has followed closely after Mallaby-Deeley by offering a 10 per cent discount on all his merchandise. But Mr. McCurdy, the food minister, predicts that a suit of clothes will probably cost $100 in a few months.

"One fact is clear—that the cheap prices are for lower grade goods. The best grades are still commanding the highest prices ever known."

Manufacturers Join in "Help-Wanted" Display

Members of the Manufacturers' Association of Cabinet Woodworkers of Philadelphia, are advertising co-operatively for experienced woodworking machine and bench hands. A series of these advertisements, in display space, is now appearing in newspapers. Some twenty-five concerns sign the copy.

"We offer permanent employment in the woodworking trade," one advertisement reads, "to any clean, honest, industrious man.

"We want and need experienced woodworking machine and bench hands.

"We also have positions open for those who desire to learn the trade.

"There are places open at good wages under the American Plan, which guarantees steady work. Furthermore, advancement is ready for a man whether he produces in ideas with his brain or in woodwork with his brain and brawn.

"Come in and talk it over. There are no strings to this; just an offer of clean work and advancement any time a man is worth it."

Coal Being Advertised in San Francisco

The Retail Coal Dealers' Association of San Francisco is now conducting an advertising campaign in order to stimulate the buying of coal during the summer months and thus help to forestall the usual difficulties that arise when orders come in all at one time in the fall. This campaign is being handled by Emil Brisacher, advertising agency, San Francisco.

Turning Men Farmward

AGRICULTURAL PUBLISHERS ASSOCIATION
Chicago, July 1, 1920.

Editor of PRINTERS' INK:

In your June 24th issue, on page 172, I notice with a good deal of interest the editorial under the caption, "Advertising and the Farmer's Children."

You are right in saying that this is one of the most serious problems confronting the American people. This association is doing its best to further the sentiments expressed by you. We must do something to remedy the situation or the high cost of living will continue to mount, the cities will be foodless and houseless and the farms depleted. There are enough vacant farm homes in the State of Michigan to house the entire population of Grand Rapids, more than eighteen thousand of them. Manufacturers are bidding for help and are getting it irrespective of the consequences. We are literally undermining the foundation of industry in our selfish desire to further our own immediate selfish ends. We must go to the root of the thing and find the causes.

An analysis will reveal the fact that our boys and girls have been educated away from the farm. The alluring and enhancing opportunities of city life as compared with the drudgery and humdrum of isolated country home life is the answer. We must make our farm homes attractive. The farm business must be put on a level with other industries. We must level down and level up. We must teach our boys and girls that the best things in life come as a reward of honest labor. The producer must be respected. Our educational system must be changed. Some very interesting facts have been gathered in support of this contention. Country schools are inadequate; teachers underpaid; the whole system is belittled; not at all in comparison with the schools of the city.

Pardon this effusion, but those of us who have been trying to grapple with it, with some degree of understanding of its importance, cannot but be impressed and greatly alarmed. That makes us desirous of helping. We hope that PRINTERS' INK will not stop with this one splendid editorial. More is needed.

Our local Association of Commerce is doing its part. Just recently an Agricultural Committee has been formed to bring the message home to the business men of the city. I have the honor of being a member of that committee, and I am sure that an interest will be aroused and some help given. Every man you can induce to stay on the farm, or go back to the farm, is good for 420 bushels of grain per year. What good is it going to do our business men to create a market and then find some day that no market exists? I leave that question with you.

FRANK B. WHITE,
Managing Director.

Digitized by Google

The Evening Star.
WITH SUNDAY MORNING EDITION
WASHINGTON, D. C., MONDAY, FEBRUARY 16, 1920—TWENTY-SIX PAGES
USE DENIES "THREAT" IDENT TO QUIT EUROPE; ERS OPPOSE HIS PROGRAM
Wilson Note Disapp as to,
PAY RECLASSIFIERS URGE EFFICIENCY PLAN FOR CLERKS
Will Recommend System to
INTERN EX-KAISER, ALLIES NOW ASK
New Note Suggests He Be Sent to Dutch East Indies.
LANSING'S PLACE TO BE FILLED THIS WEEK, IS INTIMATED
Baker, One of Four Men-
SENATOR JONES TO RETAIN 50-5
Substitute for Mapes' Mea ciple Would Repeal L mates to Twice D. C.,

THE logical beginning of a National Advertising campaign is in the National Capital—for Washington does exert an influence over the entire country.

THE logical medium to cover Washington is the *Star*. You really need only this one medium to accomplish it completely and consistently.

Let our Statistical Department furnish you with a digest of local conditions that may be of assistance in planning your Washington campaign.

The Evening Star.
WITH SUNDAY MORNING EDITION

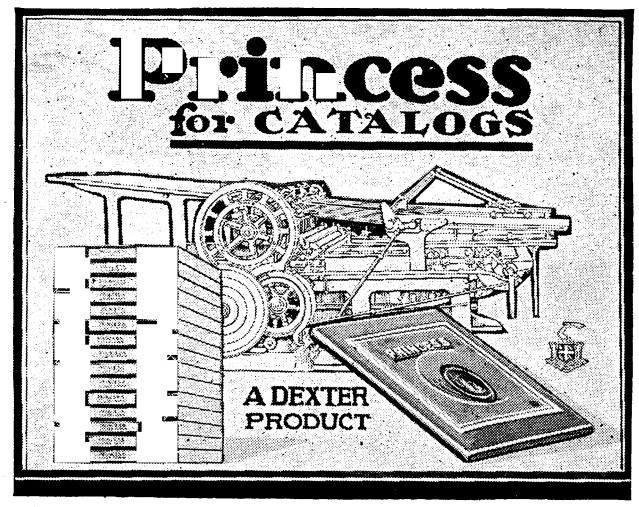
WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
Tribune Building

Chicago Office
J. E. Lutz
First Nat. Bank Building

Digitized by Google



"NOTHING BETTER" IS THE PRINTER'S HONEST IMPRESSION OF PRINCESS

Its Splendid Printing Qualities Are Only Equaled By Its Durability

Princess Cover Paper represents the safest and most satisfactory in cover stocks. Its rich and dignified beauty makes an unfailing appeal to the business man. Princess stock is practically indestructible; the toughness of the fibre insures splendid printing and embossing results, and supplies a wear-proof cover for hard-used catalogs, booklets and folders.

A forceful business building piece of literature advertising your respective line, covered with Princess stock will make a lasting appeal to the recipient. Made in a range of twelve rich and practical colors, "Princess" will furnish the attention-getting value to your catalog.

Let us send you a Sample Book of Princess Cover Paper.
Also ask for a copy of XTRA, Dexter's unusual house-organ.

C. H. DEXTER & SONS
Incorporated
Windsor Locks - Connecticut

Digitized by Google

Slogans for Advertising Philadelphia

Fifteen Adopted Thus Far, and More Coming—Chamber of Commerce Members Use Them on Letterheads, Etc.—International Advertising Campaign in Prospect

"EVERY year Philadelphia makes enough carpet to encircle the globe—can you beat it?"

That's one of the "Philadelphia slogans." compiled by the Chamber of Commerce in a direct-by-mail propaganda it has instituted to "boost Philadelphia."

Here's another:

"Philadelphia makes 80 per cent of the country's glazed kid—this is a skin game, won by square methods."

And still another:

"Hats off to Philadelphia for making 5,000,000 of them a year, without getting a big head."

There are approximately 2,600 members in the Chamber of Commerce of Philadelphia, and the organization has asked all of them to use one of the "Philadelphia slogans" on every letterhead, envelope, billhead, catalogue or advertising leaflet that goes out of their offices each day. The organization has already compiled fifteen of the slogans.

Here are the other twelve:

"If it's made in Philadelphia, it's dependable."

"Philadelphia: 'The World's Greatest Workshop'; the buyers' market of the Americans."

"More than 400,000,000 cigars made in Philadelphia last year—put a match to that and smoke it!"

"In drugs and chemicals, Philadelphia is the mainstay of all America—it passed the acid test during the war."

"Commerce of the city's port is headed for the billion mark—use the port of Philadelphia and help shove her over."

"Philadelphia—first in the nation's history, first in national industries, first in the number of native Americans."

Character

JASON ROGER says
(and he knows):

"When an advertiser or agent is considering a newspaper as a vehicle through which to impress the people, he must not deal with only quantity of circulation nor that nebulous thing called quality, nor even both, without taking into account that priceless feature—CHARACTER."

On this basis, especially for the advertising of high-class goods and service to Britons at home and abroad there is

No Substitute for "PUNCH"

which is perhaps the most outstanding publication of

Character

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street
London, Eng.

Digitized by Google

The House of Lightfoot

Direct Advertising

A group of twelve seasoned specialists in Advertising and Sales Management—

—concentrating *on Direct and Supplemental* advertising production.

Several of America's largest advertisers use this service for the plan and production of their Direct-by-Mail campaigns.

Send for our Merchandising and Advertising Analysis Chart.

12th Floor
Metropolitan Tower
New York

"Made in Philadelphia: the Declaration of Independence, the Constitution of the United States and the American flag."

"Philadelphia beats the world with an annual production of 100,000,000 bed sheets—that puts all competitors to sleep."

"Philadelphia's 750 textile mills produce as much as her three nearest rivals combined—here's another yarn worth spinning!"

"A seller's market means higher prices and troubles for the buyer; 'Philadelphia, the world's greatest workshop,' is a buyers' market."

"Products from Philadelphia's 16,000 manufacturing plants go to every country on earth—because there are no others just as good."

"In 1919 the Philadelphia district built 1,700 locomotives and launched 132 ships, totaling 3,000,000 horse-power—the greatest driving force ever produced in a year by any city in the world."

Postoffice records show that approximately 1,400,000,000 pieces of outgoing mail matter were handled in Philadelphia in 1919. This is an average of about 3,800,000 pieces for each working day of the year.

"If all these pieces of mail matter carried some facts about Philadelphia, every city, town and hamlet in the United States and virtually every commercial centre of importance in the world would get the message," says the Chamber of Commerce. "And in many cases the message would be repeated thousands of times.

"The leading hotels and restaurants in the city have already adopted the plan by printing on their menus the Chamber of Commerce slogans. Ultimately, we hope to interest every one of our members in the plan."

A special committee of advertising men, associated with the Poor Richard Club, is aiding the propaganda work. The committee has in mind also an international advertising campaign in which the city authorities will be asked to take part by municipal appropriations to buy space in the national and foreign newspapers and magazines.

Digitized by Google

Developed for speed!

The ambitious son of a cart-horse never wins in the great race—only thoroughbreds dominate there. Through many generations the Mimeograph has been trained for speed. It might print even better than does a fine engraver's press, but it would not command the place it does in the business world of today were it not for the remarkable rapidity of its delivery. With it the inspiration of this hour becomes the business-building power of the next. Five thousand splendid reproductions of a letter, or other typewritten sheet or drawing, is its customary hourly output—forty and more thousands a day. A means of saving those two most important things—*time and money*—for you, as for thousands of others! Send for booklet "Q-7" today—from A. B. Dick Company, Chicago—and New York.

MIMEOGRAPH

Digitized by Google

An artist can produce a very good picture.

But more than artistic ability is required to make the best of the picture in an advertising way.

Advertising knowledge and experience —intelligent direction, based on the agency's and the advertiser's plans— are equally as important as the ability to illustrate.

It is these essentials which are so well supplied by the Wilfred O. Floing organization.

WILFRED O. FLOING COMPANY
1316 Garland Building
CHICAGO

Digitized by Google

Is New York Really a Difficult Market?

That Depends Upon Many Things, Including a Proper Realization of Father Knickerbocker's Buying Whims—Something About a Much-Feared Territory

By W. Livingston Larned

WHEN a manufacturer grits his teeth and determines to test out either a new product or new theories concerning an old product, he is cautioned not to attempt to conquer worlds all at once, but first to "try it on the dog"—which is theatrical idiom for sampling a limited area, without spilling all the beans.

He casts longing eyes in the direction of New York; for New York, like Paris, has a way of leading the styles, both in merchandise and—plays. If the metropolis O.K.'s an idea or an article, it is more than apt to succeed "on the road."

Of course New York is pretty much of a big sampling room. There are always so many strangers in town from most everywhere, that advertising reaches a far greater audience than the apartment house cave-dwellers or the suburban gypsies, who trek back and forth every day. Buying habits are acquired in New York.

The planning of advertising for a new line is always precarious. Like everything else in life, a certain amount of preliminary skirmishing and experimenting is necessary. Established lines have a way of devising entirely new methods of exploitation, and these schemes must be tried out, somewhere.

"Don't come into New York with a campaign unless you have a fat appropriation and are prepared to use large space," is a popular saying—and superstition; "the old town is too busy and too preoccupied to notice you if you fish with small worms. It takes shark bait to get the New York market."

Now this isn't altogether true. Advertising history records any number of successes that have been established with minnows on a small hook. As always, however, it depends upon the basic idea of the advertising. Quality, plus cleverness, always tell, whatever the product. We have mentioned plays; one of the biggest theatrical successes of the current season was born of unknown actors, in a tiny theatre, far from the beaten path of the playgoer. New York will follow an ideal to the uttermost ends of its great citadel. It will go down blind alleys and up side streets; it will take a taxi to Third Avenue if somebody is delivering the goods. That's the fine thing about New York; its buying tastes are altogether democratic. Contrary to popular belief, it plays no favorites. New York, say what you will, is a shrewd buyer. The Century theatre, with millions back of it and scenery enough to ornament Mars, came one cropper after another, while a little group of amateurs, inspired by a gorgeous ideal, turned 'em away in droves somewhere due south of the last stepping-off place.

JUST ANOTHER REAL MARKET, BUT MORE THAN A MARKET

This reference to plays and players is not without its merchandising significance. The same rules hold good. You can sell New York if the product is right, if it is needed and if it is properly advertised. Nor are full pages necessary.

One thing is certain, however; results cannot be obtained haphazard. Your idea must be mothered every step of the way. The successes mentioned were the result of intensive personal supervision. There were people right here on the ground, studying both

Digitized by Google

the market and the stores. New York is accustomed to discrimination. Everybody with anything worth while brings it to New York to sell. That holds true in the case of talent as in merchandise. New York can buy better Florida oranges than are on sale in Florida. Paris fashions are first approved by New York. If California puts up a special marmalade, it is served at its choicest on New York tables. This sort of talk will not please Chicago, but the West has its special lines of predominance and need not be jealous in the least. We once heard a Chicago man say that he detested coming to New York because it was so difficult for him to leave.

When planning an attack upon the metropolis, then, the manufacturer should sit down and ask himself a few very pertinent questions. Does New York need what I have to sell? Is she supplied with a better article at the present time? Do I actually want to sell the goods or am I after prestige? What about my distribution? Is that all attended to in A-1 shape? Will I be able to secure this distribution along broad-gauge lines and is my field force competent? If you want to anger a New Yorker, advertise something and then permit him to go hungry for it. He will ask for it once and once only.

There are charts showing New York's population and its characteristic racial definitions. Quite a remarkable chart it is, too. Study of this chart shows your market and its scope. You can stick a pin through entire territories that you will never reach, even though you publish a newspaper yourself and use all the space for advertising. And New York is consumed by small vanities and large fads. Once win New York over to a vogue and she will stand by it until the lower regions freeze over; that is, until she discovers something a little better. But that isn't New York's fault.

An analysis of the campaigns that have won the big city's support shows that they were all studied out with Napoleonic skill. There was generalship behind the attack. It was considerably more than mere "advertising." If there is one territory that demands specialized copy, it's New York. She can be won along sentimental lines. This has been proved, time on time.

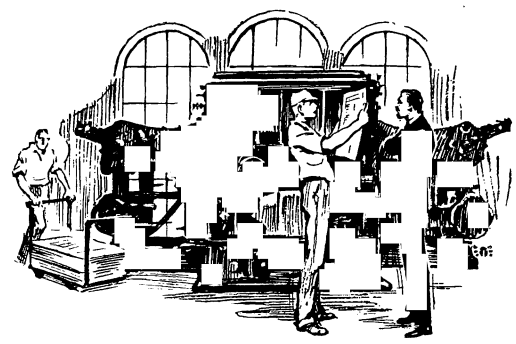
"When in Rome, N. Y., speak as the Romans do," said an advertising man once, who was preparing a small-town dealer series, and had that section on his list. New York prefers to be spoken to in her own language. Her vocabulary and her buying instincts and habits are unlike any other city we know. Men are entrusted with a prodigious amount of buying. The average housewife, living far up town or in a suburban village, tells Hubby to bring home such-and-so. Sometimes he ventures the responsibility on his own. The large department stores and grocery establishments are crowded with men between those nervous minutes that mark quittin' time and the train home. The New Yorker is a slave to his newspaper. He frequently buys several of them and reads them coming and going. He prides himself on keeping track of any advertising that is of moment.

THE PARISH SPIRIT

We have mentioned the fact that conspicuous successes in advertising of nationally distributed lines are steeped in localism. We mean that. Explain to a family in New York that this or that new form of prepared milk is better for his health and he is not particularly interested. But tell him that the product will help him solve the high cost of milk or the impudence of the service, and he lends you his ear. During the summer months, no local clothing retailer or haberdasher goes in for quality of material talk. He throws out a gentle hint that, on the week-end vacation trip, if you want to "look New York" in your dress, you had best drop around for a fitting. 'Nuff said.

But suppose we glance over

Digitized by Google



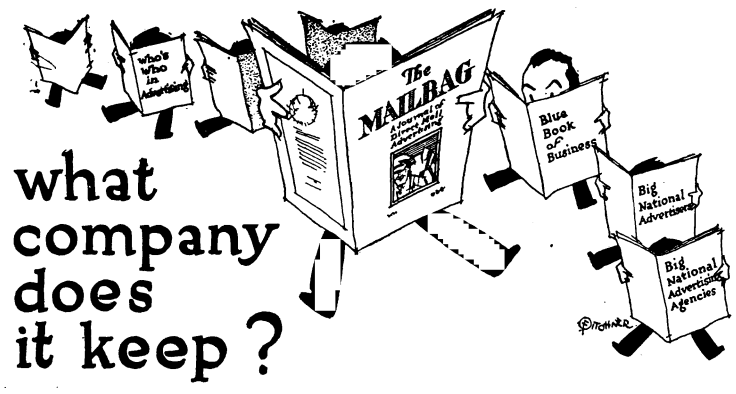
Want a million copies quick?

THE very factors that enable Isaac Goldmann Company to handle big editions with speed and perfection are responsible for the ability of this organization to handle smaller runs just as promptly and effectively.

Five thousand copies or a million—Goldmann service stands ready.

ISAAC GOLDMANN COMPANY
Printers Since 1876
80 Lafayette Street
New York City
Telephone
Franklin ~ 4520

Digitized by Google



what company does it keep?

In the advertising section, at least, a magazine is known pretty much by the *company* it keeps.

Does THE MAILBAG keep *good company* among advertisers? Read these lists. We'll gladly let you be the judge:

Some of the representative *advertisers* who use THE MAILBAG—

American Writing Paper Co.
American Multigraph Sales Co.
Buckley, Dement & Co.
Bircher Co.
Bemis Bro. Bag Co.
Chicago Paper Co.
Crocker-McElwain Co.
Chemical Paper Mfg. Co.
Fenton Label Co.
Golding Mfg. Co.
Hampshire Paper Co.
Insurance Co. of North America
Interlaken Mills
Kenfield-Leach Co.
Letter-Pack-It System
Magill-Weinshimer Co.
Mail-O-Meter Sales Co.
Moore Push Pin Co.
National Map Co.
Sewell-Clapp-Envelopes
Frank G. Shuman Co.
Seaman Paper Co.
Smart Addressing Machine Co.
Trade Circular Addressing Co.
George Seton Thompson Co.
William Feather Co.
Universal Film Mfg. Co.
Alvah Bushnell Co.
Walton & Spencer
Elliott Co.
Gaw-O'Hara Envelope Co.
Progressive Electrotype Co.

Some of the representative *advertising agents* who place business with THE MAILBAG—

Nelson Chesman & Co.
George Batten Co.
Critchfield & Co.
Dooley-Brennan
Fuller & Smith
Gardner Advertising Co.
J. Roland Kay Co.
Lamport-MacDonald Adv. Co.
Eugene McGuckin Co.
Matos Advertising Co., Inc.
Robnett & Lardner
Chas. H. Touzalin Agency
J. Walter Thompson Co.
Chas. Blum Adv. Corp'n

With the judgment in *selection* of media of such advertisers and agencies it would be practically impossible for you to go wrong—*what!*

The MAILBAG
A Journal of Direct-Mail Advertising
TIM THRIFT, Editor
1800 E. 40th Street, Cleveland, Ohio

Eastern Manager—S. M. GOLDBERG, 303 Fifth Avenue, New York
Western Manager—W. B. CONANT, 840 State-Lake Bldg., Chicago (7)

Digitized by Google

some of the not remote campaigns that have made special, concentrated drives on New York and see the hidden elements of appeal.

The Owen Daven-O is a nationally advertised line, yet in its metropolitan copy it touches upon a problem peculiar to this city's cramped living quarters. There is not an inch of room to spare and the advertiser recognizes it.

"The great New York idea—complete living quarters combined in one room. This bachelor, who dines at the club, Shanley's or the Automat, as the time or occasion requires, has solved his living quarters problem in a very delightful and really sensible manner. He has but one living room. Here he may entertain his friends. It is beautifully furnished—and having fewer rooms than before, he can well afford to have better living room furniture. The great surprise in this room is the bed. It is a full-sized, deep springed, highly comfortable bed and this bed folds into the Davenport—absolutely out of sight."

The advertiser has searched out an intimate argument that fits in with a city problem, and any such campaign, therefore, starts out with an obvious advantage. There's no catch to it: we really feel that in this one Daven-O idea, there is expressed one of the more important fundamentals of New York advertising.

Another nationally advertised product is equally ingenious in selecting copy for this territory: the Kewanee Boiler Company, of Kewanee, Illinois, manufacturer of heating devices. An illustration shows a man and wife, apartment-seekers, lifting a large structure from its foundation, to examine its heating device. The text is carefully planned to appeal to both builders, owners of buildings and those who seek accommodations:

"If you put up a building for speculative purposes, you will look Old Calamity in the face if you skimp on the heating plant. And Old Calamity will be right at your heels festooned with crêpe every

WORCESTER, MASS.

ADVERTISING COMPARISONS

For First Six Months of 1920

GAZETTE - - 285,371 inches

Second paper.....269,051 inches
Third paper.....216,656 inches

The above is Week-day advertising. It includes everything from the smallest Want Ad to the largest Display.

The "GAZETTE" LEADS!

In DISPLAY advertising—six days against six—the "Gazette's" **LEAD** over the Telegram (morning) was 352,982 lines; **LEAD** over the Post (evening) was 508,256 lines.

And it is **DISPLAY** advertising that brings customers into Worcester stores to Buy Goods!

National Advertising

For first SIX MONTHS of 1920, the "Gazette" LEADS the Telegram (morning) 192,822 lines—and leads the Post (evening) 449,050 lines.

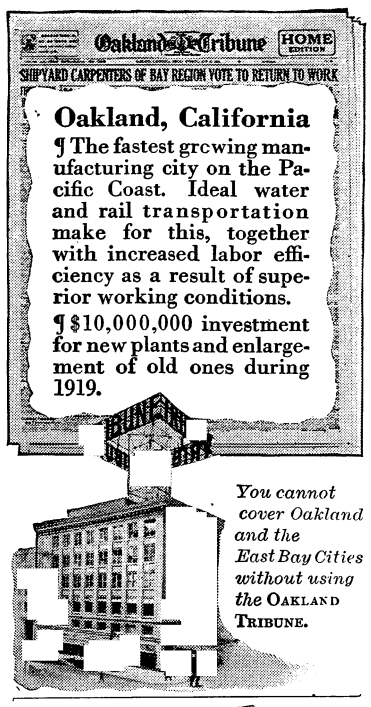
June Circulation 32,709 net press run

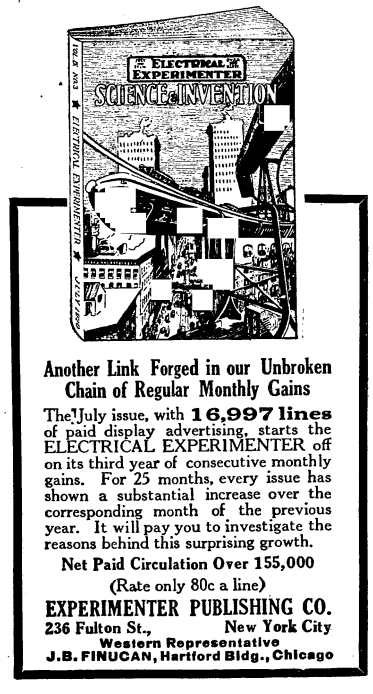
Almost wholly **CONCENTRATED** in Worcester's immediate trading zone!

Worcester Gazette

The Julius Mathews Special Agency
Boston——New York——Chicago

Digitized by Google





time you try to sell it. The men who *buy* buildings are not the boobs they used to be (note the language). More than that, old top, if that Kewanee boiler is in your new building, you will sell it ten times quicker." The text is quite lengthy but it all concerns New York and conditions here.

CAMPAIGNS BUILT TO ORDER

Take a candy product—Peters' chocolate; there are illustrations of busy New Yorkers at their desks, in suburban trains, at the ball game, nibbling this sweetmeat. And every line of the copy is written to fit the needs of Manhattan. "Starved, and too busy for lunch. Conference all morning—appointment all afternoon —no time for lunch." Father Knickerbocker grins sheepishly. He pleads guilty—that's him.

Reynier Glove advertising in New York deliberately flatters the vanity of the women of this city. "That last exquisite little touch characteristic of the well-groomed woman — gloves pleasing to the eye, soft and silky to the touch, finished in every detail; made within the atmosphere of Paris" (yes, New York wants things that are Parisian), "the wonderful city where artistic and economic images of minds the world over are gathered and combined to fashion beautiful creations for the use of cultured people. The discriminating tastes of the women of New York, and our experience, have contributed to these Reynier designs. Realizing that New York is rapidly taking its place beside Paris in fashion creation, we value suggestions as to color harmony and pattern to be embodied in future orders."

New Yorkers will smile approval at this sop to their inherent vanity—it's "good stuff."

Krystalak, which is a new dry skimmed-milk preparation, is just now bidding for New York favor. Here was a most difficult problem, for when it comes to foods or by-products of the table, the great city is peculiarly exacting, stubborn and perplexing. There is an impressive array of grocers,

Digitized by Google

"The way I figure it The Theatre Magazine ranks third. Congratulations!"

The business manager of one of to-day's leading magazines wrote this to the Publisher of the

Theatre Magazine

FOR pastime on a railroad journey he was figuring increases in advertising gained by prominent magazines. To my amazement he says, "I found eight out of fifty-eight publications showed better than 100% increase."

The increase shown by the Theatre Magazine is over two hundred per cent!

What does this mean? It means that progressive advertisers who want to address a purchasing public appreciate the fact that The Theatre Magazine is reaching an interested, cultured, acquisitive audience.

Advertising in The Theatre Magazine builds prestige and brings results. A campaign without it is incomplete.

Theatre Magazine

Louis Meyer } Publishers
Paul Meyer }

6 East 39th Street, New York, N. Y.

Digitized by Google

Among those Present—

DR. FRANK CRANE, "The Bunk About Wage Slaves." Freedom cannot be measured in terms of ham and eggs. Dr. Crane tells why the wage system is the most equitable system for the just arrangement of society.

IRVING T. BUSH writes about "High Costs and Invested Capital." He makes some rather startling statements concerning what the established business has gained by the rise in operating expenses since 1916.

W. R. HOTCHKIN continues his fascinating advertising adventures. Could pianos be sold in a dry goods store? The carping critics sniffed. But soon Wanamaker was selling a million dollars' worth a year!

EDWIN H. REIBER was originally a chemist. His doctor ordered him out of doors. So he turned to his hobby—the study of birds. How this hobby became a national business is told by Roland Cole.

for July

21 other "how" articles with unusual illustrations

Printers' Ink Monthly

Digitized by Google

big and little, who are not given to helping the manufacturer, whatever his product. The New York grocer, as a matter of fact, like the druggist, is the busiest merchant in the world. He is accustomed to having his sales made for him in advance and his day is timed off to fractions of seconds. Do not ask him to educate the friendly inclination, but he hasn't the time.

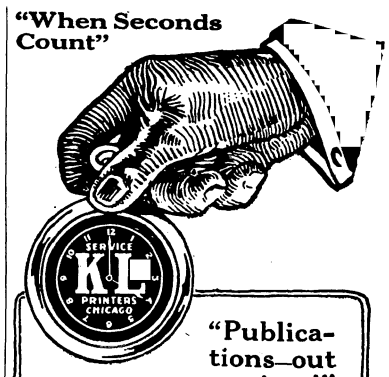
There has been a tendency, in food products, to give a list of local dealers handling the product. We have yet to find the man who will agree that New York reads these extended lists, and they are apt to be solid chunks of small type. Nor is the grocer himself flattered to any appreciable degree. Krystalak took no chances; it went in for very large space and then, just to clinch matters, had Dr. Harvey Wiley write out a little memo of dry milk recommendation. The body of the message speaks to women where there's a chink in the armor—milk shortage and the current high price of milk. New York understands *that*, all right!

"No need to worry now about failing milk deliveries — about mounting milk costs," is the very opening sentence. "The public has to pay for shipping tons and tons of water to New York every day (water is not present, of course, in Krystalak). The public must pay for having water hauled around in milk wagons to our doors. With labor, with shipping costs what they are to-day, no wonder fluid milk is costly."

If you would advertise your product in New York, have that which is really needed, to begin with, and discover some chatty, chummy, intimate line of approach in the advertising. Space is of secondary importance.

Poster Men Will Meet in St. Louis

The Poster Advertising Association of the United States is to hold its thirtieth annual convention at the Hotel Statler, St. Louis, July 13, 14 and 15. It is expected that five or six hundred poster advertising men and women, artists, solicitors, advertisers and others will be in attendance.



"Publications—out on time!"

We are doing it on 101 publications now. We can do it for you. Six solid floors of service, operating all day and all night. K-L's complete organization guarantees our promise to the second.

Kenfield - Leach Company
"Chicago's Leading Printers"
610 Federal Street, Chicago

Parcel Post Carrier

No more wasting time, paper and salaries.
Just drop your catalog or article into its container, and mail.
These Parcel Post Carriers made from light, medium and heavy weight boxboard with sure LOCK. No WRAPPING OR TYING necessary.
Ask for Samples and Prices
MADE ONLY BY
Chicago Carton Company
4433 Ogden Avenue CHICAGO — 516 Fifth Avenue NEW YORK

Digitized by Google

Knowing How Makes the Difference in Printing

Getting your advertising over is sometimes a matter of perfection in the execution of the printed matter you send out.

If it's color work, gold, embossing or steel die stamped work, you may have certainty of high quality to the last detail by making our plant a part of your service.

We know how to do the difficult things in a thoroughly craftsmanlike way, with results that will please you. Our prices are never excessive.

L. Kehlmann Company

Designing — Printing — Embossing

239 West 28th St., New York City

No. 2

Graffco TRADE MARK REG. U.S. PAT. OFF.

Clips

will save you a good deal of annoyance and some money.

for instance

when you put a Graffco Clip on a bunch of papers, whether it is one of 2 or 60 sheets, the clip is on to stay till purposely removed. It won't wiggle around and "shimmy" its way off but will hold the papers tightly with a safe, snug grip. No tearing, no mutilation.

Graffco Clips are made of rolled nickeled steel. They have a patent tongue with a permanent spring, so they can be used over and over again.

Send today for free samples and prices.

GEORGE B. GRAFF COMPANY

Mfrs. of Time-Saving Office Devices

18 Beacon St., Somerville, Boston 42, Mass.

Two New York Newspapers Increase Prices

On July 1 The New York *Evening Sun* and *Evening Telegram* raised their prices to three cents. Frank A. Munsey, owner of these newspapers, in announcing this change in price said:

"This new price finds no favor with me. I have steadily fought against it in spite of increase after increase and increase after increase in the price of print paper; have steadily fought against it in spite of increase after increase and increase after increase in the wage of our mechanical and distributing departments—increased prices, too, in all other departments and in every other respect.

"Because of this abnormal cost for materials and abnormal cost for labor, the cost of producing this newspaper has advanced to a point where we are compelled to increase its selling price.

"But this isn't all. A higher price for the materials entering into the production of a newspaper and a higher wage for labor used in its production are already scheduled and the end is not yet in sight. Indeed, if these hardy mounting costs don't become dizzy in the rarefied atmosphere of the upper ascent this new price of three cents will of necessity soon be a thing of history."

Penfields Buy "The World Salesman"

"The World Salesman," a monthly journal devoted to international trade, has been purchased by Roderic C. Penfield and R. Kynett Penfield, of New York, from its founder, Max Sherower.

This publication was established in 1917, and maintains its publication offices in Yokohama, Japan.

To Direct Advertising of New Automobile

D. K. Roberts, formerly with the Atlanta *Georgian* and *American*, has been made advertising manager of the Simms Motor Car Corporation, a new Atlanta company that is to make four-cylinder automobiles. He was formerly advertising manager of the New Orleans *States*.

Has Eureka Vacuum Cleaner Account

The advertising account of the Eureka Vacuum Cleaner Company, Detroit, has been put in the hands of Brooke, Smith & French, Inc., Detroit.

Rock Island Railroad With Martin V. Kelley

The advertising of the Chicago, Rock Island & Pacific Railroad will be handled by the Chicago office of The Martin V. Kelley Company.

Digitized by Google

Cut Down the Cost of Production

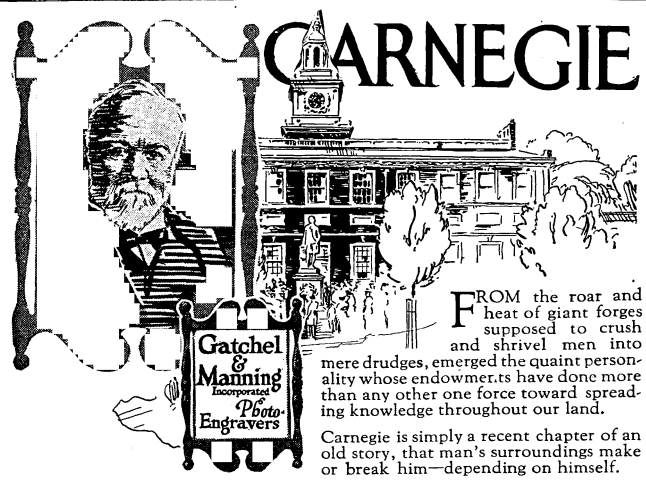
Gain speed, maintain quality and cut production costs by using

O'FLAHERTY'S
PEERLESS MATS

O'FLAHERTY'S PEERLESS MAT
REG. U.S. PAT. OFFICE

They can be sent as 1st class mail gaining one to three days over parcel post—they cost less than electros—and they produce work on a par with originals.

Made by O'FLAHERTY
225 West 39th St. New York



In Philadelphia stands a small building through whose doors have passed big people. In the passing of each is hidden a message for us.

Opposite Independence Hall

FROM the roar and heat of giant forges supposed to crush and shrivel men into mere drudges, emerged the quaint personality whose endowments have done more than any other one force toward spreading knowledge throughout our land.

Carnegie is simply a recent chapter of an old story, that man's surroundings make or break him—depending on himself.

In every line of human effort the details that go to make it, simple or complicated, determine success or failure—depending on how they are used.

GATCHEL & MANNING, INC.
C. A. STINSON, PRESIDENT
Photo-Engravers
PHILADELPHIA

Digitized by Google

IT is a pleasure for us to announce that FREDERICK W. HEGMAN has joined the staff of our Chicago Office.

STORY, BROOKS & FINLEY, *Inc.*

NEW YORK
Fifth Avenue Building

PHILADELPHIA
Colonial Trust Building

CHICAGO
Peoples Gas Building

Digitized by Google

The Letter-Writing Problems of Individuals in the Organization

Temperament a Factor in Choosing the Method of Approach by the Correspondence Supervisor

By J. T. Bartlett

THEY are usually called correspondence supervisors. The word "critic" has been used, too. Either name suggests mostly the editorial or censorship activities of the supervisor, and is somewhat inadequate.

Neither rings the bell as does sales manager, used in a different field, or baseball manager, applied to a wizard of dugout and diamond.

I shall not propose a substitute here, but I am going to relate some instances out of real life to show that correspondence supervisors do much more than systematize correspondence, teach stenographers to mind p's and q's, and wean dictators from obvious letter-writing faults, like stale openings and closes, "can" used for "may," and so on.

Not in these directions only does a supervisor do very valuable work. He can, should and does. Beyond them, however, comes larger, more significant, and certainly much more interesting, work with individuals. Here the special human problem involved governs the supervisor's tactics. The object is to make of a given individual, if such be possible, a good letter-writer.

Just as the sales manager studies the individual salesman, gauging strong points and weaknesses of character, and bases his management on this appraisal, coupled with sound knowledge of human nature, so the correspondence supervisor may study individuals, too. And on the keenness of his analysis and the tact and skill with which the process of training is pursued depends ultimate success.

Concerns with goods to sell long ago learned to look at home for the raw material of clever salesmen. The "office boys" who have become valued salesmen are legion; so also the men who have been transferred from shop to road and made good. Raw material, in the case of the salesmen, is a flower indigenous to no particular soil or clime, and the future sales star is sometimes already on the pay-roll.

A second realization business will come to, is that the raw material of good letter-writers is also right within the organization. One of the functions of the correspondence supervisor will be to discover this talent, hiding under a bushel, develop it, and start it to earning letter-writing dividends for the firm.

In working on such human problems, the correspondence supervisor both trains and manages. He becomes much more than a person who can write an exceptional letter himself, and can instantly spot a weakness in another's letter. He becomes a man who can handle others to bring out the best in them.

A PESSIMISTIC DEPARTMENT HEAD

To expect letter-writing aptitude to mature without assistance is as unreasonable as to argue the futility of training and coaching for the cub salesman. The fact is that in innumerable cases the supervision is indispensable.

Take the case of a certain department head in a Massachusetts concern.

Whether they are just born that way, or succumb to a succession of life's burdens, doesn't particularly matter, but they exist in business—the pessimists and the grouches. This man was one. The supervisor interested—a woman, by the way, Alice A. Kretschmar—got acquainted with this man first from carbons of his letters, sent her along with others. She exam-

Digitized by Google

ined his letters for several weeks before the first interview. "Grouch" was written all over them. They were so irritating and antagonistic that Miss Kretschmar, who is not easily upset, believes she would have "talked back" had she not been considering them in the abstract.

This man's letters contained most of the letter-writing faults a supervisor looks for as a matter of course in untrained correspondents, but the glaring defect was the spirit in which they were written.

The first interview corroborated the impression of the letters. This man, "to hear him talk," had the toughest and most discouraging job in the organization. You couldn't give some folks an inch or they would take a mile, he declared, and his letters had to be written on that basis. He told Miss Kretschmar candidly that she had "absolutely no conception of the situation."

The supervisor listened patiently until the whole story was out. Then, like a good salesman, she came back hard. She insisted that in spite of all this her original suggestions held good.

The "grouchy" department head wouldn't admit it.

The man's attitude was such that actual letters and mistakes made soon became a minor feature of the weekly interview. In fact, his carbons stopped reaching Miss Kretschmar, "because," he told her, "his private stenographer had forgotten to make them."

Right here the supervisor took account of stock. Here was a correspondent whose letters were daily hurting the company, yet who, outwardly, was impervious to suggestion. He refused to be shown. His apparent unwillingness to co-operate was reflected in the failure of his stenographer to supply carbons.

Like a good salesman, the correspondence supervisor will persist just as long as there is a bare chance. Miss Kretschmar knew that this man always kept his appointments with her, although others in his department often did not, owing to an unusually busy season. This indicated that he had more interest than he was willing to admit. She determined that just as long as she had the opportunity to, she would talk about letter principles to this man, with especial reference to his own letter shortcomings.

She made no comment on the absence of his carbons, but instead, each week, having listened patiently to his pessimistic, destructive ideas, replied with optimism. She talked about spirit in letters, and other fundamentals of the good business letter. She tried to sell him on the broad idea. She managed it that he left her each week in a pleasanter frame of mind than when he entered. She diligently sowed seed, confident if she could have contact with that individual long enough, some of it would take root.

HELPED IN SPITE OF HIMSELF

Now for the sequel. This department head "saw to it" himself one day that the supervisor had some of his letters to look over. He tendered them non-committally, but to the supervisor it was a hopeful sign, as it always is when a correspondent voluntarily offers letters for examination. Nevertheless, she was hardly prepared for the transformation in them. The change was almost all that she could desire; it was far beyond her wildest hope. One after another of the supervisor's suggestions had been faithfully incorporated in the letters. Moreover, the man really had caught the spirit she wanted him to, and the absence of which formerly had been the most important defect. He was writing good business letters.

There was an interesting twist to the climax of this incident. When Miss Kretschmar complimented him on the letters, expressing her delight, he declared firmly, "I've always written letters that way!" Moreover, he stuck to that statement.

Narrating the story to me, Miss Kretschmar remarked, "The result was attained, and that was

Digitized by Google

SOLID reader value is what an advertiser obtains by using The Churchman.

This does not require proof or lengthy explanation. The character of the paper itself is the advertiser's guarantee. Where else may be found a medium that goes exclusively before the well-to-do membership of the Episcopal Church?

The advertiser may search far without finding a periodical that enjoys to such marked degree the confidence of its readers. After 115 years of leadership in its field the position of The Churchman is assured.

The far-sighted advertiser, wishing to secure a stable market for his merchandise, will not overlook the opportunity The Churchman offers.

THE CHVRCHMAN

Churchman Co., Publishers

381 FOURTH AVENUE, NEW YORK

Digitized by Google

Machinery Advertising Manager

A rapidly growing publishing organization has an unusual opening on one of its publications for a man possessing the necessary qualification.

Experience in the machinery or electrical fields essential.

This job requires that a man first be able to personally line up big business with a view of laying the foundation for an organization of live-wire salesmen.

The immediate salary will be determined by the applicant's present earning power. There is no reasonable limit to the income which the right man can develop.

Address O. J., Box 46, care of Printers' Ink.

Digitized by Google

what I wanted. I didn't care who got the credit."

Nearly every man who manages others appreciates the tremendous value of encouragement furnished at the psychological moment. Some men are self-equipped in this particular. Always they can seem to spur themselves on over obstacles. Many others cannot. With these latter, encouragement applied as needed will often buck them up when on the point of letting go.

The supervisor with Wilson & Co., Chicago, R. B. Newton, reduces what is involved in correspondence supervision to a nutshell of a few words. The basis, he says, is natural ability, plus a willingness to be shown.

The supervisor's job is to nurse the willingness to be shown, and to prescribe and administer the necessary diet of encouragement and direction.

Mr. Newton includes encouragement as a principal requisite in the work. I think all other supervisors will agree with him. Men aren't made into good letter-writers in a jiffy, by some magical process. There is sweat and hard work involved, and often a long pull.

Even where the supervisor has the respect and co-operation of the dictator, the working out of the human problem may be long. If it is, encouragement used at the right times and in the right way, it can be certain, will be prominently employed. It was so with a promising young fellow R. B. Newton tells about. This young fellow was not merely willing, he was eager. Incidentally, says Mr. Newton, the dictator who is too willing, or rather takes too literally the supervisor's suggestions, is as distinct a type as the man who has mumbled the same old letter phrases for so many years that he is afraid of his own voice when using new words and expressions.

"In this connection," Mr. Newton told the writer, "I recall particularly a young fellow who had more ideas in a minute than most folks have in a week. He fairly

$15,000 POSITION WITH EXPORT PUBLICATION

1. Have you had 10 years or more experience in foreign merchandising?

2. Does your foreign advertising experience cover a period of 5 years or more?

3. Have you traveled at least 50% of the countries of the world?

4. Have you a total foreign sales record of not less than $10,000,000?

5. Have you ever made world market surveys?

6. Are you a good executive, correspondent and student of world's trade economics?

7. State education, age, nationality and reference.

The IMPORTERS GUIDE has been published for over 16 years, and has a combined world-wide foreign merchant circulation of over 83,000. It numbers among its advertisers many of the largest American manufacturers.

Answer in detail **in writing only.** On receipt of your communication if you qualify, a conference will be arranged at once.

J. E. SITTERLEY
Publisher
IMPORTERS GUIDE
47 Broadway, New York

Digitized by Google

I Want to Place This Man

I am very anxious to place a former member of my agency—an able executive, keen business analyst, brilliant in sales promotion. He can plan a campaign or write good copy. Knows art, the mechanics of advertising, media, etc. He is successful in managing accounts. A pleasing personality coupled with experience and knowledge, make him particularly valuable, in an agency or as an advertising manager.

Salary is a *minor* consideration!

NOTE: Last winter this man became seriously ill. It was impossible to await his recovery. Now that he is back in harness I am unable to make a suitable opening in my own organization without displacing someone else. That is why I feel it incumbent upon me to find a place for him, suitable to his attainments and ability. May I give you his name?

Address, in confidence, "W. E.," Box 49, care of Printers' Ink.

radiated personality. When it came to writing letters, however, he fell down utterly.

"His letters were lifeless, so devoid of personality that they might have been anyone's letters. A suggestion concerning personality brought forth a gem of a composition, but hardly a letter to take a chance on. 'Cut it down' meant to him clipping to the bone, with perhaps a chip or two off the bone. 'Tone' produced letters much too tony, and with a suggestion of moderation he fell back into drabness."

Early results were repeatedly discouraging, and of a kind that has spelled disaster in many an individual's attempt at self-improvement. Mr. Newton worked with this man over a period of months before he got results. He kept the young fellow interested, and bolstered up his confidence.

Finally the supervisor did get results. The man learned how to write letters that contained personality, besides the other necessary qualities of a good business letter. Mr. Newton tells me that this man's weekly salary to-day, based on the kind of letters he learned to write, is comfortably on the right side of three figures.

MENTAL OBSTACLES TO GOOD LETTERS

Alice A. Kretschmar tells of a correspondent who, having considered a given letter carefully in a classroom fashion, could skilfully pick out the faults in it. Nevertheless, he wrote very poor letters himself. Studying this man, she located the difficulty. He had a mind which worked slowly, not quickly enough for ordinary dictation. She went over his letters with him, asking him questions about the subject of a particular communication. His answers brought out the fact that much that he should have written he hadn't.

The line of attack with such men, who can think clearly, yet never have learned to transmit their thought adequately to paper, is to lead them to realize that their thought, no matter how good, will not redound to the benefit of

Digitized by Google

Announcing - - -

THE REORGANIZATION, EXPANSION AND CHANGE OF CORPORATE NAME OF

CAPEHART'S MAIKNOWN METHODS, INC.

ADVERTISING AGENTS (ESTABLISHED YEARS AGO) WHICH WILL HEREAFTER BE KNOWN AS

Capehart-Carey Corporation

WITH OFFICERS AS FOLLOWS

CHAS. CAPEHART, PRESIDENT
JOHN J. CAREY, VICE-PRESIDENT
C. H. FREUDENTHAL, TREASURER
P. H. ALCOCK, SECRETARY

THE EXECUTIVE OFFICES WILL REMAIN AT TIMES BUILDING, NEW YORK

THE NEW CORPORATION RETAINS ALL BUSINESS HERETOFORE HANDLED BY ITS PREDECESSOR AND HAS ADDED A NUMBER OF NATIONAL ACCOUNTS WHICH WILL BE TAKEN CARE OF BY A COMPETENT EXECUTIVE STAFF OF ABLE ASSISTANTS ALL WELL VERSED IN THE ADVERTISING PROFESSION AND FAVORABLY KNOWN TO THE ADVERTISING WORLD

CAPEHART-CAREY CORPORATION

New York
July First
1 9 2 0

Digitized by Google

Effective House Organ Publicity Without Cost

One of the most successful dealer house organs in the country—judged from the standpoint of good-will value created—practically pays its own way through the direct order-by-mail business it brings. The publisher—one of the largest national advertisers—considers it his most powerful publicity medium.

The editor of this trade magazine—who is not only a writer but a trained merchandiser, experienced in advertising and sales promotion work—could handle the editorial work and publication details of one or two more trade house organs on a moderate fee basis.

Address B. C., Box 47, care of Printers' Ink.

Classified Advertising Manager

A high grade classified advertising manager and executive is wanted, one who can assume active direction of a large classified advertising department on newspaper in a city with a million people. Unusual opportunities for the right man. Must be a business getter and be able to handle and direct men. Write giving references and former connections. Address W. K., Box 45, c/o Printers' Ink.

themselves and the company unless they are able to transmit it to others. The problem of good letters in this case is not primarily one of the observance or otherwise of simple rules of style, but the attacking of a bad mental letter habit.

There are undoubtedly many thousands of business letter writers who write poor letters mainly because they do not concentrate sufficiently, and attempt to write at too great a speed.

The variations in individual letter-writing problems are almost infinite. Some of the very real and damaging obstacles of dictators seem ridiculously simple when written down. There are men, for example, for whom it is almost painful to formulate thought aloud. A situation in which the removal of this difficulty would solve for a particular dictator the problem of good letters is easily conceivable.

One supervisor urges self-conscious dictators to close their bedroom door at night, and dictate letters to themselves in the mirror.

Experiences with resentful dictators who do not take kindly to suggestions are common at this stage of correspondence supervision. Probably they will always arise to test the supervisor's tact and strategy.

Early in the supervisory experience of H. N. Rasely, now secretary of the Better Letters Association, he had a difference with a man who balked at supervision. This dictator was a graduate of Yale, and had had business experience in addition. He was slow to acknowledge that he could be helped. It possibly wasn't strange. The average college graduate is going to take the position that he knows how to write a letter. At one point Rasely had "to deal rather severely" with the college man.

The situation may have looked ominous, but Rasely was able to work it out skilfully for large ends. Several years later there came an interesting sequel. Ill-health had thrown the dictator man out of work. He was getting

Digitized by Google

A New Advertising Agency

An advertising agency that believes its true function is the development of advertising accounts rather than the handling of accounts already developed.

An advertising agency that will hold sacred the standard of ethics and practice approved by the best opinion of the advertising fraternity.

An advertising agency that welcomes a thorough investigation of its character, ability, integrity and the records of its members.

An advertising agency that offers its cooperation to publishers, advertisers, other advertising agencies and allied advertising interests in every way to further the best interests of advertising.

An advertising agency that starts its career with the following evidence of good will to its personnel:

(*Extracts from letter from Ruthrauff & Ryan.*)

"A great many people are going to wish you well, but nobody will be more genuinely pleased than we to see the new firm succeed in a big way.

"Nor have we any doubt that it will. You certainly have a fine sense for news in advertising, and your apprenticeship has been long and grinding.

"One stumbling block you may meet in the beginning. Since among your accounts are some that we formerly handled, it may appear that you have done what some other agency men have done in the past—taken advantage of your employment with us to take away accounts.

"But we will tell anyone interested, that it was your original intention to start from "scratch"—that you scrupulously refrained from even telling any of our clients that you were forming an agency, and that such clients as you have that were formerly ours, were turned over to you spontaneously by us—with their consent, of course.

"As I told you, refer anybody and everybody to us. You may rest assured that we will tell them in what high esteem we hold you both."

A new advertising agency—fifteen years old in experience

SACKHEIM & SCHERMAN *Advertising*
44 EAST TWENTY THIRD STREET NEW YORK

Digitized by Google

NEW ENGLAND!

The Nation's Work Shop

Here are high-priced skilled workmen.
Here are well-paid salaried men.
Here are prosperous manufacturers.
Here are the people with the greatest savings bank account per capita of any section of the country.

*The Home Daily Newspapers

will win this great market for you.

"I am going to say, in a broad and general way, that the brain of man, down to this day of submarines and ad clubs, has not conjured forth another all-round medium that equals the daily newspaper. To argue this question would be as futile as to dispute with a man who claims there are icebergs in hell!"—*Bert Moses.*

IT IS THE IDEAL TERRITORY

1. Cities close together—no long jumps for salesmen. It is only 12 hours from Bangor, Maine, to Bridgeport, Connecticut—from farthest North to farthest South.

2. Good jobbing houses. Distribution easy and accounts absolutely safe. The jobber and dealer appreciate advertised goods.

3. Results can be accurately traced. The value of the advertising Copy and Selling Plan can be determined absolutely. A trial proves your theory to be right or wrong.

Fifteen Star New England Dailies

SPRINGFIELD, MASS., UNION
Daily Circulation 49,692 A. B. C.
Population 129,338, with suburbs 425,000

TAUNTON, MASS. DAILY GAZETTE
Daily Circulation 7,909 A. B. C.
Population 38,000, with suburbs 53,000

WORCESTER, MASS., GAZETTE
Daily Cir. Six Mos. 30,155; Mar. 31,783
Population 190,000, with suburbs 250,000

PAWTUCKET, R. I., TIMES
Net Paid Circulation 23,369 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT. POST-TELEGRAM
Daily Circulation 46,730 P. O.
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER
Daily and Sunday Cir. 28,334 P. O.
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)
Daily Cir. over 10,647 A. B. C.—3c copy
Population 25,688, with suburbs 60,000

WATERBURY, CT., REPUBLICAN
Daily 10,992 A.B.C.; Sun. 11,425 A.B.C.
Population 91,410, with suburbs 100,000

PORTLAND, ME., EXPRESS
Daily Circulation 24,300
Population 69,169, with suburbs 75,000

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,552 A. B. C.
Population 22,000, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER
Daily Circulation 25,375 A. B. C.
Population 78,200, with suburbs 150,000

FITCHBURG, MASS., SENTINEL
Net Paid Circulation now 9,000
Population 41,013, with suburbs 150,000

LOWELL, MASS. COURIER-CITIZEN
Daily Circulation 16,975 P. O.
Population 114,366, with suburbs 150,000

LYNN, MASS., ITEM
Daily Circulation 15,504 P. O.
Population 89,336, with suburbs 100,000

SALEM, MASS., NEWS
Daily Circulation, 18,811 P. O.
Population 43,697, with suburbs 150,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

*15 Star home dailies.

Digitized by Google

on his feet again, and was looking for a position. He applied for a place by letter—the answered advertisement, by the way, was in PRINTERS' INK—and landed it, as advertising manager of a very prominent firm. Moreover, he was told, his good letter of application had won him the place he sought.

Right then this man sat down and wrote H. N. Rasely a page and a half letter, and thanked him for his help while a Norton company employee. Rasely had made him realize fundamental letter principles, and taught him the great business importance of the message framed just right, and he wanted to express his appreciation.

The man who thinks he can write a good business letter when he cannot—there are thousands and thousands of such in American business, blithely getting inadequate results or actually hurting their companies—is reason enough alone for the correspondence supervisor.

Men of education often are in this class. They have learned to compose a letter in school or college, but they have never studied the business letter as it must be approached, from the point of view of effect on recipient. Another member of this group is the old employee who has dictated letters for years, is "set in his ways," and believes among other things that he can write a letter good enough for anybody.

These with others are testimony to the fact that letter-writers left to themselves are not going to develop letter ability except in the isolated case. The proved ability of the supervisor to make good letter-writers out of men such as these, cleverly adapting his methods to the particular individual, is one reason why the supervision system is with American business to stay.

Joins Greig & Bloeser

Miss Viola Huster, recently with the Chicago *Tribune*, has joined the staff of the Greig & Bloeser Advertising Agency.

PORTLAND at a GLANCE

—the largest city in Maine.

—the jobbing center.

—the wholesale center. More than 100 wholesale and distributing firms located here and in the suburbs.

PORTLAND MAINE

—the financial center. Here are the greatest financial activities in the State.

—the social and the political center. Here are staged the styles and things political that have much to do with Maine's social and political events.

The EVENING EXPRESS

The only afternoon newspaper published in Portland. The recognized leader of Portland Journalism. In news, influence and advertising—The Express Leads.

The Julius Mathews Special Agency
Boston——New York——Chicago

BRIDGEPORT Connecticut

A city every advertiser should have on his list.

POST Evening **TELEGRAM** Morning

Two papers it will profit every advertiser to have on his list.

I. A. KLEIN
254 Metropolitan Tower
New York, N. Y.

JOHN GLASS
Peoples Gas Bldg.
Chicago, Ill.

Digitized by Google

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 1bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year. $1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, $100; half page, $50; quarter page, $25; one inch, minimum $7.70. Classified 55 cents a line, Minimum order $2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:
C. P. Russell — Albert E. Haase
Roland Cole — C. H. Claudy

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, July 8, 1920.

Railroad Advertising and Morale

There is probably no more important by-product of advertising than the morale of the men who work in plants where advertised products are made.

To know that one's effort has gone into a commodity which is advertised to millions of people surely gives the workman a sense of pride in craftsmanship which is not known in the factory turning out an unbranded, unnamed product, like the mule without pride of ancestry or hope of posterity.

In no other industry is this fact shown so conclusively as in the railroad business.

"The effects of physical neglect and waste can be remedied; the shortage of power and equipment can be made up, and financial credit through industry, economy and tireless energy can be gradually restored. But there is no alchemy in legislative enactments nor in higher rates that can restore broken morale or gather the grapes of content in a disloyal freight yard."

Mr. Slason Thompson, in the Railway Bulletin, thus deplores the loss of an asset which the railroads had before they were taken over by the Government, but which has not been returned, namely, the loyalty and morale of the personnel to its employment.

While a great deal of this lack of morale may be due to the confusion and inefficiency of Government operation during the war, and to the world-wide labor unrest, is it not also due to some extent to the lack of competition, and the absence of railroad advertising?

Co-ordination, co-operation, consolidation and the other advantages of Government ownership so widely heralded would never have given us the "Twentieth Century," the "Dixie Flyer," the "Wolverine," or other trains made famous through competition and consistent paid national advertising. The man who works for a great Government-owned impersonal railroad monopoly, it is safe to say, will never have the same pride in craft as the engineer of the "Overland Limited." Nor will Government track hands, conductors and switchmen have the pride of the men who work for the road over whose destiny the spotless and sprightly Phoebe Snow presides.

Private ownership of the railroads is making a strong effort to drag the wreck up the hill again, and it is undoubtedly a slow and hard job.

One of the hardest things to solve is the question of morale, which under competition and private ownership was the driving

Digitized by Google

force that made the past success and glory of the American railway system.

In considering whether or not they should immediately embark upon large advertising campaigns, the old owners of the railroads who are just now taking up the reins of control should consider seriously the question of morale and personnel.

There is nothing which is more important or which can be so strongly influenced by the right kind of national advertising both to the public and for selling fundamental business truths and economic laws to the men themselves.

Advertising can do a whole lot more for the railroads now than it ever did in the past. In talking over the size of the advertising appropriation, heads of the great railway systems of America would do well to look beyond the mere question of immediate rate increases or dividend payments and consider this intangible but tremendously important quality known as morale.

There is nothing that will respond so quickly or so well to the force of well thought out, well-planned advertising.

The Little Fellow's Chance

The frequent refusal of the oversold manufacturer to prepare his market for the time when he will not be oversold is one of the principal reasons for the elimination of small companies under highly competitive conditions.

During times of great general prosperity or when a new industry is expanding more rapidly than its producing capacity, there is a tendency for many manufacturers to decry the necessity for market development. "It takes all our energy to fill orders," they declare. "Why waste time and money in advertising for business that we cannot care for after we get it?"

But later, when these men do want business and are then prepared to advertise for it, they often find that it is too late. In the natural contraction that inevitably follows an over-expanded industry, a number of concerns are usually eliminated. Generally it is those organizations that were so busy filling orders that they did not have time to prepare for the future. Then instead of blaming themselves for their lack of vision, they console themselves by wailing, "there is no chance for the small fellow to-day."

In a recent statement, S. M. How, general sales manager of the Haynes Automobile Company, bursts the sob of the defeated little fellow. The motor-car business has been passing through a long period of almost continuous prosperity. The demand for cars has nearly always outstripped the supply.

In anticipating what the future of the industry will be, Mr. How draws his conclusions from what happened in other fields. In the first flush of its success, many new concerns come into every popular industry. After the first boom subsides, a process of elimination takes place, with the result that the business is concentrated among a comparatively few strong houses. It is the public alone that is responsible for this, suggests Mr. How. It invariably gives its patronage to those concerns that retain its good will. The organizations that are surviving to-day in every old industry are there because they have demonstrated, through service, their fitness to survive. "The many other concerns which had equal opportunities at the start," concludes the general sales manager of the Haynes company, "failed to compete because they did not build for permanence, nor did they prepare for that inevitable time when supply meets demand and the process of elimination follows."

It is always that way. A few months ago many men in the textile business would have laughed you to scorn if you suggested the advisability of building for the future. "We're hopelessly oversold," would have been their retort. To-day they are begging for orders. Here as elsewhere those concerns that will be eliminated, whether big or little, are

Digitized by Google

those that were the most indifferent to the value of market insurance.

The Correct Department for the Product

Time and again well-planned advertising campaigns have almost gone to smash on the rocks of overlooked details in the merchandising scheme. One of these small, yet important, factors is that of getting merchandise displayed in the proper department of the retail store. It is wholly possible that the entire success of a campaign will depend on this single selling angle. W. B. Simmons, president of the Futurist Company, of Chicago, whose merchandising story was told in the June 17 issue of PRINTERS' INK, is a firm believer in the necessity of watching this closely. When he was taking the very first orders for "Athleetas," as the underwear was then known, it was stipulated that they were to be put in the knit underwear department rather than with the lingerie. The reason was that amid the lingerie it might be lost. Or, at any rate, it would be but one of many garments of that type. With the knit wear, however, it has a forceful individuality and gives the Futurist a much broader market.

No doubt not a few manufacturers would find upon investigation that lagging sales in certain stores are the result of some such experience as that had by the Corning Glass Works, makers of Pyrex ware. Here was a line of cooking utensils which, although heavily advertised and capable of filling a definite need, failed to respond in a satisfactory way to the urge of a strong sales and publicity campaign. Yet the product itself was right, there was a real demand for it and the advertising was well planned.

For some time sales went along in a desultory fashion. Something was wrong somewhere. It was only when an investigation into the buying habits of the housewife was begun that the cause of the trouble began to show itself. Then the entire problem was found to be merely a misunderstanding as to the correct department and store in which such products as Pyrex ware should be sold. Pyrex ware, it should be stated, looks something like glassware. In use, however, it is not. Rather, it is in the same class as aluminum or porcelain cooking utensils, and for that reason should be sold in the same place as such ware.

Naturally, when a housewife wanted to purchase Pyrex ware she expected to see it on display in the same place as the other cooking utensils. Due to the incorrect ideas existing relative to the nature of the article, however, it was to be found in most cases only in crockery stores or the glassware section of department stores. When this condition was corrected by having the ware placed where women, through force of habit, expected to see it, everything went smoothly.

And there is another angle to this proposition. Quite often it is possible to increase sales by getting the product displayed in more than one department. For example, paint is called for not only at the hardware counter but also in the housefurnishings division. Or Mr. Suburbanite, when purchasing some seeds or agricultural implements for his garden, might also be reminded of his need for a can of paint should he see it on display at the time. Or the enthusiastic camper is likely to recall that his canoe can stand a painting when buying paddles.

Some retailers are going to great lengths in grouping merchandise so that the sale of one article suggests another displayed close by. This movement can be turned into good account by the manufacturer. Of course, unless watched, it is also likely to harm others, should it result in taking out an article from its correct department. This can be controlled, however. The main point is to see that the product is placed where consumers usually look for such articles.

J. J. Finlay, formerly with the copy department of the Erwin Wasey & Co., Inc., of Chicago, is now with Stavrum & Shafer, Inc., of the same city.

Digitized by Google

LIFE { Gee. Bee. Are. 1908–July–1920

In July 1908 we said "Watch LIFE."

The month of July just closed shows the largest record of advertising of <u>any</u> month in LIFE'S entire history.

We repeat in July 1920—Please watch LIFE.

The advertiser is protected by our policy of limited size publication—52 pages total.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York.
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago.

Digitized by Google

George Creel

and every other publicity man knows that millions of dollars are wasted annually because copy—good copy—the best that money can buy is not intelligently **placed.**

And you know, too, that most of the splendid ads prepared by expert writers and illustrated by skilled artists are

All Wasted—All Lost

on millions of readers who might see and read them if they were more scientifically displayed.

Some of your money is going this way unless you learn how to insure the greatest possible advantage in the position you select for the message you would give the reader.

Save Cost and Increase Returns

The editor of one of our National Monthly Magazines has devised a system of publicity service that will yield a greater return on your present appropriation, thus saving the cost represented by waste. He has written a little book in which he shows how the system can be applied. The edition is limited to 800 copies.

A copy will be sent without cost to the advertising manager of any firm whose advertising appears in any of the National Monthlies or Weeklies. But hurry—before the edition runs out. Simply write

F. W. HARVEY, JR.
180 North Wabash Avenue
Chicago, Ill.

Digitized by Google

JULY MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES
(Exclusive of publishers' own advertising)

Standard Size

	Pages	Lines
Review of Reviews	117	26,208
World's Work	117	26,208
Harper's Magazine	102	22,992
Scribner's Magazine	85	19,214
Atlantic Monthly	83	18,655
Century	55	12,460
St. Nicholas	32	7,312
Munsey's	30	6,720
†Wide World	19	4,312
Bookman	15	3,353
*Current Opinion	11	2,464

*Reverted to standard size.
†July-August issue.

Flat Size

	Columns	Lines
American Magazine	373	53,385
Red Book	255	36,561
Cosmopolitan	249	35,649
Sunset	172	24,790
McClure's	129	21,983
Physical Culture	146	21,002
American Boy	99	19,888
Photoplay	133	19,160
Hearst's	104	17,685
Boys' Life	78	13,410
Success	82	11,731
Everybody's	76	10,950
Boys' Magazine	36	6,143
*Metropolitan	..	.....

*July issue omitted.

WOMEN'S MAGAZINES
(Exclusive of publishers' own advertising)

	Columns	Lines
Ladies' Home Journal	406	81,293
Vogue	523	81,215
†Pictorial Review	281	56,320
Harper's Bazar	242	40,679
Woman's Home Companion	190	38,100
Fashion Art	129	21,707
Holland's	114	21,604
McCall's	105	21,078
†People's Home Journal	93	18,600
Modern Priscilla	78	13,295
Mother's Magazine	60	10,370
‡Today's Housewife	44	8,936
People's Popular Monthly	43	8,278
Green Book	56	8,061
Needlecraft	34	6,426
*Delineator	..	.....

In moving CURRENT OPINION to its own building there is a reflection of the new publishers' faith in the potential growth and strength of this magazine.

The new building, larger than its present needs require, represents the publishers' confidence in the worth of CURRENT OPINION as a reader publication and the consequently increasing importance it will assume as an advertiser's publication.

CURRENT OPINION BUILDING
48-50 WEST 47TH STREET
NEW YORK CITY

Digitized by Google

NEW HAVEN - CONNECTICUT

Population

162,390

(1920 Census)

And very few cities in the United States with so large a population are so thoroughly covered by ONE PAPER as

NEW HAVEN

Connecticut's Largest City is Covered by the

REGISTER

The recognized leading paper; circulation nearly as large as any TWO other New Haven papers COMBINED; many thousands larger than the nearest paper. Leads in prestige and influence; leads in every class of advertising, whether Display or Classified, whether Local or National.

For the entire year of 1919 the "Register" carried over FIVE MILLION MORE lines of advertising than the next nearest paper.

New Haven Register

The Julius Mathews Special Agency
Boston——New York——Chicago

	Columns	Lines
*Designer & Woman's Magazine	..	.....
*Good Housekeeping	..	.....

*June issue omitted. ‡June-July issue. †July-August issue.

MONTHLY MAGAZINES CARRYING GENERAL AND CLASS ADVERTISING

(Exclusive of publishers' own advertising)

	Columns	Lines
Motor	567	95,256
Motor Life	503	79,474
System	356	50,960
Vanity Fair	258	40,910
Country Life	238	39,984
Popular Mechanics (pages)	168	37,632
House & Garden	177	28,078
Arts & Decoration	164	27,958
Popular Science Monthly	169	25,736
Field & Stream	172	24,695
Electrical Experimenter	121	17,857
Motion Picture Magazine	124	17,782
Outers'-Recreation	115	16,522
Theatre	94	15,792
House Beautiful	92	14,198
National Sportsman	95	13,585
Outing	91	13,079
Outdoor Life	76	10,869
Forest & Stream	68	9,736
‡Illustrated World (pages)	41	9,304
Asia	67	9,246
Association Men	65	9,170
†Rotarian	54	8,011
*International Studio	48	6,790
Extension Magazine	34	5,610

*June issue. †New page size. ‡July-August issue.

VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

(Exclusive of publishers' own advertising)

	Columns	Lines
MacLean's (2 June)	360	63,144
Canadian Home Journal	112	22,538
Western Home Monthly (June)	123	22,140
Canadian Courier (2 June)	119	21,674
Everywoman's World	101	20,316
Canadian Magazine (pages)	65	14,672

VOLUME OF ADVERTISING IN JUNE WEEKLIES

(Exclusive of publishers' own advertising)

June 1-7	Columns	Lines
Saturday Evening Post	463	78,709

Digitized by Google

"WE are very much pleased with the results we have received from advertising in your publication. Although the main purpose of our advertising is to increase the demand on dealers, yet every advertisement in your publication has brought us more orders from individual purchasers in total amount than the cost of the the advertisement."

Taken from a letter recently received from a National Advertiser.

The following table of contents for July shows why Physical Culture holds the interest of its more than 200,000 readers.

Table of Contents—July Physical Culture

Bernarr Macfadden's Viewpoint
The Cure of Suicidal Mania ..... Dr. Frank Crane
From Cripple to Athlete—Senator Fernald's Story..... Richard M. Winans
Don't Be Skinny!..... H. B. Galatian, M.D.
The Regeneration of a "Big Slob"..... Juan Melendez Orcasitas
Who's the Strongest Man?..... Alan Calvert
The "Inside of Sleeping 'Outside'"..... Rufus W. Gaynor
The Soul's Crucible..... Helen A. Wattles
Owning Our Bodies..... Bernarr Macfadden
Physical Culture Pictorial
How to Eat Vitamines..... Alfred W. McCann
Dust Out Your Lungs..... Edwin F. Bowers, M.D.
A Mother's "Keep Fit" Program..... Margaret Louise Keenan
How to Make Whole Wheat Bread..... Milo Hastings
Motherhood Among the Eskimo..... Helen Cadzow
The Fun of Learning to Swim..... L. deB. Handley
Physique Pictorial
A Business Girl in Honolulu..... Rose Heather
What Would You Do in This Case?..... Carl Easton Williams
The Desk Worker's Efficiency Problem—My Solution... Hamilton M. Laing
A Girl's Fight for Happiness..... G. E. F.

I Thought I Had a Liver
Love Finds a Way
A Teacher's Message to Teachers
What Kind of an Old Age Are You Preparing For?
High Heels and Low Vitality
A Forum for Physical Culture Girls
Questions from Health Seekers
Editorials By Our Readers
Reading as a Brain Developer
Summer Drinks That Are Nourishing
$3,000 for the Best Novel
Living the Physical Culture Life

PHYSICAL CULTURE

"The Magazine That Makes Good on Keyed Advertising"

119 West Fortieth Street, New York City

O. J. ELDER, Business Manager

Sam. M. White, Advertising Manager

Western Representative
CHARLES H. SHATTUCK
770 Peoples Gas Bldg., Chicago, Ill.

New England Representative
METZ B. HAYES
Little Building, Boston, Mass.

Digitized by Google

	Columns	Lines
Literary Digest	276	41,968
Town & Country	176	29,675
Collier's	145	24,792
Life	74	10,400
Outlook	61	9,099
Leslie's	53	9,094
Christian Herald	45	7,810
Scientific American	42	7,217
Independent	46	6,644
Youth's Companion	21	4,222
American Legion	17	2,510
Churchman	14	2,018
Nation	14	2,017
Judge	13	1,824

June 8-14

Saturday Evening Post	473	80,552
Literary Digest	299	45,451
Town & Country	211	35,546
Collier's	136	23,292
Forbes	65	11,208
Outlook	57	8,452
Scientific American	46	7,977
Life	52	7,312
Leslie's	40	6,958
Christian Herald	37	6,318
American Legion	28	4,109
Independent	28	4,053
Youth's Companion	13	2,600
Judge	16	2,240
Churchman	15	2,108
Nation	9	1,264

June 15-21	Columns	Lines
Saturday Evening Post	455	77,484
Literary Digest	270	41,099
Town & Country	151	25,490
Collier's	118	20,164
Outlook	88	13,079
Scientific American	55	9,365
Christian Herald	54	9,267
Leslie's	52	8,780
Life	53	7,426
*Independent	48	6,924
Youth's Companion	28	5,652
American Legion	16	2,402
Nation	14	2,050
Judge	12	1,795
Churchman	11	1,566

*June 21 and 28 combined.

June 22-28	Columns	Lines
Saturday Evening Post	441	75,075
Literary Digest	227	34,555
Collier's	118	20,156
Outlook	52	7,689
Forbes	43	7,407
Scientific American	43	7,358
Leslie's	45	7,111
Christian Herald	34	5,825
Life	39	5,534
Youth's Companion	18	3,756
American Legion	12	1,826
Churchman	11	1,599
Nation	10	1,518
Judge	8	1,151

June 29-30	Columns	Lines
Outlook	20	2,901

Totals for June	Columns	Lines
Saturday Evening Post	1,834	311,820
Literary Digest	1,072	163,073
†Town & Country	539	90,711
Collier's	520	88,404
*Outlook	280	41,220
Leslie's	187	31,943
Scientific American	187	31,922
Life	219	30,745
Christian Herald	171	19,220
‡Forbes	109	18,615
†Independent	123	17,621
Youth's Companion	81	16,230
American Legion	75	10,847
Churchman	52	7,291
Judge	41	7,010
Nation	48	6,849

†3 issues. ‡2 issues. *5 issues.

RECAPITULATION OF ADVERTISEING IN MONTHLY CLASSIFICATIONS

(Exclusive of publishers' own advertising)

	Columns	Lines
1. Motor	567	95,256
2. Ladies' Home Journal	406	81,293
3. Motor Life	503	79,474
4. Pictorial Review	281	56,320
5. American	373	53,385
6. System	356	50,960
7. Vanity Fair	258	40,910
8. Harper's Bazar	242	40,679
9. Country Life	238	39,984
10. Woman's Home Comp.	190	38,100
11. Popular Mechanics (Pages)	168	37,632
12. Red Book	255	36,561
13. Cosmopolitan	249	35,649
14. Arts & Decoration	164	27,958
15. Review of Reviews (pages)	117	26,208
16. World's Work (pages)	117	26,208
17. Popular Science Monthly	169	25,736
18. Sunset	172	24,790
19. Field & Stream	172	24,695
20. Harper's Mag. (pages)	102	22,992
21. Canadian Home Journal	112	22,538
22. McClure's	129	21,983
23. Fashion Art	129	21,707
24. Holland's	114	21,604
25. McCall's	105	21,078

Digitized by Google

Boys and Responsibility

IN our day (we are baldheaded now and assume that you are or ought to be) if you had been asked to pick out a boy with a sense of responsibility, like the farmer who saw a giraffe for the first time, you would have said, "Gosh, there ain't no such animal." Trying to make a boy realize his responsibility then was like trying to mix oil and water.

Times and boys have changed considerably Through the agency of the Boy Scouts the youths of our land are responsible individuals now. In testimony of this we want to call your attention to the fact that 300 boys in their 'teens, Boy Scouts, have just set sail on a government transport for Europe to represent the United States at the International Scout Jamboree in London. Just think of it! Like as not the "old folks" in our day (speaking from the standpoint of baldheads again) would as leave have left the red bull loose in the door yard as to have sent a boy in his 'teens to Europe, even under the best of leadership. In both cases it would look as though you were borrowing trouble and hoping to get a lot of it without interest.

But to-day's boy is different. He has a full realization that he is a substantial part of the community. He feels his responsibility and holds himself ready for any task not beyond his years. When 300 boys were needed to represent this country abroad, from every state in the Union, fine upstanding chaps stepped out ready to uphold the nation's honor in contest with 31 other countries of the world.

Certainly if the nation is ready and willing to place its confidence in these fine, clean chaps among the Boy Scouts, you can ill afford to overlook them in your advertising. You need their interest as much as you need the friendship of their parents.

BOYS' LIFE

THE BOY SCOUTS' MAGAZINE

The Quality Magazine for Boys

200 FIFTH AVE.
NEW YORK

203 SO. DEARBORN ST.
CHICAGO

Member ABC

Digitized by Google

"PRINTERS' INK'S" FOUR-YEAR RECORD OF JULY ADVERTISING

GENERAL MAGAZINES

	1920	1919	1918	1917	Totals
American	53,385	39,949	24,156	19,753	137,243
Cosmopolitan	35,649	31,217	24,671	21,938	113,475
Red Book	‡36,561	‡28,976	‡16,313	8,716	90,566
Review of Reviews	26,208	26,432	15,824	16,623	85,087
Harper's Magazine	22,992	23,128	19,199	19,282	84,601
World's Work	26,208	23,744	16,451	17,251	83,654
McClure's	21,983	22,030	11,255	18,671	73,939
Sunset	24,790	16,532	12,705	16,786	70,813
Scribner's	19,214	19,946	11,673	12,840	63,673
American Boy	19,888	16,064	11,551	12,369	59,872
Physical Culture	‡21,002	‡19,431	‡10,522	7,611	58,566
Atlantic Monthly	18,655	18,465	9,976	9,684	56,780
*Metropolitan	.....	19,926	15,232	19,209	†54,367
Hearst's	17,685	14,534	11,134	10,384	53,737
Photoplay	‡19,160	‡16,134	‡9,625	4,584	49,503
Motion Picture Magazine	‡17,782	‡14,335	‡11,086	5,717	48,920
Century	12,460	16,824	8,754	9,689	47,727
Everybody's	‡10,950	‡12,087	‡9,472	9,090	41,599
Boys' Life	13,410	10,745	7,033	6,967	38,155
St. Nicholas	7,312	7,840	6,367	8,017	29,536
Boys' Magazine	6,143	6,546	5,351	7,675	25,715
Munsey's	6,720	7,266	5,999	3,885	23,870
Current Opinion	x2,464	2,912	3,064	2,998	11,438
	440,621	415,063	277,413	269,739	1,402,836

*Issue omitted. †3-year total. ‡Changed from standard to flat size. xReverted to standard size.

WOMEN'S MAGAZINES

Vogue (2 issues)	81,215	64,068	48,019	55,798	249,100
Ladies' Home Journal	81,293	48,078	36,245	33,784	199,400
*Pictorial Review	56,320	36,042	18,254	21,471	132,087
Harper's Bazar	40,679	32,088	24,595	23,344	120,706
Woman's Home Companion	38,100	40,400	20,704	19,760	118,964
xGood Housekeeping	.....	34,838	23,921	25,241	†84,000
xDelineator	.....	30,619	19,536	15,563	†65,718
McCall's Magazine	‡21,078	‡17,800	‡15,674	9,663	64,215
**xDesigner & Woman's Magazine	.....	27,240	15,558	14,052	†56,850
*People's Home Journal	18,600	9,319	6,483	8,244	42,646
Modern Priscilla	13,290	12,432	7,606	7,040	40,368
**Mother's Magazine & Home Life	10,370	7,943	7,060	8,260	33,633
Needlecraft Magazine	6,426	5,322	3,414	4,133	19,295
	367,371	366,189	247,069	246,353	1,226,982

‡New page size. xJuly issue omitted. †3-year total. *July-August issue. **The two magazines now combined.

CLASS MAGAZINES

System	50,960	43,038	31,693	37,875	163,566
Popular Merchanics	37,632	33,376	22,395	27,355	120,758
Vanity Fair	40,910	30,430	18,945	25,816	116,101
Country Life	39,984	25,536	18,905	22,545	106,970
Field & Stream	24,695	21,691	13,910	17,624	77,920
Popular Science Monthly	†25,736	†20,002	14,148	16,593	76,479
House & Garden	28,078	12,806	10,428	13,318	64,630
Theatre	15,792	12,313	9,371	8,640	46,116
National Sportsman	†13,585	†13,106	8,806	10,578	46,075
Outing	†13,079	†11,064	†10,490	8,769	43,402
House Beautiful	14,198	7,348	5,218	7,453	34,217
International Studio	.....	3,757	3,922	4,088	*11,767
	304,649	234,467	168,231	200,654	908,001

*3-year total. †Changed from standard to flat size.

WEEKLIES (4 JUNE ISSUES)

Saturday Evening Post	311,820	271,208	*200,359	*191,981	975,368
Literary Digest	163,073	144,468	*96,568	*88,875	492,984
Collier's	‡88,404	‡69,312	*60,579	*81,709	300,004
Town & Country	†90,711	†65,380	†49,074	†51,916	257,081
Leslie's	31,943	43,628	*38,756	34,675	149,002
Scientific American	‡31,922	‡32,858	*32,574	*28,010	125,364
Outlook	*41,220	31,529	20,646	26,091	119,486
Life	30,745	27,710	17,768	20,690	96,913
Christian Herald	29,220	23,140	12,779	12,675	77,814
	819,058	709,233	529,103	536,622	2,594,016
GRAND TOTALS	1,931,699	1,724,952	1,221,816	1,253,368	6,131,835

†3 issues.
*5 issues.
‡Smaller page size.

Digitized by Google

UNKNOWN IN 1916
FOREMOST IN 1920

That is the brief history of the

STANDARD ADVERTISING REGISTER

The most complete service of its kind in the advertising field.

Used daily by hundreds of publishers, agencies, special representatives, lithographers, sign and novelty manufacturers, commercial art studios, printers and engravers, advertising solicitors and a multitude of others who have something to sell to the advertising departments of the 10,000 big national advertisers.

Let us show how we can be helpful to you.

Our First Subscribers are still with us

NATIONAL REGISTER PUBLISHING CO., Inc.
1901 TIMES BLDG. NEW YORK CITY

Digitized by Google

The Little Schoolmaster's Classroom

THE Schoolmaster wonders if members of the class have noted the sharp decline in the use of trade-mark advertising characters. Five years ago they were all the rage. Advertisers thought of some queer pictorial figure as a tie-up for all campaigns, before they thought of almost anything else. It was in this period that PRINTERS' INK noted the rapid increase in the number of these characters—a new one was born every week, it seemed.

There are few newcomers at this writing, and the ones that were so popular a while ago are used less and less. They may not be discarded altogether, but they are not made the feature of the display, as they were a while back.

Reproductions of characters are frequently made so tiny as to be almost indistinguishable.

Now what has brought about this strange change of advertising ideas? The Schoolmaster has heard several explanations and all of them appear feasible, natural, logical.

We were having entirely too many trade-mark characters. Advertising was glutted with them. They began to bear a too strong resemblance one to another. Children were the most popular, and it was only by change of costuming that variety could be secured.

Another explanation is given: gradually, inexorably, advertising has reached the stage in world events where it must get down to business and sell goods. And the way to sell goods in advertising is to show them and explain them. A trade-mark character really does neither thing. It is merely a picture to attract attention, an identification tag.

* * *

It amuses the Schoolmaster to follow the schemes of certain sales managers in the handling of men, particularly solicitors, business-getters, order-handlers. In one office the tendency grew for these chaps to "hang out" too much around the office. They did not get out and hustle. The social side was in the ascendency.

Whereupon the sales manager deliberately dispensed with solicitor desks and chairs. In point of fact, the nature of their business did not require desks. It was growing too easy for the men to come in, flop down, and busily scribble on paper to "kill time."

There was one big general room, presided over by the sales manager himself. His desk was there and there were other chairs in this room. When a solicitor returned to the office, this was his hat-hanging emporium. And it was rather uncomfortable for him to do much loitering here, if he did not bring an order as an excuse.

Another idea—a big board, covering one entire wall. Every salesman was given a card. They were eyeletted and their names typewritten upon them. It was a case of positions of honor. The man whose card led the procession was the man who had the best day's record. And the cards changed position daily. It was a real incentive to get out and hustle.

The personal humiliation of being last or nearly last on the list was a good business-day tonic.

Still another sales manager offered a weekly prize for the first man who brought in an order from an entirely new source—a customer never on the company's books before.

* * *

Repetition is a wonderful force.

Any number of people have called the Schoolmaster's attention to a series of gigantic painted signs, just outside of Grand Central Station, advertising a certain Turkish bath institution.

These signs are exceedingly simple in design.

Their outstanding novelty is a

Digitized by Google

$1000.00 PRIZE FOR A PRODUCT TO MANUFACTURE

A leading manufacturer of intricate and accurate stampings, screw machine work and mechanisms made therefrom will pay $1000.00 to the person submitting plans for a product to be manufactured, if the product is adopted by the manufacturer.

Do not waste your time submitting plans for products which cannot be manufactured as mentioned above.

No product will be accepted for which the demand is less than $500,000.00 per year.

Address C. A., Box 44, care of Printers' Ink.

Digitized by Google

ARTISTS

A well known studio in New York desires artists who have done commercial work appearing in national magazines; must understand the human figure in color and black and white. Salary $5,000 to $8,000. Write, stating qualifications, to "S. T.," Box 41, c/o Printers' Ink.

Want to Change?

To a man who feels his efforts and results somewhat obscured by the machinery of a large agency we are prepared to offer an attractive connection. We are a small, rapidly-growing, recognized agency. We think we're good fellows. We have room for one clean, energetic, American Type of man who controls high-class accounts and wants to get where he can grow with them.

As to the class of accounts we prefer technical, dealer paper, newspaper and mail order. Of course, we don't bar the big-time stuff, but the fellow who has it probably wants the earth—and is getting it elsewhere. It's quality business we want and not quantity—most of all, the right type of associate. Address N. D., Box 43, care of Printers' Ink.

series of short explanatory phrases, one to a board, and each phrase repeated at least six times.

Thus, following the name of the concern, will appear the statement:

"Sleep there all night.
"Sleep there all night.
"Sleep there all night."

Then the same thing is repeated on the other end of the board. The constant reiteration of an idea, a sentence, a thought, has given marked individuality to the campaign.

Strange, too, how the eye is attracted to these boards, because of this simple expedient.

* * *

"To my way of thinking," said an advertiser to the Schoolmaster, while the latter was visiting an up-State factory, "the most important part of any business organization is the Trouble Finder."

The Schoolmaster was as perplexed as he was interested.

"We have in our factory here," the gentleman continued, "a very efficient department, with its own scientific apparatus, its own staff

GEORGE SETON THOMPSON CO.

Direct Advertising—Sales Promotion Plan, Design, Text and Production

608 So. Dearborn St., Chicago

Watch our Power Farming articles in the August, 1920, to March, 1921, issues inclusive, written exclusively for us by E. A. White, Research Engineer.

CORN BELT FARMER
Des Moines, Iowa

P. S.—Adaptability of Trucks, Tractors, Autos and Stationary Engines discussed.

More than 6800 merchants handling "counter specialties"
in the Philadelphia territory subscribe to the

RETAIL [illegible] LEDGER
Twice a Month; Sub. $1.00 a Year

Digitized by Google

Opportunity—

A million dollar concern, established sixty years, conducting a nation-wide business, requires two exceptionally able salesmen. Men of character, big of vision, gifted with imagination, accustomed to earning large incomes, and who may be interested in an opportunity to become an associate of one of the most successful selling organizations in this country.

We are not looking for employees, but rather seek those with sufficient confidence in their ability to sell a difficult project on a profit-sharing basis.

If you will invest a few weeks' time and expenses to acquire a selling knowledge of our business, and can finance yourself in the field, we will give you the same opportunity as others to whom we have paid from $10,000 to $25,000 annually. The renewals give permanency and a steadily increasing income.

Our business is solely with banks and trust companies and involves practically continuous traveling in a limited area. If you are the type of man we want you will know the sort of letter to write us. It will be strictly confidential, so you may be as explicit as you wish.

Address "C. S.," Box 42, care of Printers' Ink
185 Madison Avenue, New York

Market News

A Monthly Trade Paper

FEATURING 5¢ TO $5.00 MERCHANDISE

What have you to market that can be retailed from 5c to $5.00?

Glad to work with you on merchandising and advertising possibilities. We reach only well-rated merchants.

458 BROADWAY, NEW YORK CITY

POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. $1; 1 year $2.

POSTAGE 18 East 18th St., New York City

The MAILBAG
A Journal of Direct-Mail Advertising

APRIL 1920

The DIRECT-MAIL "HOW"

is answered in this monthly journal of direct-mail advertising. Articles from those who have had practical experience with letters, booklets, circulars, enclosures, house organs etc. How to Write Letters that Win; How to Collect Money by Mail; How to Conduct a Real Follow-Up; How to Use Mail Salesmen—these and similar subjects covered. If you want to keep abreast of the latest in direct-mail work—if you want the biggest dollar's worth you ever bought, send your subscription NOW.

$1.00 a year

MAILBAG PUBLISHING CO.
1805 E. 40th St. Cleveland, Ohio

THE RICHEY DATA SERVICE

The July Bulletin—sent you without cost—tells you how you can have the latest data on sales, advertising and business conditions for instant pocket reference. Ask for it.

THE RICHEY DATA SERVICE
403 Meridian Life Building, Indianapolis, U.S.A.

SPOT CASH

WE BUY

Job Lots, Close-Outs, Discontinued Stocks, etc., in all lines. No quantity too large. Quick Cash for bargains.

Send Samples and Full Particulars
BARGAIN BULLETIN FREE

FANTUS BROS. 521 S. Dearborn St. CHICAGO

WE BUY ANYTHING

Digitized by Google

A MAN!

A COPYWRITER—and more—an advertising executive of ideas, of force and of personality.

A man who would become an integral part of a young, virile agency.

Thoroughly seasoned in advertising from the viewpoint of the agency, the publisher and the manufacturer.

Address M. B., Box 40, P. I.

Mail Order ART DIRECTOR

with 13 years' experience with two of the largest mail order houses in New York.

Is an executive, an exceptional man on ideas, layouts and production.

Has a complete mechanical knowledge of printing, paper and all methods of reproduction.

Has managed an Art Dept. with a staff of 40.

Age 32. Married. Employed at present. Will consider leaving New York.

J. P., Box 48, Printers' Ink.

MONEY MAGNETS

"Facts sell goods". I write powerful, money-getting letters, circulars, and booklets based on common sense and a sound knowledge of human nature—no jazz stuff. University graduate; age 37. Years of experience in N. Y. and Phila. Money back if not "deelighted".

TAYLOR, 721 (a) Connell Bldg., Scranton, Pa.

Pallen's New Double "Master" Mail Order Device

Enclosed with your circulars in an envelope, will produce the same high percentage of cash orders, per thousand mailed, as Pallen's TRIPLE "Master" Mail Order Device. Write for samples, particulars and prices.

J. PALLEN & CO., Columbus, O.

We know what, when and where the students buy. We can put college paper advertisers in touch with the dealers they buy from.

CSA

Collegiate Special Advertising Agency, Inc.

503 Fifth Avenue, New York *Established 1913*

Chicago Office:—110 So. Wabash Avenue

and its chief of operations. He is the Trouble Finder.

"It is the business of this department to inspect all of the raw material that comes into the plant, and then, in turn, inspect the completed product as it goes out. Every so often, a case is deliberately removed from the shipping rooms, broken open and put under the microscope, examined scientifically. It is laid open and operated upon.

"Little elements of carelessness are apt to creep into manufacture every so often, despite factory care. You can never be quite sure.

"But here is the point I really wanted to make. A lot or part of a lot of goods that are not just correct will undo an entire national advertising campaign—will undo, in fact, the prestige of years.

"Women never forgive a piece of poor merchandise. They may have used a certain article for a generation. They may have seen it used by mothers and grandmothers, but just let a poor package come through, give faulty service, and—presto! It's all off. They take it for granted that the manufacturer is cheapening his line, letting up on quality, etc. And they switch to another make. I have seen twenty cases of widely distributed goods cause irreparable damage to the business prestige of a house that did not really deserve the rebuke."

GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000	4-page Folders, 3¼x6¼ in.	$10.00
	Each additional thousand	3.50
1000	4-page Folders, 4x9 in...	12.50
	Each additional thousand	4.50
1000	4-page Folders, 6x9 in...	16.00
	Each additional thousand	6.00

FREE—our large package of samples

ERNEST A. FANTUS CO., Printers

525 So. Dearborn St., Chicago

BAD DEBTS AND FEDERAL TAXES

Bad debts play an important part in computing your Federal taxes. We have prepared an interesting letter on the subject, which is sent upon request to those interested.

AMERICAN ADJUSTMENT CO.,

406 World Building, New York City

Digitized by Google

Stock Ownership for International Harvester Employees

The International Harvester Company will set apart out of this year's earnings, provided favorable action is taken by the stockholders at a meeting to be held this month, an extra compensation fund for employees to be distributed in the proportion which the actual earnings of each employee for the year bear to their aggregate earnings. The fund will amount to 40 per cent of the company's profits for the year in excess of 7 per cent upon the invested capital in the business of the company and is for the benefit of employees not working in any managerial or executive capacity. Those who are employed in a managerial or executive capacity will share in like manner in a similar fund one-half as large.

The extra compensation funds are to be distributed, as nearly as possible, one-half in cash and one-half in stock. The employees who are employed in a managerial or executive capacity will receive common stock at par and the other employees will receive preferred stock at par.

"This plan for extra compensation and stock ownership for the employees," says Harold F. McCormick, president of the company, "akin to a profit-sharing plan, is the result of many years of close study by the directors and officers of this company. It is their judgment that this plan, if adopted and put into operation, will strengthen the cordial relations existing between the company and its employees and will be of great and lasting benefit to both the employees and the stockholders of the company."

R. J. Seaman Succeeds P. J. Coughlan

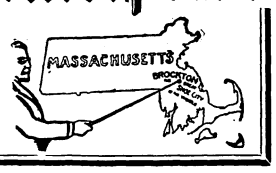
P. J. Coughlan, formerly advertising manager of the "Kansas Citian," the weekly publication of the Chamber of Commerce, Kansas City, Mo., has just been made advertising manager for the Outlet Store of the National Cloak & Suit Co., at Kansas City. R. J. Seaman, formerly of the Burger Engraving Co., Kansas City, is his successor on the "Kansas Citian."

McCREADY
Advertising
if you'd like more business ring Vanderbilt 139
T. L. McCready
18 East 41

IN
LOS ANGELES
IT IS THE
LOS ANGELES EVENING HERALD
MEMBER A. B. C.
Government Circulation Statement
April 1, 1920
134,686
Largest Daily Circulation in the West
REPRESENTATIVES
New York: Lester J. Clarke, 604 Times Bldg.
Chicago: G. Logan Payne Co., 432 Marquette Bldg.

Concrete
New Telegraph Bldg. Detroit, Mich.
will send without obligation a book of carefully collected data on "Motor Trucks in the Construction Field." See page announcement in last week's PRINTERS' INK.
A. B. C. A. B. P.

Population 66,138 Trading Centre for 100,000
Brockton, Massachusetts. The Great Shoe City filled with workers and winners. Earning millions in wages. Paper established 1880
Brockton Daily Enterprise
Printing 19,000 Daily
Flat Commercial rates 6½ cts. per line, 91 cts. per inch
Afternoon Paper, Sells for 2 cents
Averages nearly 2 pages of want advertisements



Digitized by Google

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

ARTIST—Colorist and figure work for high-grade lithographic art requirements. Address A. W. Hutaf, Vice-President of Einson Litho, Inc., 71 West 23rd St., New York.

WANTED
ARTISTS—PHOTO RETOUCHERS
HOWARD-WESSON-CO.
ENGRAVERS
WORCESTER, MASS.

A nationally known illustration studio would like to communicate with a high-grade sales representative to serve clients already on our books. All replies will be held in strict confidence.

Studio located in Detroit, Michigan. Address Box 457, Printers' Ink.

Salesman to sell treasury stock with growing manufacturing concern making candy specialties. Straight commission basis with a bonus. Men of the calibre which we want will make from $5,000 a year up and will be given places on the regular sales force as soon as the stock is sold. Box 451, Printers' Ink.

ADVERTISING MANAGER

Well-established trade paper will consider applications for an advertising manager. Want a man to take complete charge of the advertising. One who can produce results. An attractive arrangement will be made with the right man. Address in confidence. Box 421, P. I.

A CAPABLE LAYOUT MAN

We want a layout man capable of preparing semi-finished dummies for submission to clients. Experience in direct-by-mail valuable, but not imperative. Our man must be able to "get" an idea quickly and intrepret it graphically. Permanent position with fastest-growing direct-by-mail service in America. Location, live middle-western city. Submit samples, stating experience and salary required. Box 427, Printers' Ink.

Excellent Opportunity for Advertising Salesman

A seven-day New York State paper has an attractive opening for a reliable, capable advertising salesman for the local field. The right man will bring advertising and selling experience to handle increasing responsibilities and to warrant rapid advancement. Write fully, enclosing photograph, to Box 433, P. I.

Circulation Manager—To take complete charge of circulation department of several well-known trade publications. Must be energetic, systematic, experienced, a good letter writer and a hard worker. Good salary, pleasant surroundings and bright prospects. Give full particulars in replying. Box 449, Printers' Ink.

Wanted—A young man as assistant to President of Large Edition Printing Plant. Man who has had some experience in the printing business and some selling experience will be given preference. Position offers big opportunities to the right man. In your application state age, whether married or single, experience and salary required. Address The Curtiss-Way Co., Inc., Meriden, Conn.

ADVERTISING MANAGER

A LARGE CONCERN WITH A NATIONALLY ADVERTISED LINE AND NATIONAL DISTRIBUTION HAS AN EXCEPTIONAL OPPORTUNITY FOR AN ADVERTISING MANAGER WITH SELLING EXPERIENCE. NOT SEEKING A COPY WRITER, BUT ONE WHO CAN OPEN UP NEW SELLING FIELDS. MUST HAVE ORIGINAL IDEAS. STATE AGE, EXPERIENCE AND SALARY EXPECTED. ADDRESS A. M., BOX 453, PRINTERS' INK.

We DESIRE TO EMPLOY A HIGH-GRADE SALESMAN IN THE CAPACITY OF ASSISTANT SALES MANAGER. We want a man of pleasing personality, initiative and constructive ability. In fact, quite generally experienced, preferably in canned goods and dried fruit. He must be able to equip and handle retail salesmen; be a good correspondent; not too old to adjust himself to new surroundings and be willing to work hard. To such a man the possibilities in this position are limited only by his ability. We are willing to pay the price for a man who can qualify. We offer congenial surroundings with a growing organization. If you can stand the acid test, address PICKRELL & CRAIG CO., INC., Louisville, Ky.

Digitized by Google

WANTED—Salesman capable of earning $200.00 or more week selling art service to retailers. Will consider drawing account against commissions to salesman selling our service exclusively. Reply in confidence stating territory traveled and give full particulars as to experience. Box 440, Printers' Ink.

Circulation Manager

who can get renewals by mail. Must have had successful experience either on a farm paper or on the country edition of a daily. Ours is a farm magazine with 750,000 subscribers, and this is a real opportunity with unlimited possibilities for a man who is big enough to handle this circulation and get direct-by-mail subscriptions. Give age, previous work and present salary. Replies treated strictly confidential. Address Box 423, care Printers' Ink.

ADVERTISING MANAGER

The man we are looking for will not only control and manage our advertising department, but will devote most of his time and energy to sales promotion work.

Not a mere copy writer, but an important executive who will make honest and truthful advertising interesting and productive. Write in detail and confidence to

Department Aaaa

BLOOMINGDALE BROS., Inc.

59th-60th St., Lexington to 3rd Ave.

ARTIST

Leading agency in manufacturing town of 150,000 population with established reputation desires the services of an A-1 Artist. A good visualizer, capable of drawing up successful advertising campaigns. Prefer young man with agency experience. Give details first letter as to age, experience, references, amount of present salary and salary desired. To receive prompt attention samples must accompany application. Application held strictly confidential. Box 459, P. I.

Wanted—To solicit Advertising Trade Publication. Write full details of residence, age, experience, salary, commission and drawing account necessary. Box 442, care Printers' Ink.

A REAL COPY MAN

We want a man who can write human, forceful copy. Direct-by-mail experience imperative; preferably in the marketing of manufactured products. Should know something of dealer-development work. Layout ability not essential. Permanent position with the fastest-growing direct-by-mail sales organization in America. Location, live middle-western city. Tell us what you have done and the salary you require. Box 428, Printers' Ink.

MISCELLANEOUS

HOUSE ORGANS — MARKET LETTERS — PROSPECTUSES — FINANCIAL, COMMERCIAL WRITING, PRE-EMINENCE 30 YEARS. GILLIAM'S BUREAU, BOSTON, MASS.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

EUROPEAN OPPORTUNITIES

Attorney going to Europe in August on important assignment, can handle other business. Can investigate markets, secure agencies or manufacturing rights to new products. Excellent references. Address Box 422, Printers' Ink.

Magazine partner wanted, 45,000 copies already issued. Partner to put in $5,000.00, become treasurer and take active part in work. Magazine devoted to principles of new Universal Movement, rapidly increasing in interest throughout the world. Present editor and owner to remain in active service. Address Magazine, 415 Madison Avenue,

FOR SALE—A new Duplex Tubular Plate Press in 16-page Frames with Folder, capacity to print 4, 6, 8, 10 or 12 pages and to which can be added units up to 24 pages, pages of 7 columns 13 ems or 8 columns 12½ ems in width, length of columns 21¼, sheet cut 22¾, width of webs 16¾ and 33 inches. A complete stereotyping equipment is offered with the press. Immediate delivery can be made at present market price. Box 431, Printers' Ink.

FOR SALE FLORIDA DAILY

For domestic reasons, the owner of what is conceded to be the best-paying little daily, in the state of Florida, is now on the market, for quick sale. Netting between $5,000 and $6,000 a year. The paper is located in one of Florida's most charming cities, on the water. $12,000 cash and the balance on terms takes it. Must be disposed of quickly. Write Box 425, Printers' Ink.

Digitized by Google

POSITIONS WANTED

ARTIST—Now employed. Figure man with advertising experience, illustrator in all mediums desires change offering greater advancement. Box 438, Printers' Ink.

EXPERIENCED ADVERTISING MAN
University education, M.A. degree, writer of strong sales-appeal copy, salary subordinate to opportunity. Box 454, Printers' Ink.

Superintendent or Foreman in job or commercial plant; eighteen years' experience. Location preferred in Southern Michigan, Indiana or Ohio. Address Box 420, care Printers' Ink.

ADVERTISING MAN
Four years with large manufacturer, former newspaper editor, 30 years old, married, university graduate. Salary not less $3,600. Box 456, Printers' Ink.

Advertising Man; keen exponent modern, forceful adv.; familiar all branches; producer of results; age 32; now adv. mgr.; will consider substantial position as assistant. Box 455, Printers' Ink.

COPY AND IDEAS—Everybody must start: Columbia copy trained, 27, now employed, five years' business experience, sales letters that work, ideas, copy and layouts. Can I grow with you? Box 432, Printers' Ink.

WORTH TRAINING

I want to learn advertising and my desire is backed up by a nose for news, a college education and determination to make good. Box 434, Printers' Ink.

Advertising salesman, long experience, high standing, now manager New York and Eastern office Western publications, seeks new connection due to consolidation. Office available if wanted. Details in confidence on request. Box 441, Printers' Ink.

ADVERTISING MANAGER
AGENCY COPY CHIEF
A Technical Man of Wide Experience
$5,000
Box 430, Printers' Ink

RESEARCH

Experienced Engineer, college graduate, thoroughly trained in merchandising and finance, available for reasearch work in an agency or publication. Address Box 445, PRINTERS' INK.

Advertising Manager

Eleven years' advertising and sales experience with three nationally known concerns whose goods I have sold in many states to people with wide ranges of interests, by mail, by display advertising and by personal contact. I have ideas—lots of them. College and university education, age 37, married. Salary $6,500. Box 450, PRINTERS' INK.

EXPERIENCED, VERSATILE magazine-newspaper writer (26) desires berth as editor or assistant on magazine house organ or trade journal. University graduate. Box 439, Printers' Ink.

Assistant to Advertising or Salesmanager
Age 23. Five years' agency experience; one year selling newspaper space. References. Available immediately. Box 458, Printers' Ink.

AN ADVERTISING EXECUTIVE
Young woman, several years' agency and publication experience, thorough knowledge, art, engraving, printing, layout; forceful writer, sales planner; available in New York or vicinity. University graduate. Moderate salary. Address Box 437, Printers' Ink.

ADVERTISING MANAGER
Want to change to the South or West. Ten years' Newspaper experience and two years' Magazine. Advertising Manager at present of the largest Class Publication of its kind in the world. Have made it a paying proposition in six months. Box 447, Printers' Ink.

Allaright!

If you prefer to get out Kabibble booklets, circular letters and house organs, I can't help you. But if college training, long newspaper experience and punch-in-print *can* serve you, here in New York, write Box 446, PRINTERS' INK.

Circulation Expert

High-grade, forceful man with the vision to see and power to execute, seeks responsible connection after September 1st.

Successful record with nationally-known publications; magazines—farm papers—trade publications. Possesses intimate knowledge of government and A. B. C. circulation requirements and has the ability and experience to thoroughly analyze your circulation needs and build production along lines approved by forward-looking advertisers.

Will consider only broad-gauge connection, requiring all-around knowledge publishing and where remuneration will be in keeping with calibre of man. Write covering essentials. Box 452, Printers' Ink.

ADVERTISING MANAGER OR AGENCY MAN
Six years in agency work, as plan and copy man, later in executive capacity, handling national accounts. Salesman and promoter for manufacturing concern. Age 32; excellent health. First class recommendations. New England location preferred. Ask about No. 10772. Let us send you our bulletin of advertising men available for agency and manufacturing field. No charge is made to employers. Registration is free. FERNALD'S EXCHANGE, Inc., Third Nat'l Bank Bldg., Springfield, Mass.

Digitized by Google

Young advertising man with agency, manufacturing and newspaper experience desires change. College, Alexander Hamilton and "Hard Knocks" training. References, 635, Y. M. C. A., Oklahoma City, Okla.

Advertising Manager

with sound engineering education, experienced in electrical, automobile accessory and railway supply fields, seeks new connection as Advertising Manager for manufacturer of technical product. Box 426, Printers' Ink.

To increase SALES
Part time Sales & Adv. Executive.
19 years' experience—practical, energetic, ambitious PRODUCER. Charges reasonable—based on actual RESULTS delivered.

Begins with Complete PLANS—Trade Mark—packages & DOES everything needful to Creating More Sales at Sane cost. Results immediate—Satisfactory to any business man.

Box 424, Printers' Ink.

I have just completed a high-class national publicity and advertising campaign, and desire permanent position with an advertising agency or corporation in or near New York City requiring high-grade of publicity. Am experienced in writing circulars, pamphlets and newspaper copy and have a thorough all-around experience in newspaper work. Can show samples of work done of unusual quality. Box 444, care of Printers' Ink.

Sales Manager
Available Soon

Age 34; married. Well-grounded selling and sales management experience covering fifteen-year period.

Conservative, constructive, practical, efficient. Has enviable record in choosing, developing, handling and holding salesmen.

Has greatly increased capacity of sales force of which he now has charge. Has developed by sound tactics field existing at time he took charge. Has decreased sales costs.

Experienced in Agricultural Implement and Dairy Equipment lines. Prepared to invest in sound, well-managed proposition.

Seeks interview with principals willing to pay $4200.00 and commissions on profitably increased business. Box 436, Printers' Ink.

I shall be glad to hear from a progressive company which needs a young woman copy-writer or house-organ editor. I am a college graduate; now writing advertisements, editing sales organ and employees' organ for large manufacturing company. Box 435, Printers' Ink.

ARTIST
wants part or full-time position in New York. Brilliant effects in striking posters that compel attention. Realistic treatment of still life that lends tone and dignity to advertising. Exceptional figure work. Box 443, Printers' Ink.

ADVERTISING MAN with established, successful record as solicitor, branch office and advertising manager, now engaged, seeks to find and place himself in the right position. Experienced in general, class and export fields; large acquaintance New York and Eastern territory and West. Highest credentials; letters confidential. Box 429, P. I.

The South

offers the best future to the manufacturer with a local sales manager in the field. I cover sixteen Southern States, have well-appointed office and want an account paying $10,000 or more yearly after July 1st. Adams, 926 Empire Bldg., Atlanta.

WANTED

Business manager for a chain of trade papers. Must be in a position to purchase $20,000 stock interest of retiring business manager. This is an unusual opportunity for man of clear vision who can measure up to ability and financial requirements. Give full particulars as to past connections in replying. Address Box 448, PRINTERS' INK.

Bulky packages and bundles of letters received in reply to keyed advertisements must be accompanied by sufficient postage to forward to the advertiser.

Digitized by Google

Table of Contents

PRINTERS' INK, July 8, 1920

Should Competing Brands Be Sold by the Same Organization?..... 3
Clinton Fitch

Bettering the Standing of a Product by Advertising.....*C. P. Russell* 17

The Muse at Work in the Copy Department.....*P. K. Marsh* 25

When Is Jobber Distribution Advisable?.....*Arthur Cobb, Jr.* 33

Build Up Distributive Channels to Achieve Best Advertising Results..... 41
William B. Colver

Mother-and-Child Pictures to Sell Cocoa..... 49

Popularizes Trapshooting to Increase Sale of Munitions..... 52

Famous Churches in Advertisements Boost the Sales of Wedding Rings.... 57
D. G. Baird

Making Industrial Unrest Sell Steel Fences..... 60

Switching Orders from the Telephone to the Dealer.....*C. B. McCuaig* 69

Is Technical Advertising Too Technical?.....*S. C. Lambert* 77

Moving the Sales Department into the Dealer's Store.....*Roland Cole* 85

Follow-Up Graduated According to "Warmth" of Prospect..... 98

The Factory Forum as a Promoter of Human Relationships..... 105
George W. Coleman

Baker Campaign Convinces Women Bread Is Cheap.....*Willis Brindley* 113

Labor—A Gladiator of the Pictures.....*A. L. Townsend* 117

Advertising for Multiple Sales..... 122

The Future of Prices as the National City Bank Sees It..... 125

A British Adventure in Cheap Clothing..... 129

Slogans for Advertising Philadelphia..... 133

Is New York Really a Difficult Market?.....*W. Livingston Larned* 137

The Letter-Writing Problems of Individuals in the Organization..... 149
J. T. Bartlett

Editorials 160
Railroad Advertising and Morale—The Little Fellow's Chance—The Correct Department for the Product.

Summary of Advertising in Magazines for July..... 165

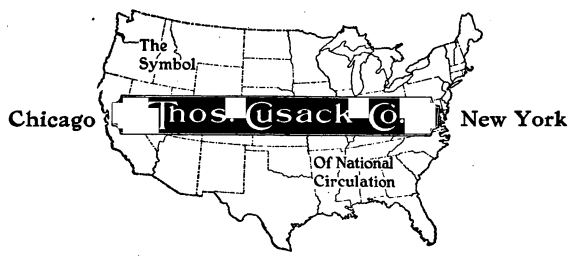
"Printers' Ink's" Four-Year Record of July Advertising..... 170

The Little Schoolmaster's Classroom..... 172

Digitized by Google

Let's Go!

The only people who are "not ready" for Outdoor Advertising are those who are not ready for more business.



Digitized by Google

From

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

of July 1, 1920

TRIBUNE ADDS 30,000 READERS IN TWO DAYS

Now Above 450,000; Leads in U. S.

In the two days since the other Chicago morning paper, the Herald and Examiner, advanced its price to 3 cents THE TRIBUNE has experienced a remarkable increase in its daily circulation in the city. In fact, the growth in demand for this newspaper is so significant that it seems worthy of mention here as a matter of public interest.

Gain Is Phenomenal.

The total earning circulation of THE TRIBUNE yesterday was 451,829, of which the net city circulation—Chicago and immediate suburbs—was 292,850. In round numbers this is a gain of 30,000 within the two days since the 3 cent price of the other morning paper became effective. On Monday morning THE TRIBUNE's net sales were 420,543, of which number 265,484 copies were city circulation.

With the total paid circulation of 451,829, reached yesterday morning, THE TRIBUNE has by far the largest circulation of any morning newspaper in the United States.

Digitized by Google

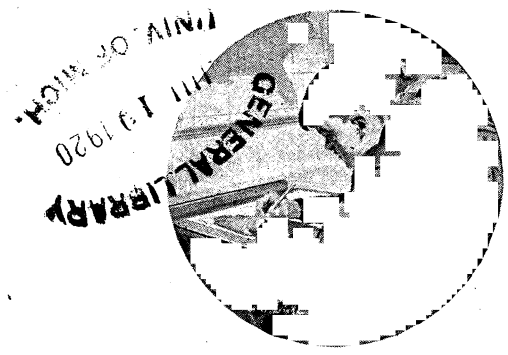
PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXII, No. 3 NEW YORK, JULY 15, 1920 10c A COPY



You Traced the World on RAND McNALLY Maps

FOR more than fifty years the name RAND McNALLY has been synonymous with good maps. From a humble beginning the business has grown to be the largest of its kind in the world.

As the business has grown in size, so too, it has grown in scope. Today, RAND McNALLY make practically every conceivable kind of map for every conceivable purpose.

It is our privilege and our pleasure to assist in making the name RAND McNALLY even better known.

If we can but make the advertising measure up to the unusual character of the maps themselves we shall have done well.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK BOSTON CLEVELAND CHICAGO

Digitized by Google

© Interborough Bulletin.

The "El's" First Passenger

TIMES have changed since Charles Thomson Harvey made the first trip in a hand propelled car on a specially constructed elevated railroad. Fifty-three years ago, a single track structure was erected on Ninth Avenue — the beginning of long continued efforts to cope with a constantly increasing rapid transit problem in New York City.

Today, Interborough Subway and Elevated Lines operate electric trains every 30 seconds, bringing every section of Greater New York within a few minutes' ride of the heart of Manhattan Island. These lines now comprise the most popular passenger carrying railroad system in the world, carrying 2,900,000 daily riders!

Interborough Subway and Elevated Car Card and Poster Advertising

reaches more people daily than any other medium in New York City — "it *travels with* the buying-public."

ARTEMAS WARD
Trading as Ward & Gow
50 Union Square NEW YORK CITY

Digitized by Google

PRINTERS' INK
Registered U. S. Patent Office

Issued weekly. Subscriptions $3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXII NEW YORK, JULY 15, 1920 No. 3

A Campaign to Keep the Farmer's Restive Boy at Home

Provide the Machinery, Says the International Harvester Company, and Fewer Boys Will Desert the Home Acres

By G. A. Nichols

ACCORDING to the view of the International Harvester Company, this "back-to-the-farm" movement about which we hear so much these days has some economic aspects that call for the use of advertising.

Like most other things, it has its sentimental side. But is there danger that this "sob stuff" may be featured so strongly as to give the farmers themselves a distorted view and to minimize the serious business angle?

The Harvester company is inclined to say "yes" to this question. It is frankly concerned not only over the present emergency need of more farm help but over the tendency to adjust the thing according to the dictates of the heart rather than of the head. It has, therefore, started an ambitious advertising campaign addressed to farmers and farm boys in a way that is calculated to make them think. It has the double purpose of helping fill the present need for more farm help and to encourage farm folk in general to try to handle the entire proposition from a hard-headed business standpoint. It would have the farmers remember that some boys should remain on the farm and others shouldn't. Some are not adapted to farm work and would make an indifferent success. The advertising is going to try to get the farmers and their sons to think the thing through and talk it over from a viewpoint of what is best to be done in a business way—with the heart-throb material considered as little as possible.

The feature, or rather the keynote, of the campaign—and this is where the interests of the Harvester company come in—is along the line of inducing the farmer to modernize his "plant" to the fullest extent, thus increasing the individual's efficiency and tending to make farm work more attractive.

The big thought behind this is that there could be such a thing as making the farm population relatively too large, with the result that the farmer's profit would suffer a corresponding decrease. In the days when the Republic was young about ninety per cent of the people were farmers. This necessarily meant that there was practically no market for farm products. It was a case of the farmer raising things for the subsistence of himself and family only. Also, there being so many farmers, there were few manufacturers. The farmer had to pay big prices for what he bought. Generally he or his family made things themselves. There were home-made boots, homespun cloth and home-made clothing. Gradually the thing worked around to about a fifty-fifty basis. Now it is estimated that the farmers comprise from twenty-five to thirty-five

Table of Contents on page 174

Digitized by Google

per cent of the total population. Some of the Harvester officials believe that it will be a better thing for the farmer and for industry in general when a much smaller per cent of the country's population are farmers. With the addition of labor-saving machinery, the per man efficiency of farm workers can be increased to an extent that may some day enable 15 or 20 per cent of the population to feed the rest. This will mean a constantly growing market for the farmer and the release of more and more men for other branches of the country's activities.

"Of course," said a Harvester man in discussing with a PRINTERS' INK representative the advertising campaign just mentioned, "we are interested in the continual addition of labor-saving machinery to the farm equipment. This is what we make and what we have to sell. But leave us entirely out of the equation if you will. Consider it as something in which the country as a whole is interested, and you will see plenty of reason for some good hard thinking by everybody on this subject of farm personnel.

"The use of labor-saving farm machinery not only has tremendously increased the individual farmer's productive capacity, but it has released many thousands of men to be leaders in all departments of the nation's business. If it were not for labor-saving farm machinery a very large percentage of our population to-day would have to be farmers. Either that or the country would starve to death. Many a big banker, merchant, professional man or statesman would be back on the farm and society as a whole deprived of his services.

"It cannot be denied that right now an acute emergency exists. Not enough farm help is to be had. Something ought to be done quickly to relieve this situation, but it is of the utmost moment that the something be done in a business rather than a sentimental way, or else the back-to-the-farm movement may defeat its own ends.

LOOKING INTO THE FUTURE AND SEEING A FARM WITH CITY CONVENIENCES

"Just the other day we heard of the experience of two maiden sisters—owners of a finely equipped farm in Ohio. The sisters, who are pretty well along in years, have been unable this year to hire any help at all. The result is that most of their fine acres are going absolutely uncultivated. All the work that is done around the place is what they can do themselves. This is a condition that needs action as well as consideration. But the whole thing is one that

Digitized by Google

Our Record

FOUNDED at New York in 1911, with a small force and a small office, our organization has grown till it now numbers two hundred and thirty-seven people with four operating offices. Our clients include many of the largest manufacturers, in their respective lines, in the United States and Canada.

Each year has seen a growth in our organization and in the volume of advertising handled. We like to believe that the reason for this constant growth has been the recognized quality of our service. We expect to continue to grow, but intelligent, thorough and constructive service will be our first consideration, always.

We invite investigation, not so much of our record of growth as of our record of satisfactory service to those manufacturers whose advertising we prepare and direct.

This is one of a series of 15 explanatory talks on our organization and our facilities. The entire series in pamphlet form—"Our Business and Yours"—will be mailed you on request.

THE H.K. McCANN COMPANY
Advertising · 61 Broadway · *New York*
CLEVELAND SAN FRANCISCO TORONTO

TRUTH WELL TOLD

Digitized by Google

calls for increased efficiency in a general way as well as the addition of numbers. Through this latest advertising campaign of ours we are going to try to work in a big way to bring about this efficiency.

"The country's experiences immediately following the Civil War should be considered here as supplying an object lesson of a condition that should be avoided now. There was a great rush to the farms. The soldiers took up Government land. Others went to work on farms. There was a sentimental call of back-to-the-soil that had widespread influence. After a time so many people were engaged in farm work and so comparatively few in other lines of industry that there was not a sufficient market for farm products. That condition is not likely to repeat itself now, with the whole world crying for food. But the point we want to consider at this time is the need of men in all branches of industry. As the farmer's efficiency increases he is going to produce more meat, more grain, more vegetables, and do all this with fewer men. The result cannot help but be beneficial to the country as a whole.

"What we are going to try to accomplish through our advertising is to bring out a more intensive cultivation of the soil and an increase in its productivity. We Americans often hear about how the people of Europe utilize every inch of soil, fertilize it to the greatest possible extent and make it produce to the limit. America never will farm on the European standard. If it did, this country would be a country of gardens rather than of farms.

"In Europe the farming, or, rather, the gardening proposition is one of increasing the yield per acre. In America, as we see it, the proposition is one of increasing the yield per man.

"Do you know how they farm in Belgium, for instance? Practically all the work is done by hand. The peasants even break up the clods of dirt with their hands. Such a thing as a cultipacker, which is a machine for crushing clods, is unknown. The disc harrow is practically in the same class. The European farmers work with the utmost thoroughness, but just think how many of them it takes to do the work!

"The time will come—and it is no so very far away—when this same thoroughness will prevail in America. But the work will be done by machinery. There will be—and there are now, for that matter—machines for practically everything that in Europe is done by hand. There will be fewer men at work on the farms, but more acres will be cultivated and more food raised. With the right kind of machinery and the use of the highest class modern farming methods ten per cent of the population of this country can easily and profitably feed the other ninety per cent.

"Reasoning the thing out from this angle, you can see why it is that we are interested, as everybody ought to be, in getting people as a whole to look at this thing fairly and squarely. There are two sides to it absolutely. We are so eager that both sides be considered and that 100 per cent business rather than sentimental consideration should prevail that we are pushing ahead in this advertising campaign."

FARMERS THRIVE ONLY BY INCREASED PRODUCTION

The PRINTERS' INK representative asked the Harvester man to tell him the exact truth about the reports that the farmers to-day, despite the high prices for food, are not making sufficient return on their investment. As he asked the question the PRINTERS' INK man remembered about the fine cars and other evidences of pronounced prosperity that he had seen recently in the farming sections of Iowa, Indiana and Ohio.

"The farmer," was the reply, "is not making anything like the money some people imagine he is. Had it not been for the increase in land values the farmer would be in an unenviable position. As it is, he has not a great deal to brag about. The remedy? He has to produce more stuff per acre

Digitized by Google

Reader Loyalty Practical Content
Single Editorial Purpose
Constant Rereading Long Life
1,000,000 Subscribers
Paid in Advance Subscription List

THESE
CHARACTERISTICS
make a magazine valuable
to advertisers

These same characteristics distinguish
NEEDLECRAFT
MAGAZINE
"One Woman Tells Another"

Member A. B. C.

Digitized by Google

without any increase in the cost of such production. He is pretty much in the position of the retailer of whom you talk so much in PRINTERS' INK. You say the retailer should handle advertised goods because he thereby can add to his volume at less selling cost than would be the case with unadvertised goods. The same thing works out with the farmer. He has to raise his productive capacity up to the highest possible point. If he attempts to do this with man power, his cost of doing business, as you would call it in the case of the retailer, is so high that there will be no profit left. The remedy is to be found in all possible labor-saving machinery.

"It is not so difficult to sell the farmer on the conventional lines of farm implements. He would never use his hands for a harrow as they do in Belgium. His progressiveness in this respect has really been the salvation of the country, because the country is dependent absolutely upon the farmer. What he needs now, speaking in the broad sense, is to get every possible labor-saving contrivance that is obtainable. He should organize his farm on a basis of efficiency similar to what he would have were he running a modern factory. This will enable him to operate with minimum man power and increase his production accordingly. This is the motive behind our present advertising plan."

PLANNING GENERATIONS AHEAD

The ambitious advertising idea outlined by the Harvester man is something that from its very nature is not over in a week, a month or a year. As such it is another example of far-sighted advertising endeavor, based on a big, broad foundation that looks to the future for its reward. Years necessarily must elapse before the fruit of this endeavor can be gathered by the Harvester company. It is a proposition of building for the future that is worth the careful study of those advertisers proceeding along the old-fashioned idea that the only kind of publicity worth while is that which brings in its results at once or gives definite concrete advance promises.

The first advertisement of the new Harvester series here spoken of appeared in the June farm journals. After a pithy discussion of "boys" as related to the farm it reminds the farmer that machines have been a powerful factor in stemming the flow to the cities. Inasmuch as machines banish drudgery and make labor interesting they naturally attract the boy. The farmer is advised to consider whether he should not own more International farm machines.

"Give your sons every possible opportunity for liking and appreciating farming and farm life," is the admonition.

An advertisement that will appear in July is headed "The Great Unrest."

"This company," the advertisement says, "believes that one of the most vital problems of the day is that of keeping youth content on the farm."

It declares that the hopeful journeying of farm boys to the crowded cities is a national tragedy and that it must be stopped for the sake of the nation and for the sake of the boys themselves. In this the Harvester company hits hard at the present crisis. It wants to arrest the flow of boys to the city long enough to get the farm on a settled basis and to enable the farmer to arrive at a stable solution of his problems.

In an advertisement that will appear later in the summer is "A Message to the Ambitious Boy." This urges the boy to give careful thought to the matter before he decides to leave the farm. Perhaps it is the thing for him to do and perhaps not. He should talk it over with his parents and friends and not take the step through the promptings of unrest or any other sentimental feeling. He should let business considerations rule.

Others will be worked out along similar lines, the object being to instill in farmers and farm boys more of a pride for being involved in that greatest of all human en-

Digitized by Google

There are but two universal languages—pictures and music.

If your advertising story can be told in beautiful pictures, the Art Gravure of the Standard Union offers an exclusive service in Brooklyn.

Digitized by Google

terprises—agriculture. At intervals the machinery problem will be brought sharply to the front. The farmer will be told that by modernizing his farm in the best possible manner he can get along with less man power and at the same time get more out of the land.

Mention was made a few paragraphs back about the far-seeing faith in advertising which the Harvester company must have to put on a campaign of this kind. There is another feature that deserves note also. All makers of farm machinery and other things to sell on the farm will profit from this advertising—something the company knows full well. But it has such a comprehensive and correct view of advertising and the results to be gained from it that it is not going to be deterred by the thought of what others may achieve from its effort. This is the correct stand. If the farmer as the result of this company's advertising or any other kind of advertising can be educated and inspired to a point where he will rise fully to his opportunities then there will be glory enough —also profit enough—for all.

Corn Products Account with Hellwig Agency

The advertising account of the Corn Products Refining Company, New York, "Karo" corn syrup, "Mazo'a" salad and cooking oil, "Argo" starch, and "Duryea's" starch, has been put in the hands of the E. W. Hellwig Co., an advertising agency recently formed at New York.

The officers of the Hellwig Agency are: E. W. Hellwig, president, and C. J. O'Reilly, secretary and treasurer. Mr. Hellwig has been with the George L. Dyer Company, New York, during the last six years, and Mr. O'Reilly has been with the Dyer agency during the last ten years. Mr. O'Reilly was general manager of the Dyer agency.

Dr. Edwin F. Bowers is in charge of the editorial and copy department of the Hellwig agency.

Silver Advertising Account for Federal Agency

The sterling silver advertising of the International Silver Company, Meriden, Conn., is now being handled by the Federal Advertising Agency, Inc., New York.

Hilton and Mix Join Mutual Service Corporation

George A. Cullen, for a number of years passenger traffic manager of the Delaware, Lackawanna & Western Railway, and manager of "Phoebe Snow" advertising, has become chairman of the board of directors of the Mutual Service Corporation, of New York.

Theodore B. Hilton has been made vice-president of this agency. Mr. Hilton was recently president of the Tabard Press, New York, and previous to that was assistant to Barron G. Collier, persident of the Street Railways Advertising Company, New York.

J. Roland Mix has also been appointed a vice-president of this organization. Mr. Mix was at one time business manager of *Scribner's Magazine*, and more recently he has been in the agency business in New York on his own account.

Bergen Advertising Company Formed at St. Louis

Howard Lee Bergen, who for about thirty years has been connected with St. Louis newspapers, and who since November, 1918, has conducted an advertising agency in St. Louis, recently incorporated his agency under the name of the Bergen Advertising Company.

The officers of this new organization are: Howard Lee Bergen, president; Howard S. Bergen, vice-president; S. A. Neumann, secretary, and Elwood L. Bergen, treasurer.

Among the accounts which the agency handles are:

Papendick Bakery Co., Bush Chemical Co., Fred C. Weber, florist; Premier Supply Co., and St. Louis Insecticide & Specialty Co.

Fiction Magazines Will Combine

The *Argosy* and the *All-Story Weekly*, New York, will be combined and issued under the name of *Argosy-All-Story Weekly* beginning July 24. No increases in subscription prices and advertising rates will be made.

Automobile Blue Book with Snodgrass & Gayness

The advertising account of the Automobile Blue Book Publishing Company, New York, has been put in the hands of Snodgrass & Gayness, Inc., New York.

South Bend "Tribune" Appoints Story, Brooks & Finley

Story, Brooks & Finley, New York, have been appointed representatives of the South Bend, Ind., *Tribune*.

Digitized by Google

CHICAGO

The Central Location for Printing and Publishing

Printing
and
Advertising
Advisers

Day and Night
Service
All the Year
Around

One of the Largest and Most Completely Equipped Printing Plants in the United States.

Whether you have a **Large or Small Catalogue or Publication** to be printed, it is our opinion you have not done your duty by your firm or yourself until you have learned about the service Rogers & Hall Company give, and have secured prices.

You Secure from Us

Proper Quality—Quick Delivery—Right Prices

We ship or express to any point or mail direct from Chicago

Make a Printing Connection with a Specialist and a large and Reliable Printing House.

Business Methods and Financial Standing the Highest
(Inquire Credit Agencies and First National Bank, Chicago, Ill.)

ROGERS & HALL COMPANY

Catalogue and Publication
PRINTERS
Artists—Engravers—Electrotypers

Polk and La Salle Streets **CHICAGO, ILLINOIS**

Telephone: Wabash 3381—Local and Long Distance

CHICAGO

The Central Location for Printing and Publishing

Digitized by Google

When Titles Add Authority to Letters

What the Practice Is in Letting Executives Use Their Titles—Must Be Bestowed Only On Men Who Deserve Them and Their Use to Create False Impressions Should Not Be Tolerated

THE STETSON PRESS
BOSTON, MASS., June 29, 1920.

Editor of PRINTERS' INK:

One of our clients, a large concern, is interested in finding out what the practice is in other large concerns for the giving of titles to several managing directors who are not in charge of any one department.

The president, vice-president and treasurer sign their correspondence with the name of the company and then with their titles. There are four other directors, each one of which is a managing direction, and it is for them we wish to find out what the general practice is in the bestowing of titles.

Many thanks for any information you may give me in this matter.

HENRY DAVIS,
President.

IF a man has a title, the best practice seems to be to have him use it in signing his mail and in the other relations he may have with the company's patrons.

The reasons for this are obvious. When people have dealings with a concern, they naturally are pleased to have their business attended to by some one who occupies an official position in the organization.

Letters written by men in authority always carry more weight and wield greater influence than when they are signed by some one who does not bear a title. It is always flattering to a correspondent to know that the president, vice-president, treasurer, secretary, managing director or some other official of the company is giving his mail personal attention.

It is the custom of most well-managed companies to bestow titles only where the man's position and the work he is doing justify the honor. Giving titles to glorified office boys for the purpose of impressing customers is a practice that is not in good repute in the best organizations. But where a man has a legitimate title there is certainly no harm in the modest employment of it at every favorable opportunity. In line with this reasoning, it would be advisable for the client of the Stetson Press to permit his executives to use their titles.

The only objection to the practice of signing titles is that letters written by untitled employees may give correspondents the impression that their business is being handled by those holding minor positions. This, however, is not a serious objection. Many organizations minimize it by having those who sign letters state the department or the executive for whom they are acting. They put under their signatures "sales department," "purchasing department," "for the credit manager," or whatever department they may be connected with. This gives the impression that the writer of the letter is acting with authority for the man in charge of that division of the business.—[*Ed.* PRINTERS' INK.

Charles E. Buck Will Join Staff of MacManus, Inc.

Charles E. Buck will join the staff of MacManus, Inc., in a general selling capacity on August 1.

Mr. Buck has continuously directed the activities of the Detroit branch of the Whitehead & Hoag Company, advertising novelties, Newark, N. J., for the last nine years. He was at one time advertising manager of the Hupp Motor Car Corporation, and has also been a member of the Detroit staff of J. Walter Thompson Company.

Wright Bearing Account With Martin V. Kelley Agency

The Wright Bearing Company, Philadelphia, manufacturer of roller bearings, has put its advertising in the hands of The Martin V. Kelley Company. This account will be handled through this agency's New York office.

P. F. Wall in New Field

Peter Francis Wall, recently service director of the Bert L. White Company, dealer development and sales promotion, Chicago, will engage in business on his own account in the direct advertising field in Chicago.

Digitized by Google

Drinking Fruit

Now is the time for the dealer in seed and nursery stock to take advantage of the boom in fruit growing. Nation-wide prohibition has come to stay—and wide-awake manufacturers of soft drinks have seen their chance. In Missouri alone over 1000 new soft drinks have been registered, 400 of which are based on fruit.

During the first six months of 1920

9,830 lines of
Seed and Nursery Advertising

appeared in the pages of the AMERICAN FRUIT GROWER.

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

Guaranteed minimum circulation, 200,000 monthly

Members of Agricultural Editors Association
Members of Agricultural Publishers Association

SAMUEL ADAMS, Editor
ROBERT B. CAMPBELL, Publisher
J. E. FORD, Director of Advertising

Digitized by Google

Digitized by Google

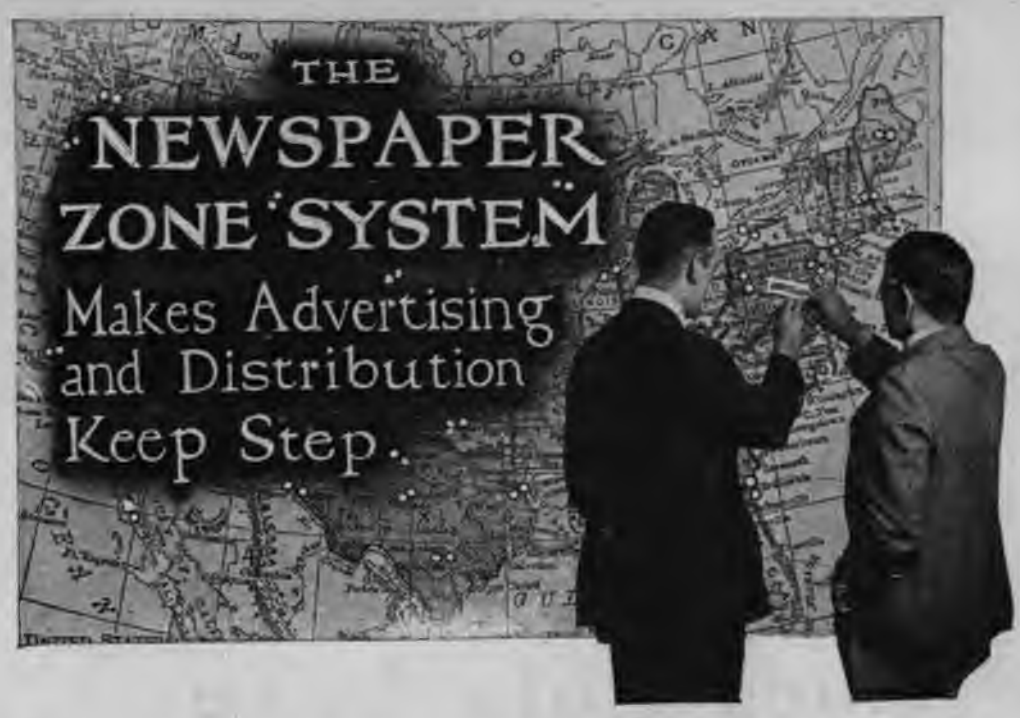
Coca-Cola and Collier's

Coca-Cola have used more space in Collier's this year than ever before.

Collier's
THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

Digitized by Google



THE problem of distribution and advertising is no problem at all when newspapers are used, for newspaper advertising may be extended progressively by zones, hand in hand with and aiding distribution, until both are nationally established.

It stands to reason, however, that the newspaper which develops and extends a business to national proportions is the logical national medium for sustaining and increasing that business. And yet national manufacturers, who turn to newspaper advertising only in time of stress, overlook the fact that the newspaper which has the strength to overcome unfavorable conditions when unusual force is required, has more than the power, as a great NATIONAL MEDIUM, to sustain favorable conditions all the time.

National advertising through newspapers further affords the opportunity of fitting "season copy" to different localities, enabling the North, South, East and West to be handled independently, while even prices, suitable to time, place and condition, may be advertised.

Advertising nationally through newspapers solves a conundrum—the egg, advertising, and the hen, distribution, come neither first but both together—and through the 100,000 daily circulation of The NEWS this problem can be profitably solved in Baltimore.

The Baltimore News

Goes Home and *Stays* Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Digitized by Google

Our Next President a Publisher

A Good Friend of PRINTERS' INK and of Advertising Men Generally Will Occupy the White House After March 4, 1921

AFTER trying men from all walks of life, from the surveying industry, from tailors and mostly from lawyers, the people of the United States have decided that they will give a publisher the big job. The next President of the United States will be an Ohio publisher, who started life on a farm, went from there to a country newspaper office as a printer's devil, and who became in turn office boy, printer, news boy, circulation and advertising manager, reporter, editor and owner. It makes no difference whether the next President's name is Warren G. Harding or James M. Cox, he is bound to have had the experience mentioned above. Whether the owner of the Marion *Star* or of the Dayton *News* and Springfield *News* drives down Pennsylvania Avenue on March 4, 1921, amidst the plaudits of the assembled multitude, the public is practically certain to welcome as President a man who is familiar with the great businesses of publishing and advertising. We have more than an outsider's interest in it, because both Mr. Harding and Mr. Cox are great friends of PRINTERS' INK. We do not wish to convey the impression that the only way to become President of the United States is to study the editorial pages of PRINTERS' INK, but who can deny that in this case we have had something to do with the moulding of a president's mind?

MEN from the following businesses have occupied the White House:

Lawyers	18
Teachers	2
Soldiers	2
Tailors	2
Farmers	1
Public Officials	1
Surveyors	1
*Publishers	1

*We are able to make this prediction with reasonable certainty.

The following quotation from a letter received from Senator Warren G. Harding, a few months ago, shows the regard in which he holds PRINTERS' INK.

"It was hardly necessary for you to tell me about PRINTERS' INK, because I have been more or less familiar with its policy and much of its contents since the year of its establishment. Before I came into official life I was a constant reader of its interesting pages." * * * In the same letter he stated the following views about advertising, and the effect a trend toward socialism would have upon it. "Men in business advertise in order to further their business activities. They are seeking to achieve because of the love of achievement and the reward which it pays. If all the rewards were to be abolished, certainly the inspiration will have been removed."

And Governor Cox, not to be outdone, comes through with a telegram stating that he is now and always has been a reader of PRINTERS' INK. Both Governor Cox and Senator Harding are also using the advertising pages of PRINTERS' INK to bring the value of their respective publications before the attention of buyers of advertising space.

The experiences which the two men have had in common, first in persuading the wily buyer of advertising space to use their papers, and later as publishers and owners have made them friends. It looks as if their fight for the largest office in the land would be a friendly, upstanding one.

Publisher Cox said of Publisher

Digitized by Google

Harding in the Dayton *News*:

"Warren G. Harding, the expressed choice of the Republican Convention, is a charming gentleman of clean character and fine reputation as a citizen. The *News* extends to him in his hour of triumph its felicitations."

Publisher Harding said of and to Publisher Cox:

"I recall a much remarked cartoon, which portrayed you and me as newsboys contending for the White House delivery. It seems to have been prophetic. As an Ohioan and a fellow publisher I congratulate you on your notable victory."

To which Governor Cox replied, "I accept your message as an evidence of the fraternal impulse which has always characterized the craft to which you and I belong. I heartily appreciate the felicitous spirit which you have expressed."

PRINTERS' INK says to the next President, be he Publisher Harding or Publisher Cox: "Congratulations, Mr. Publisher President. May your administration and your conduct in the high office to which the people have elected you shed an added lustre upon the great and glorious businesses of publishing and advertising."

Senator William Dennis Is Dead

Senator William Dennis, president of the Halifax *Herald*, died on July 11 at Boston, in his sixty-fourth year.

Senator Dennis was also owner of the Halifax *Evening Mail* and *Sunday Leader*. He was appointed to the Dominion Parliament in 1911 and was called to the Senate in 1912.

Carr Speirs Will Join Ross-Gould Agency

Carr Speirs, advertising manager and assistant sales manager of the Frank Adam Electric Company, St. Louis, will join the Ross-Gould Advertising Agency, St. Louis, on August 1.

Bert Butterworth With "Drug Topics"

Bert Butterworth has been appointed Pacific Coast Advertising manager, with principal offices in Los Angeles, Calif., of *Drug Topics*, New York.

New York Agency Formed By Sackheim & Scherman

The advertising accounts of the Brann Publishers, New York; Sherwin Cody School of English, Rochester, N. Y.; Patterson Civil Service School, Rochester, N. Y.; Radio-Round Incubator Company, Wayne, Neb.; Lewis Hotel Training School, Washington, D. C.; Bickmore Company, Old Town, Me.; Bleadon-Dun Company, Chicago, and the National College of Literary Arts, are now being handled by Sackheim & Scherman, an advertising agency recently formed at New York.

The organizers of this new agency are Max Sackheim and Harry Scherman. Mr. Sackheim for the last five years has been with Ruthrauff & Ryan, Inc., and has been secretary and production manager of that agency. He has also been with J. Walter Thompson, Inc., New York; Sears, Roebuck & Co., and Taylor-Critchfield Company, now Critchfield & Co., at Chicago.

Mr. Scherman has been treasurer and general manager of the Little Leather Library Corporation, New York, since its beginning five years ago, and before that time had been with J. Walter Thompson, and Ruthrauff & Ryan.

D. C. Grove, Blaw-Knox, Advertising Manager

D. Clinton Grove has been made advertising manager of the Blaw-Knox Co., steel product manufacturers, Pittsburgh, Pa., succeeding George Land. Mr. Grove was recently with A. S. Cameron Steam Pump Works, New York.

Leo Robin, who has been engaged in newspaper work in Pittsburgh, was recently added to the advertising staff of the Blaw-Knox Company.

"Fashion Art" Adds to Staff

David J. Gillespie, formerly with *Country Life*, and for the past four years with *Harper's Bazar*, New York, now represents *Fashion-Art*, Chicago, in New York State and the Philadelphia and Southern territory.

O. W. Hull will continue in the New England States for *Fashion-Art*, and both Mr. Hull and Mr. Gillespie will cover New York City.

Frowert Agency Has French Automobile Account

The Percival K. Frowert Company, Inc., New York, has been appointed advertising representatives of Automobiles Delage, manufacturer of the French motor cars of that name. Space contracts are now being made with class publications. Color pages will be used.

Digitized by Google

Getting the Customer Younger

Reasons Behind the New Dress for Owl Cigars—New Following Obtained Through Shipments Made to Soldiers in France One of the Causes

STATISTICS for the year 1919 indicate that cigars of standard brands show a far greater advance in sales than they have enjoyed for several years.

"Prohibition has had a great deal to do with the increase in sales of the better brands of cigars," says Frank Harwood, advertising director of the General Cigar Co., Inc. "Cigars formerly sold in the average saloon were almost invariably long-profit, inferior merchandise. The smoker exercises more discrimination when buying in a cigar or drug store. Even the ex-saloon keepers recognize this. Many of them who have converted their places into restaurants have ordered our brands for the first time, even before waiting for 'a call.'

"We have also found in our experience that cigars are being smoked in increasing measure by the younger men. One reason for this, in our case, is the new following we secured through large shipments of Owl, White Owl and Robert Burns cigars which were made to our soldiers in France during the war. In many cases these men, who had formerly perhaps smoked only cigarettes and pipes, became converted to the cigar in a permanent way."

LAST HALF *of ninth*—

and I'm the batter up. Ouch! Two out—three balls and two strikes! Pitcher knows I'm weak and takes a chance on one right over the plate. *Bing!* Going—going—going! Fielder running—*he trips!* Catcher wrings his mit and sees the three of us come running home.

Well, that's how it feels when you take up with Owl Cigar. *You've won the game!* You've joined the pennant winners—and you'll never lose again—for that $3,000,000 leaf reserve keeps Owl always the same. *Try Owl*—that's my advice.

8c

General Cigar Co., Inc.
DEPENDABLE CIGARS
119 West 40th Street, New York City

The OWL Brand
With the Brown Band

TAKEN FROM THE BASEBALL SERIES

A chief characteristic of the advertising for Owl cigar, as most readers of PRINTERS' INK know, has been the use of large photographic heads. At first these heads were of ordinary citizens. Then came the war, and during that period Owl put on military dress and presented the soldiers of all the allied countries. At the close of the war a copy scheme was devised which presented the different States in character. The conversation between these States indicated not only the merits of this cigar, but brought forth in a striking way its national distribution.

As States do not yet come in unlimited quantities, it finally became necessary to determine what turn the photographs should next take. The growing tendency toward cigar smoking among young men suggested the use of more youth-

Digitized by Google

ful faces, and the coming of summer suggested the sports and pastimes in which such men would be most interested. The pictorialization of sports also would permit in the photographs the introduction of accessories which would serve to differentiate the advertisements from each other. The first of the new series covers baseball, the greatest of American sports.

This will be followed by other advertisements on other sports and written in a similar vein. For instance, a disciple of Izaak Walton, holding aloft a sample catch, declares:

"Fishing isn't merely getting fish!

"It's getting sunshine. It's hearing singing brooks—it's feeling outdoor peace—it's letting go to get a firmer hold!

"That's why Owl goes with me. Owl's just *made* for fishing—makes the sunshine mellower—makes the brooks sing sweeter. Like a good rod, Owl is carefully fashioned. Every leaf is aged to mellowness—a $3,000,000 leaf reserve attends to that. *Try Owl*—that's my advice."

ADVERTISING HAS BROUGHT IN MANY LETTERS

One of the by-products of this advertising since the introduction of photographic heads, has been an unusual amount of mail from all sorts and conditions of men—and even the women occasionally write commendatory letters and request the name of the model. The letters include those who are looking for lost relatives or friends; those who are seeking an introduction, and the frankly curious.

The characters representing the different States brought letters from Chambers of Commerce and various State organizations, asking when their own State would be featured, and in some cases offering free photographs of typical characters. Judging by past experience, the General Cigar Co., Inc., expects confidently to see a turn in the correspondence toward letters from those interested in the sports now being represented.

Advertises in Order to Buy Cotton Goods

Unusual times bring unusual conditions and unusual advertising. Included in the advertising of these times are the advertisements of buyers of staple goods in large quantities who are seeking sellers.

There has been an increasing amount of such advertising of late. Recently in trade-paper advertising The National Cloak & Suit Company took large display space to advertise that it was open to buy various kinds of cotton goods. The kinds of cotton goods desired were specifically listed.

In this advertising, as in buyer's advertising in other fields, the same fact is revealed—the fact that a seller's market still obtains.

Off-the-Street Club Has Annual Benefit

The Off-the-Street Club, which is the official charity of the advertising men of Chicago, gave its annual benefit last week in the park of the Chicago American League Baseball Club.

The object was to raise funds for the maintenance of the club for the year and to give 1,000 boys and girls a day's outing. The entire programme was turned over to the youngsters and they were assisted by athletes and professional entertainers. Several weeks before the outing the club advertised for automobiles and trucks to take the children to the park. The result was that more vehicles were offered than could be used.

W. B. Griffin Advanced at Holmes & Edwards Co.

William B. Griffin, who has been with the Holmes & Edwards Silver Company, International Silver Company, successor, at Bridgeport, Conn., for some time, has been made advertising manager of the Holmes & Edwards organization.

Organization of the Harry Levey Service Corp.

Officers for the Harry Levey Service Corporation, New York, recently organized for the making of industrial and educational motion pictures, are as follows: Harry Levey, president; Herman A. Mintz, vice-president; Isaac A. Harris, treasurer; and Chester C. Kleber, secretary. It is planned to run the company on the industrial democracy plan.

"Electrical Experimenter" to Change Name

With the August issue the *Electrical Experimenter*, of New York, will change its name to *Science and Invention*. The new publication will contain a sixteen-page rotagravure section.

Digitized by Google

Philadelphia

the Third Largest Market in the United States, is One of the Best Cities in America for a Concentrated National Advertising Campaign

Philadelphia stands pre-eminent as "the world's workshop." In point of tonnage and number of vessels cleared it is America's second largest port, and in population it is the third city in the United States.

It constantly maintains its distinction as "the city of homes," of which it has nearly 400,000. About 150,000 of these dwellings are owned by their occupants.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

Net paid average circulation for the six months ending April 1, 1920, as per U. S. Post Office report: 466,732 copies a day.

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

Digitized by Google

Scripps Newspapers Scripps Newspapers Scripps Newspapers

The Seattle Star

has the greatest daily circulation
in the great state of Washington.

No premiums! No contests! The circulation supremacy of The Star is the result of editorial merit. The Star is sold only to people who wish to read it—without added inducement.

To cover the rich Seattle territory, the Star should "top" your list of Washington papers, because the Star reaches the largest number of possible customers. The Star is first in circulation.

Government Circulation Statements

April 1, 1920

The Seattle STAR..... 61,604
The Seattle Times..... 55,734
The Post-Intelligencer... 54,704

The Star was the only Seattle newspaper which defied the order to suspend publication, issued by the I. W. W. during the general strike. It was to The Star that Mayor Hansen wrote: "Your newspaper saved Seattle from revolution." The Star is a 100-percent-American newspaper.

Scripps Newspapers Scripps Newspapers Scripps Newspap

Digitized by Google

:ripps Newspapers Scripps Newspapers Scripps Newspapers

NOT all of the potential pulling power of a Scripps Newspaper is indicated to the advertiser by the circulation figures.

There is something more—something as valuable as it is intangible.

In many cities it has been the evident duty of a Scripps Newspaper to strike the bonds of misrule from the community, insofar as a newspaper, thru its vigor and earnestness of editorial expression, may be said to do so.

Because the citizens of these communities have faith and trust in the sincerity of Scripps journalism, these newspapers develop for the advertiser greater horsepower per unit of circulation.

Scripps Newspapers

Foreign Advertising Department
Union National Bank Building
CLEVELAND, OHIO

New York Office
Marbridge Building

Chicago Office
First National Bank Building

ripps Newspapers Scripps Newspapers Scripps Newspapers

Digitized by Google

June Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of display advertising for the month of June, 1920.

Automobiles - - - - - - - - - The Daily News, 81,885 lines. Next highest score, 78,393 lines.	THE DAILY NEWS	**FIRST!** 6 days against 6
Books - - - - - - - - - - - - The Daily News, 8,287 lines. Next highest score, 5,376 lines.	THE DAILY NEWS	**FIRST!** 6 days against 7
Churches - - - - - - - - - - The Daily News, 4,427 lines. Next highest score, 679 lines.	THE DAILY NEWS	**FIRST!** 6 days against 7
Clothing - - - - - - - - - - - The Daily News, 273,940 lines. Next highest score, 241,563 lines.	THE DAILY NEWS	**FIRST!** 6 days against 6
Department Stores - - - - - The Daily News, 473,207 lines. Next highest score, 291,189 lines.	THE DAILY NEWS	**FIRST!** 6 days against 7
Out of the Loop Stores - - The Daily News, 44,474 lines. Next highest score, 20,091 lines.	THE DAILY NEWS	**FIRST!** 6 days against 7
Educational - - - - - - - - - The Daily News, 9,469 lines. Next highest score, 7,525 lines.	THE DAILY NEWS	**FIRST!** 6 days against 6
Foodstuffs - - - - - - - - - - The Daily News, 46,078 lines. Next highest score, 37,223 lines.	THE DAILY NEWS	**FIRST!** 6 days against 6
Furniture - - - - - - - - - - The Daily News, 33,952 lines. Next highest score, 23,297 lines.	THE DAILY NEWS	**FIRST!** 6 days against 6
Household Utilities - - - - The Daily News, 17,820 lines. Next highest score, 12,511 lines.	THE DAILY NEWS	**FIRST!** 6 days against 7
Jewelers - - - - - - - - - - - The Daily News, 12,671 lines. Next highest score, 10,093 lines.	THE DAILY NEWS	**FIRST!** 6 days against 6
Musical Instruments - - - - The Daily News, 33,754 lines. Next highest score, 28,142 lines.	THE DAILY NEWS	**FIRST!** 6 days against 6
Publishers - - - - - - - - - - The Daily News, 29,238 lines. Next highest score, 19,751 lines.	THE DAILY NEWS	**FIRST!** 6 days against 7
Real Estate - - - - - - - - - The Daily News, 11,218 lines. Next highest score, 10,183 lines.	THE DAILY NEWS	**FIRST!** 6 days against 7
Total Display Advertising - The Daily News, 1,270,687 lines Next highest score, 859,405 lines.	THE DAILY NEWS	**FIRST!** 6 days against 6

IN NEARLY EVERY IMPORTANT CLASSIFICATION

THE DAILY NEWS

***FIRST* in Chicago**

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers)

Digitized by Google

How the Gates Rubber Company Snatched Victory from Defeat

Three Thousand Dollars Indebtedness Seven Years Ago, a Half-Million in Advertising This Year

By Paul Findlay

TO buy a manufacturing business by going in debt $3,000, then to find the business almost worthless, revamp it through evolving along new lines while scratching for a living and interest charges, and win out—that's worth while, is it not? It also evinces unusual initiative, courage and determination, does it not?

That's an outline of what happened in the case of Charles C. Gates and what he did about it.

For years Gates had been a traveling salesman, running out of Denver. He had gathered up a few — very few — dollars and wanted to settle down at some job where he could be at home every night. Also, he wanted to be his own boss. So he looked about for a promising business, and he found one that promised very liberally. It was a small factory wherein covers for automobile tires were made and its field seemed due for wide development.

Why covers for tires? Because the Rocky Mountains are huge piles of granite which disintegrate with the slow process of the ages. If the sand which covers the valleys and lies thick on the mountain slopes and of which the primitive roads were built is examined under a glass, it is found to be angular and very sharp of edge and corner.

That kind of road at best is hard on rubber tires; and there are thousands of miles in New Mexico, Texas and Colorado which are not "at best" by a long way. The ruts are deep, the way uneven, the trail narrowing to a mere ledge along the mountain sides, and tires wear out rather rapidly—or did before they were improved and adapted to fit conditions, and before the recent era of good roads building was ushered in.

So somebody had designed a covering of leather, studded with rivet heads, to fit over tires used on protracted journeys across that rugged country.

Gates found this factory. The owners could be induced to part with it. Gates is naturally careful, but also he is naturally an optimist; so, after making what he felt was an adequate investigation, he found himself in possession of the factory as sole owner. He was also sole owner of a debt of $3,000 for borrowed capital. That means he had staked his entire present and immediately prospective resources on this venture.

The business was there all right, too; but things looked different from the inside. He discovered that the covers could be sold in limited quantities, but repeats came slowly, and at best it was a mail-order proposition, one or two covers at a time on an order. Why? Well, let's examine that sand again.

TACKLING THE REAL PROBLEM

Have you ever walked across a sand lot in a pair of low shoes? Then you know how your feet felt after you had gone a few yards. You had to take off and shake out those shoes. Probably that was nice, soft sand. Suppose it had been sharp, angular, flinty sand? Get the idea? It was the same with those covers. They fitted closely—but not sand-tight—about the tires. The sharp sand got in between the cover and the tire. It cut both ways—into the outside of the tire and the inside of the cover; and what it did to both was a plenty. There was grave question whether the cure was not worse than the disease.

Here, then, was revealed the real problem, and Gates was the

Digitized by Google

kind of man to tackle its fundamentals. If the sand got in, it must be excluded. To exclude it, the cover must be fastened permanently to the tire. Nothing better than vulcanizing; and if vulcanizing, then the right material to use was fabric and rubber. And if these were used, why not apply the cover to any tire—why confine its use to mountain trails and granite-sand roadways? Thus applied it would be in effect a new tire bottom—a "half-sole."

It did not come all at once just like that. It was not easy nor was the execution of the idea ready at hand. Moreover, the factory must be kept going to earn the daily wages, the living and interest charges. They were days of labor and nights of study for Gates. Slowly, precariously, but steadily, the new department was installed. Almost immediately it became the mainstay of the factory and the original cover became a secondary product.

The next and entirely natural development was the manufacture of tires; then tubes; and those are the principal items of production to-day.

The whole history of this development goes back only to 1913. To-day Gates occupies a wonderfully modern plant on the outskirts of Denver—not so exceedingly far out, either. No sooner is a new unit ready for occupancy than another is needed and begun forthwith. That process has been continuous since he was graduated from the cirmumscription of the original little factory shack.

Not a bit of the development has been based on borrowed capital. The $3,000 he borrowed to take over the business originally has been his only debt. The enterprise has been built on and developed out of profits, and Gates is the sole owner. In 1919 he made $10,000,000 worth of tires alone; and there have been any quantity of half-soles, belts and accessories; but I am getting ahead of my story.

The leather covers are still being used, but only in a limited way, and for travel over the worst roads. In cutting the covers there was considerable waste which had been sold for little or nothing. One day Gates picked up a few pieces and conceived the idea of making halters. Investigation failed to find that a single halter was being marketed with an identity behind it. Halters lay in harness shops and hardware stores just as halters, and sold themselves. Gates decided to make a corking good halter, to brand it and put behind it an unlimited guaranty. To each Gates halter was attached a card on which was his name as manufacturer and guaranty, and the card was attached to the halter by a bit of leather thong. On the card was the statement that the thong was a sample of the halter stock—regular, not selected—and suggested that the inspecting purchaser might test its strength for himself by trying to break it.

It's natural instinct for any man to fall for such a suggestion, and it is right in line with any husky farmer's psychology. So nineteen times in twenty he'd try the strip and fail to break it. Then he not only felt an added degree of respect for the maker of halters who used such good material, but, reading further, he learned that there was no time limit to the guaranty; any time the halter broke or failed in any particular, he could have a new one for the asking.

Naturally, Gates halters became known wherever horses were used, and the production in 1919 was 312,000. Gates thus runs probably the largest halter factory in the world.

FAN BELTS NEXT DEVELOPMENT

But horses are becoming a passé institution, or at least there are not so many outlets for halters as formerly. But fan belts—why, there's apparently no limit to the demand for them now; and that promises to hold while gasolene is produced or any other fuel to replace it. So Gates started to investigate the field for fan belts, and he learned a lot.

He found that there were some

Digitized by Google

200 kinds and styles on the market. Even with 1,500 distributing stations, it was quite possible for a man stranded with a broken belt to fail to find one to fit his car. Gates learned that he could fit 90 per cent of all cars in the country with ten different belts, embracing all kinds and styles within that number. Thus he could avail himself of the services of 1,500 distributors who, in turn, would be relieved of an immense burden of surplus stock while being equipped more completely to fit practically any sort of car than ever before.

WHAT OF ADVERTISING?

On this plan he had the outlet and was able to turn out about 9,000,000 belts of all kinds last year. Of these he contracted for 7,000,000 assorted sizes and shapes, and 1,800,000 of a special brand and shape he developed at the commencement of his fan-belt making experience.

For a year or two Gates' distribution was limited to a circumscribed area; but the minute his half-sole was developed he got wide distribution by means of exclusive half-sole agencies. They extended over the length and breadth of the land, and, having a feature all their own because of exclusive agency control, they advertised liberally each in its local field. This local advertising, broadcasted over the country, was the introduction of the half-sole to the public.

But as soon as distribution was approximately general, so that Gates had something he could advertise himself nationally, he got busy with the clarion. In 1919 his appropriation of $500,000 enabled him to use the largest national mediums. For 1920 his appropriation is $750,000.

This for a man who seven short years ago was in debt $3,000 for factory purchase money and who had on his hands a business the chief asset of which had been its fine promises makes what

The
George L. Dyer Company
42 Broadway
New York
Western Offices
76 W. Monroe St.
Chicago

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

Digitized by Google

looks like a pretty good showing.

Many wonder why a plant like that of the Gates Rubber Company should be located in Denver; or why, if set down in such an "out-of-the-way" place, it should not be moved to a more "central" location — Akron, Ohio, for example.

But did you ever stop to think that the principal raw material, rubber, comes from tropic countries which, almost without exception, border the great Pacific Ocean? Also, does it occur to you that long-staple cotton, used in tire-fabric, is grown in Arizona and Southern California in perfection and abundance? These products are nearer Denver than they are Akron. Fact is, much, if not most, raw rubber finds its way eastward from Pacific ports by rail or water rather than westward from Atlantic ports. So Denver is directly in the pathway of commerce, and rubber dropped off there for manufacture is on a similar footing to the old milled-in-transit flour of the wheat barons.

Then there are other features. Denver is located on a vast plain which lies at an altitude of just one mile above sea level. There is ample room to expand any factory on ground which is plentiful and cheap. The climate—no, I am not boosting Denver; I am merely stating plain facts to show why Gates stays there—is a factor. A fine, salubrious climate is an asset in any business. A climate which heals the sick will operate as effectively to keep folk well; and health and happiness are widely recognized synonyms. Men like to live as they go. Workingmen are no exceptions to this rule. They like to have homes of their very own amid pleasant surroundings, where their children can go to fine schools within easy walking distance of their dooryards, where they are secure from evil influences, the baleful atmosphere of belching chimneys and where they are safeguarded from other dangers of proximity to factories.

Workers who enjoy such advantages and own their homes are apt to have fixed habits. They are not liable to succumb to the lure of the outlaw strike-inciter. Fair wages and a square deal will hold them contented to their tasks. This factor of climate plays a big part in Denver factory life and in Gates' ability to get and retain a full quota of willing, satisfied workers.

Further, the distance from Denver to Akron is no greater than the distance from Akron to Denver. There is no place in the country where motor cars are not now in constant use, and they do say the increase in the West is something tremendous. Why, the Goodrich people have just erected a big plant in Los Angeles and have contracted for all the long-staple cotton that can be grown on many broad acres in the Imperial Valley of California. That cotton will be milled and woven into fabric right in Los Angeles, just as a great quantity is already being woven in San Francisco.

Gates' tires and fan-belts, his halters and half-soles, are distributed as freely in Massachusetts as in Missouri, in San Antonio as in St. Paul, and they are all made in Denver. Moreover, he has no intention of moving elsewhere.

All of which establishes perhaps the soundness of the contention that if you get a wallop you do not have to lie down under it, and if you get stung you need not stay stung, but instead can develop a line of commodities with which you can become a successful national advertiser, provided you have some of the qualities that enter into the makeup of Charles C. Gates.

L. L. Eyster Joins W. J. Bryan Agency

Leonard L. Eyster, formerly with Donovan-Armstrong, Philadelphia, has become a member of the copy staff of the William J. Bryan Co., New York. Mr. Eyster was for some time in the diplomatic service, attached to the American Embassy at Madrid, Spain. His initial advertising connection was with the Richard A. Foley Advertising Agency, Philadelphia.

Digitized by Google

"Food—The Soil For Life"

An article by Dr. C. Houston Goudiss, in THE PEOPLE'S HOME JOURNAL for July-August 1920, gives the reader new viewpoints upon the vital question of food. It arrays food facts and presents food arguments in such a forcible and original way that in reading it we believe your time will be well spent.

We also commend Dr. Goudiss' article to you because it clearly outlines the foundation upon which the JOURNAL'S Food Department rests. The sole aim and purpose of our efforts in this field is to guide and assist our readers in the selection and preparation of foods best suited to the cultivation of perfect health, both physically and mentally.

The People's Home Journal
NEW YORK

For 35 Years the Magazine for Every Member of the Family

Digitized by Google

Ask Leslie's

FOR many years Leslie's has supplied to the readers clean-cut, authentic information bearing upon investment securities and automobiles. The inquiries have come in thousands to the financial and motor departments—and the answers have gone back promptly, comprehensively and free of charge. And Leslie's service departments became great established institutions.

And then, as time went on, new inquiries came in, questions that branched out into the field of business generally. And Leslie's with a reputation to maintain as information bureau went out and gathered the material wanted. And now formal announcement is made that as a result of this experience, you can ask Leslie's anything pertaining to business. Glance over the questions listed herewith—do they suggest anything that *you* want to know?

FRANK L. E. GAUSS
Advertising Director

THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST

LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S

Digitized by Google

TEN TYPICAL QUESTIONS

What kind of a bonus system can I install to get greater efficiency from my truck drivers?

Will it pay to buy adding machines for use in my wholesale hardware business?

What are the different kind of sprinklers and how do they affect insurance rates?

Will a furnace regulator reduce my coal consumption this winter?

The masons are on strike here. How can I make a necessary addition to my factory?

Is the individual drive more economical than the larger power unit in a large machine shop?

In view of the high price of coal, should I install an oil burner under my boilers?

What is the best kind of roofing for my summer camp in Canada?

Can paint intended for interior work be used for porch floors?

Would it pay me to install my own water pump and electric lighting system at my home, located ten miles from the city?

Leslie's

Illustrated Weekly Newspaper

225 Fifth Avenue, New York

Half a Million Guaranteed

THE FIRST 500,000

THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST

LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S

Digitized by Google

Try it out in Representative Milwaukee

FRIENDS

Friends are people who have faith in you. They have faith in you because they believe you to be right.

The Journal has more friends in Milwaukee and Wisconsin than any other newspaper. During the 38 years of its existance The Journal and Milwaukee have become friends—warm friends. For 38 years the people of Milwaukee have maintained their faith in The Journal because they believed it to be right.

Today, as a result of this faith, 4 out of every 5 English-speaking families in Milwaukee read The Journal every day.

The confidence of these readers extends to The Journal's advertising columns as well as The Journal's news. They must have confidence in your merchandise before they will buy. You can secure this and cover Milwaukee at one cost by concentrating your advertising in The Journal. It must pay others because The Journal prints more advertising than the other Milwaukee newspapers combined. It will pay you, too.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.
Special Representatives
New York Chicago

Digitized by Google

Boston Marketmen Advertise to Justify the "Middleman"

Fruit and Produce Exchange Advertises Present-Day Conditions in Connection with Production and Distribution of Foodstuffs

"HOW few of us stop to consider the important work which is being carried on to feed the inhabitants of our great City of Boston 'while the city sleeps!' The food production of Massachusetts—of New England, in fact—is very, very limited. If our citizens depend solely upon our own production for the food supply they will starve indeed."

This is the first paragraph of an unusually interesting advertisement—one of a series of a campaign, which is being staged in Boston by the Fruit and Produce Exchange. Careful consideration has been given in presenting the valuable functions performed by the marketmen or middlemen in helping distribution of merchandise that depreciates quickly through waste.

It is forcibly brought out that considering the great overhead expense necessary to do business, and since merchandise must be turned over very quickly for immediate consumption in the fruit and produce line, there is not much time accessible for profiteering as has been charged.

The production of pork and its by-products in Massachusetts in one year is shown to be sufficient to supply the inhabitants in that State for only one week; that sheep raised there in the same length of time would last but one day; and other comparative examples are given.

"We tax the limits of the earth, at recurring periods of each succeeding year, every island, every peninsula and continent, for their resources to supply us with food for a consideration to the investor, which, in proportion to the investment and the risk, looks infinitesimally small! All Europe, Asia and America send their contributions in butter, cheese, eggs, poultry, vegetables, produce, beef, lamb and other products, so that the inhabitants of our great city may have a steady supply of food for consumption in season and out of season by reason of the help of our cold storage."

Food thus furnished is a highly speculative commodity, subject to sharp competition by reason of many diversified interests engaged in the business, sold at a rate of profit running from loss to one and two per cent net, except unusual markets, the merchants depending on the volume of business rather than on individual sales for existence.

SMALL MARGIN OF PROFITS TELLS THE REAL STORY

It is told that while the commissions charged remain stable, as in pre-war days, the overhead charges, interest on large borrowings on account of higher prices, have increased enormously, so that the margin of profit is surprisingly small.

"Who are these men who dive their fists in the pockets of their jeans and produce the necessary capital to bring the vast stores of food to feed us, while the big city sleeps?" is asked. It is answered, "They are the merchants who congregate in the purlieus of Faneuil Hall and Quincy Markets, where their fathers, grandfathers and predecessors have bought and sold food commodity."

The intimate connection of the law of supply and demand, coupled with good transportation facilities as regards the business of these merchants, is strongly brought out.

The advertisements are headed with "Facts from the Leaves of the Diaries of Our Merchants in Food Commodity Who Are Located in the Market District of Boston," under the caption, "While the City Sleeps," and the

Digitized by Google

advertising is issued in editorial style, set in straight non-display type.

Each message contains a subheading which briefly outlines the points that have been brought forth. No display is used, yet the advertisements are readable and most interesting all the way through.

The messages tell of the accomplishments of the merchants, their incentive to profits, Government control of railroads and food prices, and their relation to the destruction of food at wholesale.

Profit and profit baiting is strongly brought forth by the citing of a number of instances in which it is questioned whether there is a standard of profit, and if there is, what is the fixed standard.

"Will the food-buying public understand that the presence of the middleman is a blessing?" is asked. And continuing, "Without the middleman, the public will suffer. He makes the investment at his risk, he brings the commodities for the benefit of the public, and he must sell them in a highly competitive market. His losses are his own, the public does not repay him for them; and his gains never exceed on an average one per cent net."

An interesting test is put to the public as follows: "Try this experiment for your own satisfaction. Send for a crate of oranges from the growers, directly, or a crate of eggs from the farmer in the East or West, from Maine or Wisconsin; eliminate the middleman and note the cost. If the eggs, charging the breakage to the good ones, and the oranges charging the rots to the sound, plus other costs of packing, trucking, freight, not including risk and investment, etc., do not cost at least one dollar per dozen to the consumer, the need of elimination of the middleman will be cheerfully conceded."

To this is added, "The middleman is a public benefactor, his usefulness is an acknowledged fact, and his existence, as part of the highly organized business of the food merchant, is well established."

The campaign is published with a view to broaden the scope of understanding and to remove the stigma of profiteering which is usually thought of in connection with the middleman.

Chicago Advertising Council Will Increase Activities

The advertising council of the Chicago Association of Commerce has organized two new departments. One is a committee devoted to moving-picture advertising and is headed by A. L. Erickson, of Armour Company. The other is a committee on foreign trade, the chairman being W. G. Wendt, of Critchfield & Company. The activities of these committees will begin early in the fall. The moving-picture committee will put on programmes considering such subjects as the use of industrial films for advertising and selling and Americanization work, also for the instruction of employees in machine operation. The foreign trade committee will pursue its work along the lines of the proposed Latin-American trade promotion, followed by the Associated Advertising Clubs of the World in this country.

New Publisher's Account With J. W. Blake

J. W. Blake, Advertising Agency, Yonkers, N. Y., will handle the advertising of a new publishing firm, Fairfield Publishers, Inc., New York.

This new publishing firm will publish a general line of special editions of books which will be marketed exclusively by mail.

William G. Clifford, who was formerly with Ruthrauff & Ryan, Inc., New York, and who at one time was head of an advertising service agency in Chicago, is president; and Emil H. Schwed is secretary and treasurer of the new publishing company.

C. N. Fleming With H. S. Crocker Company

Charles N. Fleming, who has been advertising manager of *La Capitale*, an Italian newspaper published at Sacramento, Calif., recently became manager of the printing and bookbinding department of the H. S. Crocker Company, Inc., of Sacramento.

W. R. Howell Joins Martin V. Kelley Company

Walter R. Howell, recently with Brooke, Smith & French, Inc., Detroit, has joined The Martin V. Kelley Company, Toledo, O.

Digitized by Google

Selling the Consumer via the Dealer by Direct Mail

Time-Tested Campaign of the Pittsburgh Water Heater Company That Increases Sales and Dispels "Seasonal" Idea

By Albert E. Haase

SEVERAL years ago the Pittsburgh Water Heater Company inaugurated a plan for selling its water heaters to consumers, through dealers, by direct-mail advertising. It has provided, and still provides, national advertising and dealer sales service that enabled the dealer to tie up with the national advertising.

Last year the results brought about by its direct-by-mail plan were so satisfactory, and in some cases so "fairly sensational," that this year the company's direct-mail advertising plans have been made more elaborate. The plan calls for a typewritten letter and two booklets, supplemented by a card invitation to witness a special demonstration of the heater.

All of this direct-mail literature is imprinted with the company name and address of the dealer.

The dealer's only worry in the beginning of the campaign is the preparation of a mailing list. And even on this point he is given specific advice: "Do not jump at the conclusion," the company tells him, "that you will take advantage of this publicity—hunt up an old list of prospects and after the campaign is arranged, sit back and wait for results. They will not come. The most essential feature that enters into the preparation of a campaign is, of course, the list of prospects to be circularized. Great care should be taken to secure the names of people who own their homes and are in a position to purchase a 'Pittsburgh' water heater. Do not try to compile lists from a telephone book or directory, unless you are absolutely sure that the names of the prospects you select are in the above class."

For this list of prospects the company prepares not only the letter and literature, but also addresses the envelopes and arranges the literature and letters in the envelopes. All of the ammunition, expressed to the dealer, and marked with definite release dates, is ready for the dealer to drop in his local post office.

If the dealer prefers to name the mailing dates he is generally advised to mail the three sets of material which have been sent him at intervals of seven days, and to release the demonstration card about three or four days in advance of the actual demonstration dates.

PERSONAL WORK MAPPED OUT FOR THE DEALER

After the literature has been mailed the dealer is called upon to make a second effort as part of the campaign: The prosecution of a follow-up plan. He is helped by the company in his follow-up work. At times he is aided by a representative of the company, but he is always given the following advice:

"While the mailing campaign is the hub of our service, it is not all-sufficient. This fact must be kept in mind. To depend upon the inquiries and calls in response to letters and literature would, of course, spell failure. The salesmen must go out after the prospects.

"Every prospect on the list should be personally seen just as early in the campaign as possible. Each prospect should be carefully studied at the first interview, further follow-up to be determined by that study.

"We furnish a complete card transcript of your list for this follow-up. These cards serve a double purpose. First—as leads

Digitized by Google

for your salesmen, and second, as a permanent record of all activities. Notations of interviews should be kept thereon, and cards filed under dates when you think another interview is apropos. As the salesmen go about their regular work, they will pick up many sales that were started during the campaign."

IMPORTANCE OF DEMONSTRATIONS STRESSED

Since the entire campaign is arranged to bring the user to the dealer's store, the company takes especial pains to stress the importance of the demonstrations, and tells the dealer:

"You must have in your display room at least one 'Pittsburgh' heater connected to water and gas in order to hold a demonstration. The heater should be set in a prominent place close to a lavatory, so that the prospect may turn the faucet and see the heater operate. Everyone will purchase more readily if he can see the heater in actual operation, and then, too, it is easier for you to explain its merits when you have the prospect actually operating the heater.

"The demonstration date should be in the fourth week of the campaign. The length of time given to this special demonstration is optional—depending entirely on the size of the campaign."

One of the chief virtues of this plan is that it emphasizes more strongly than it is believed possible to do in any other way an idea that the Pittsburgh Water Heater Company wishes to instil in the minds of its dealers: the idea that its product is not a seasonal article.

Of course, the only test of the worth of this elaborate direct-by-mail plan, with its removal of much detail work from the shoulders of the dealer, is the answer, furnished by its results, to the question: "Does it increase sales?" H. G. Mentzer, advertising manager of the company, says it does—and appreciably so. He has made a check of the campaigns conducted in April of this year, and has found that in eighty campaigns, which were under way in that month, in many instances dealers have sold more water heaters in the special demonstration week, which the campaign so admirably leads to, than they had formerly sold during a period of many months.

St. Louis Believes in Paid Advertising

St. Louis Chamber of Commerce
St. Louis, Mo., July 8, 1920.

Editor of Printers' Ink:

As you perhaps know, St. Louis as a city is a very great believer in giving its messages through paid advertising space.

St. Louis has been one of the few cities to use paid copy in building up its Chamber of Commerce membership; it used newspaper space of a substantial size in encouraging the census-taking; paid space was used in a recent campaign to put over a bond issue for public improvements. This city is now spending in its first year of national advertising $50,000 in what is termed a specific campaign to encourage industrial growth.

For that reason, I would say on the face of it that the practice of advertising as displayed in Louisville's attempt to maintain open shop could be heartily approved, but as to the principle, I could not freely declare myself as to the attitude of our St. Louis business men—we are just now taking a referendum which really involves an attitude on this question. I do believe, however, that a great many of the existing difficulties between so-called capital and labor emanate from either a misunderstanding or mis-statement of conditions. Surely in such a case nothing so clearly sets forth or defends an attitude as paid space, in which the purchaser has every means of expressing himself in exactly the language and the manner in keeping with the policy involved.

W. B. Weisenburger,
Assistant General Secretary.

New York "Morning Telegraph" Now Ten Cents

The price of the New York *Morning Telegraph* has been doubled. It formerly sold for five cents, and in one jump has been advanced to ten cents. The higher costs of paper, printing, labor, etc., is given as the cause of the increase.

New Baltimore Agency

M. E. Harlan, who has been engaged in development and promotion work for the Baltimore Opera Society, has opened an advertising agency in that city.

Digitized by Google

"Making Dad Like It"

"Not long ago I came back to the old farm to become a partner with my father.

"I knew, of course, that he had some old-fashioned ideas, but I was greatly surprised when he told me he didn't believe in farm papers—and didn't want them in the house.

"I knew, too, that this was simply prejudice.

"So I subscribed for your paper and was astonished to see him pick up the first copy when it came. I watched him closely, and saw that he was soon reading the entire paper through.

"Now he is the first to get the paper when it comes—and first to grumble if it's late. . . ."

This letter came to the editor of Capper's Farmer and only reinforces our conviction that when a paper has a real, definite, serious mission its subscribers readily recognize its real worth.

And advertisers, who realize how an intensive interest in the editorial columns reacts most favorably to the advertising columns, are glad enough to have their sales message in that kind of a paper.

Begin this fall to put **your** advertising message in the hands of the more-than-seven-hundred-thousand farm homes reached each month by Capper's Farmer —and see what it means in the sale of your goods.

Most advertisers know that Capper's Farmer, together with the other sections of the Capper Farm Press, cover in a very effective and economical way the World's Greatest Farm Market—the Midwest.

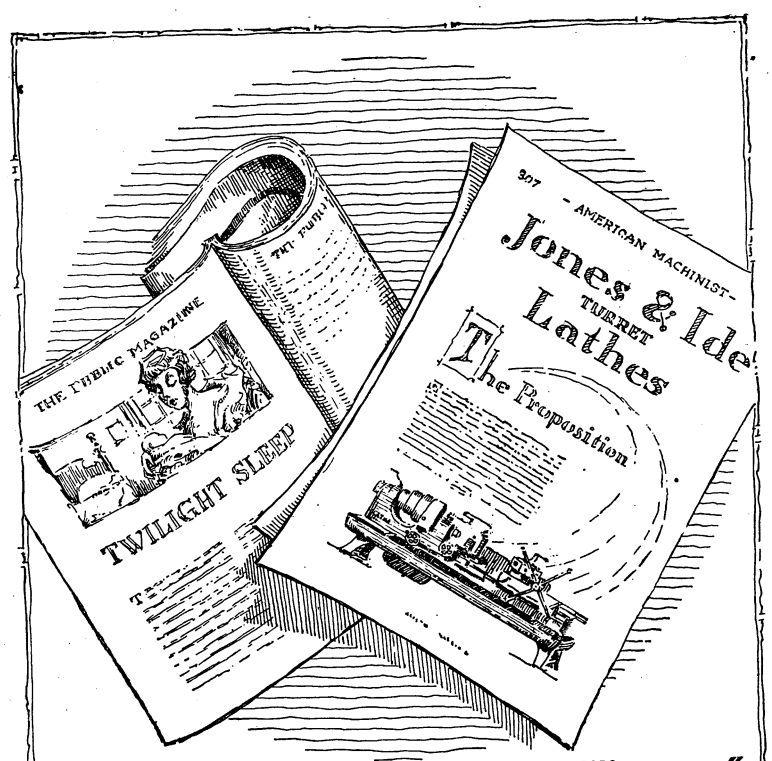
Capper's Farmer

ARTHUR CAPPER, Publisher MARCO MORROW, Asst. Publisher

TOPEKA, KANSAS

Branch Offices in
Chicago, New York, Detroit, St. Louis, Kansas City, Omaha, Oklahoma City

Digitized by Google



Selling "Twilight Sleep"- and turret lathes

A few years ago the public at large was well "sold" on "Twilight Sleep" by a lot of wonderful publicity in journals of popular appeal. But "Twilight Sleep" was never nationally adopted because the medical publications never "sold" its practicability and practice to the medical profession. The doctors learned of it only through the general publications,

Digitized by Google

which they read for pleasure and *not* as authoritative guides to their work.

Just so, in marketing engineering equipment and supplies, you must reach the buying engineer not when he is thinking, as a *man,* of amusement, culture, or the Mexican situation, but when he is thinking, as an *engineer,* of his business and its immediate needs.

And the authoritative mediums to which the engineer—civil, mechanical, electrical, chemical or mining—looks for the up-to-the-minute news of his field are the eleven McGraw-Hill publications.

These eleven dominant technical journals go to hand-picked readers, a circulation open to the minutest study by the man who buys space on data, tapping buying fields the hugeness of which is barely *suggested* by the $500,000,000 which will be spent by engineers on hydroelectric development in the Far West, the $1,000,000,000 which electric railway men disburse annually, or the $3,000,000,000 which other engineers must spend, by 1925, to build 100,000 miles of American highways.

The 11 McGraw-Hill Publications

Power
Coal Age
American Machinist
Electrical World
Electrical Merchandising
Journal of Electricity
Electric Railway Journal
Engineering News-Record
Ingeniería Internacional
Engineering & Mining Journal
Chemical & Metallurgical Engineering

McGraw-Hill Co., Inc.
Tenth Ave. at 36th St., N.Y.

Digitized by Google

WHAT DOES "JOBBER INFLUENCE" OF A NEWSPAPER MEAN?

One Indianapolis house travels 54 automotive accessory salesmen and is largest in world

Third of Continent Traveled by Indianapolis *Auto Accessory* Salesmen

Indianapolis is one of the largest distributing centers for automotive accessories in the world. Salesmen from the eight larger houses in this city sell $17,000,000 of merchandise in eighteen states. The buyers in these houses in Indianapolis stock merchandise with which they are familiar. A careful census showed that every buyer of automobile accessories in Indianapolis is a regular reader of The News. The Indianapolis News is almost a *national* advertising medium. Through its jobber influence it brings sales results far beyond its rather limited circulation radius.

Send for booklet—"Seven Studies in Distribution"

The Indianapolis News

First in America in National Advertising 6 Days a Week

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Digitized by Google

Next to Advertising Matter

A View Into the Future, When Values Are Reversed

[EDITORIAL NOTE:—Under this title in the *New Republic*, the writer pays her respects to the make-up policy of certain magazines. The distinct touch of irony will be appreciated by men whose copy runs next to reading matter.]

THE other day I had a letter from my old friend, Wellington Pierce, announcing that his new serial had been accepted by *McFord's Magazine* upon the most advantageous terms he had ever made, $150,000 for six instalments.

"What do you think!" he wrote. "They like The End of the Arc so much that they've promised to use the first chapter in the Rolls Royce section. It's the best yet—I've always been with the Templars and Saxons. Now I can boost my price again."

It was great luck, and Wellington deserved it. No one in my acquaintance has made such a study of magazine needs and policies. He knows the classification and copy of every type of advertisement, and that he could land a serial in the high-priced automobile section of the most popular monthly, with the biggest circulation in 1930, is a result not only of genius but serious study. Esther Roberts, one of the most promising members of our old writing club, petered out simply because of her lack of adaptability. Her best short story was not aimed for any particular advertising section and she was lost among the linoleums and varnishes. My own novelette would have been a greater success if I had followed Wellington's method. My story was so general in its allusion that it was fitted in according to space with the hosiery and ready-to-wear waists. The drawings from this section were so spirited that the subtlety of my work was lost.

Wellington is easily the leader of the new school of magazine writers. Years ago he saw the trend in the magazine world, and instead of becoming peevish and mooning about art and literature, he set about to develop something new in fiction. His first great success was about ten years ago, in 1920, when *Everett's Weekly* published his "Prairie Lovers."

Wellington planned this story to fill the first page of the reading section and run over into the advertising. He counted his words so carefully and planned the run-over so well that in the great elopement scene, when Reginald, the hero, said that the car was ready, you turned to page 152 and there was a full picture of a Packard with the caption, "Always Ready for Any Emergency" and Alice and Reginald were in the act of stepping inside. The elopers made a good start and were well up the hill, just outside the town, when there was the terrific sound of a blowout.

"This could never have occurred," said Reginald, "if I had put on a Fisher-Weston tire instead of thinking I could save money by using a Jackson-Jones, which has no wearing quality."

Wellington arranged the dialogue in such a way that it led directly to an illustration, showing Reginald and Alice looking at the flat tire in dismay. The caption announced, "This Could Never Have Occurred If He Had Used a Fisher-Weston Tire."

Wellington, however, was too good a magazine man to suggest an unhappy ending. Reginald patched the tire with Beemoth's Tire Tape. At this point the story was promoted to a centre column with strings of Beemoth's Tire Tape dangling on one side and various automobile accessories carried on the other.

The Prairie Lovers finally reached the prairie and then came the climax which showed Wellington's skill at its height. From the back of the car, Reginald drew out their future home, as easily as a magician draws rabbits from a silk hat. A few loose boards, and behold! Skinner's

Digitized by Google

Portable Bungalow, ready for occupancy without the use of hammer or nails. The story might have ended there with the usual "and they lived happily forever after," but Wellington is a realist, and he went on to show the first meal in the little home, bringing in all the brands of canned goods, the fifty-seven varieties and the instantaneous pancakes.

The Prairie Lovers created a sensation in the advertising world and Wellington was offered huge sums to write around various commodities. His letter to me, with the news that he had at last broken into *McFord's Magazine,* shows how well he used his opportunity. He was not only one of the well-paid writers of the time, but he had a position of distinction in the make-up.

His news started me on a train of reminiscences and made me realize what changes ten years had brought in the magazine world. In my day, as associate editor of *Every Woman's Way,* we were in a transitional period. There was a hangover of the tradition that magazines must have some literary quality. We felt obliged to carry a few regulation stories, with no connection whatever with the advertising, and some poems and special articles. In those days authors had no idea of the value of advertising space and wanted whole pages for their work. We were continually in trouble trying to place them where they thought they would be read. Sometimes a fine insurance story or an electrical adventure had to be relegated to the back of the book and an ordinary "he and she" romance used in the front pages.

I picked up a copy of *McFord's Magazine* for January, 1930. It certainly is an improvement. It makes the old type of magazine look as queer as the one large wheel bicycle or the early horseless carriage. In the first place, the girl is off the cover. What a time we used to have to find a pretty girl in a new pose every month. We had exhausted the flower-smelling, powder-puffing, the valentine and the Christmas girl and were always in quest of a new face and a new attitude. Now, when a business firm buys the cover outright and its own artist makes the drawing to order all that trouble is saved. *McFord's* pictured one of the new, inexpensive airplanes swooping down toward an alighting station on Fifth avenue. The page was bordered with little airplanes doing somersaults, diving, flying upward and generally showing off. The whole effect was one of motion, life, speed. It was the apotheosis of vitality.

In the body of the magazine, *McFord's* represents the new arrangement adopted by all but a few extremely conservative periodicals. The poems are placed inconspicuously just inside the cover, where school and book advertising used to be. Hardly anyone except the authors and their relatives read magazine verse, and by getting it out of the way in the first pages the reader quickly finds the smaller advertisements. Having the stories on the outside columns and the advertisements in the centre column is another improvement on the old style. When the story was in the centre of the page it sometimes diverted the reader from the small drawings of brushes and combs, table silver and jewelry. Now the eye falls naturally upon them and the content of the story on either side is arranged to lead to them.

McFord's Magazine uses stories as such only in the first few pages, which correspond to the former advertising section. The body of the magazine is made up entirely of advertising, a good deal of it in article and fiction form, some of it simply full-page illustrations. *McFord's* pictures are always in colors and for sheer beauty they surpass anything we fondly used to call art. There are pages and pages of drawings; hunting scenes to show revolvers and rifles; landscapes with flowing rivers to show canoes and motor boats; mountain

Digitized by Google

pictures for camping outfits, mansions and homes of every description, with cities beautiful as background. In the line of interior decoration, I have never seen anything more gorgeous than the full pages of oriental and American rugs and draperies. Household scenes showing families actually using davenports and armchairs, playing pianolas and reading books gave a note of human interest, always desired by editors.

This new practice of having only advertising illustrations must save endless pain in editorial offices. I could not help smiling as I recalled various harrowing episodes in *Every Woman's Way*. I shall never forget Marie Burke's rage when Herbert Wesley drew her heroine in a Poiret frock with high-winged slippers, the latest French fad, and the Arc de Triomphe in the background. Marie had specifically stated that Alda, the heroine, was athletic, that she wore sport skirts, sweaters and white sneakers. The story was set in an Adirondack camp, but Herbert visualized it in Paris. Eliminating fiction illustration is surely the happiest way of bridging that natural chasm between authors and illustrators.

To me, however, the most fascinating part of *McFord's Magazine* is the personality and success division. Beauty lotions, toilet powder, hair restorers and freckle removers have, of course, been developed to the utmost. The girl who used to be on the cover reigns supreme here, more gorgeous than ever, with pinkest cheeks, cherriest lips, blondest hair and most violet of eyes. But most of this appeals to younger or undeveloped readers. The gist of the magazine, the highest place it has attained in world literature, is in the advertising division on character building and money making.

Ten years ago this appeal to the finer traits of human beings, their ambitions and their desire for self-perfection, was just coming into vogue. Character development storiettes were in the pioneer period, simple, primer-like anecdotes. I remember one we used in *Every Woman's Way* called "Can You Remember?" It was the story of an evening party, amusing itself with memory stunts. Finally one of the guests performs a marvelous memory feat, so remarkable that the group is impressed beyond measure. At last he confesses that he has taken Smyth's Memory Cure and Mind Aid by Association. The January *McFord's* carries this advertisement, but the new version is like a Conan Doyle or E. Phillips Oppenheim story, with murder, mystery and a hair-raising climax. No one could read it without enrolling for the cure at once.

Speaking of cures, *McFord's* Health Section for January is worth preserving for reference. The old stuff, tell-me-what-you-eat-and-I'll-tell-you-who-you-are, and all the cruder physical education dope has been replaced by articles signed by well-known doctors and physical educators. In the old days, articles of this sort told you to eat well, sleep well and exercise, but it was all very general and gave no specific remedies unless you sent a stamped envelope for a personal reply. In the new magazine form, exercises are pictured in such an enticing way that only a lazy reader can refrain from waving arms and legs in rhythmic pursuit of health. Foods are shown in pages of illustrated layer cakes, biscuits and salads warranted to awaken the appetite of the most capricious. But the medicines and cures are what seemed to me so practical. All sorts of symptoms are described and the remedies given in such a way that an intelligent person can easily make a diagnosis and send for the remedy without going to doctor's office or drug store.

Decorative inspirational pages, once in fashion, have gone out completely and sermonettes and uplift articles have been replaced by "Personality's Magic Power," "How to Be Brilliant," "Does

Digitized by Google

Everyone Love You?" But these articles, which frequently advertise some metaphysical or psychological teacher are not in the simple form of 1920. All the details for practical application are suggested so that the most cynical and discouraged may find courage and optimism.

For love interest, without which no magazine is ever complete, romantic tales have been succeeded by practical talks and advice on the love life. The *McFord's* I glanced through after reading Wellington's letter had a remarkable section, "You Are Attracted by Your Opposite in Color," with full instructions for blondes and brunettes in the art of mating. This correspondence course, in its infancy of 1920, has revolutionized marriage and made divorce almost extinct. Once you place yourself in the color scale, harmony in marriage is assured. The fatal thing, and *McFord's* will not be responsible for the consequences of violation of this principle, is for blonde to wed with blonde.

In connection with books advertised in the love section, the illustrators are at their best. Following Wellington Pierce's example in adapting fiction to the advertising, remarkable types have been evolved in the drawings. The blonde in "You Are Attracted by Your Opposite in Color" is pictured in such a way that she fits in with a side section on women's apparel from shoes to hat. The art consists in achieving this without making her look like a fashion plate. The brunette, and all males are brunette if they would succeed in attracting women, who are always blondes, shows what men must wear in 1930.

In 1920 authors and advertisers were in hot competition for possession of the magazine world. By the law of natural selection and survival of the fittest, 1930 finds writers extinct and advertisers supreme. Nothing in *McFord's* is without definite purpose for advertisers. It is a perfect illustration of evolution.

Canada's Trade With United States Increases

Canadian trade, for the fiscal year ended with May, 1920, in the leading features, follows substantially the course of United States foreign commerce. Domestic exports, $1,213,443,216, were $10,000,000 less than in 1919 in contrast with a small gain in American exports. Imports, $1,150,654,658, increased 22 per cent, and the export was not much more than a third of that of the earlier year.

Exports to and imports from the United Kingdom show respectively large decline and rise. French shipments are one-third those of 1918. Trade with Argentina expands on both sides. Exports to Greece and Belgium emphasize the importance of Canadian financing at two leading strategic points.

Commerce with North and South American countries with Hongkong and China, has developed with rapidity. Trade with the British colonies generally is at its highest value level.

Exports to the United States were $60,000,000 higher than in 1918 and $22,000,000 higher than in 1919. They exceeded those to United Kingdom, and formed 39 per cent of total domestic exports. Imports from United States were $128,000,000 higher than in 1919, and were 72 per cent of all merchandise receipts. Canada has been heavily restocking with American raw material, including cotton, hides, leather and coal.

Explosive exports fell from $347,000,000 in 1918 to $8,000,000 in 1920. Exports of dairy products, meat, metals, iron and steel, of print paper, wood and wood pulp, advanced continuously.

Dyer Leaves Aluminum Castings Co.

B. Dyer, formerly manager of sales extension for the Aluminum Castings Company, Cleveland, is now sales manager for the lubricant department of the Acheson Graphite Company Niagara Falls N. Y. maker of "Gredag." Mr. Dyer will also have general supervision over the advertising.

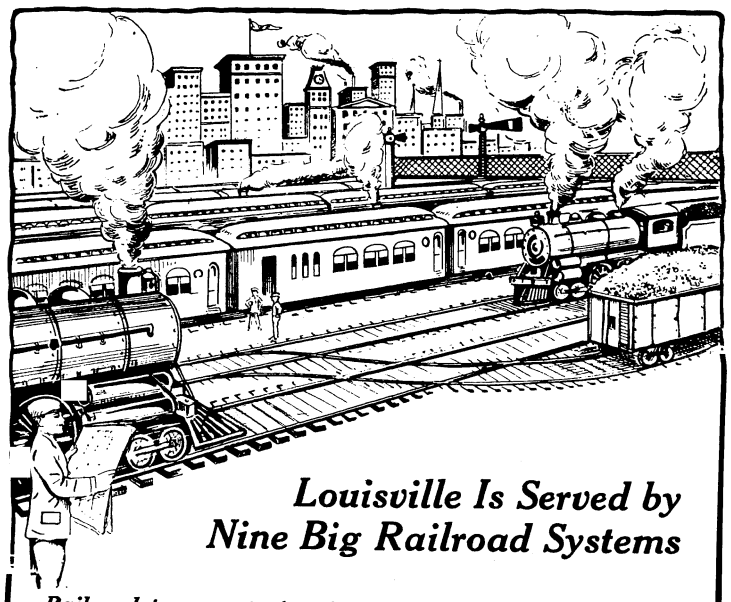
New Account for Hopper Agency

The Hopper Advertising Agency, Inc., New York, is handling the advertising for the Star Massage Shower Spray, manufactured by The Fitzgerald Mfg. Company. Newspaper and magazine advertising is planned.

J. B. Mills Advanced at J. L. Hudson Company

The J. L. Hudson Company, Detroit, has advanced Joseph B. Mills, for the last six years sales manager, to the position of publicity director. Charles Koethen, formerly assistant sales manager, is now sales promotion manager.

Digitized by Google



Louisville Is Served by Nine Big Railroad Systems

Railroad transportation is one of the most important factors entering into the efficiency of a manufacturing city. Louisville, as a manufacturing city, with more than five hundred factories, is ideally situated from a railroad standpoint.

Nine big railroads, traversing the richest farm land sections, reaching all the big population centers and export cities and tapping the important sources of raw material, radiate from Louisville. Terminal belt line connections assure the best of traffic facilities for the efficient movement of all material and produce.

Louisville, Kentucky's principal manufacturing and distributing city, maintains a million dollar fund for the fostering of industries. Louisville's bank clearings were $925,000,000.00 in 1919 and her industrial pay roll is $23,000,000.00 annualy. These are a few of the factors that make Louisville so attractive a try-out city for the national advertiser.

Advertisers who know prefer the advertising columns of

The Louisville Herald

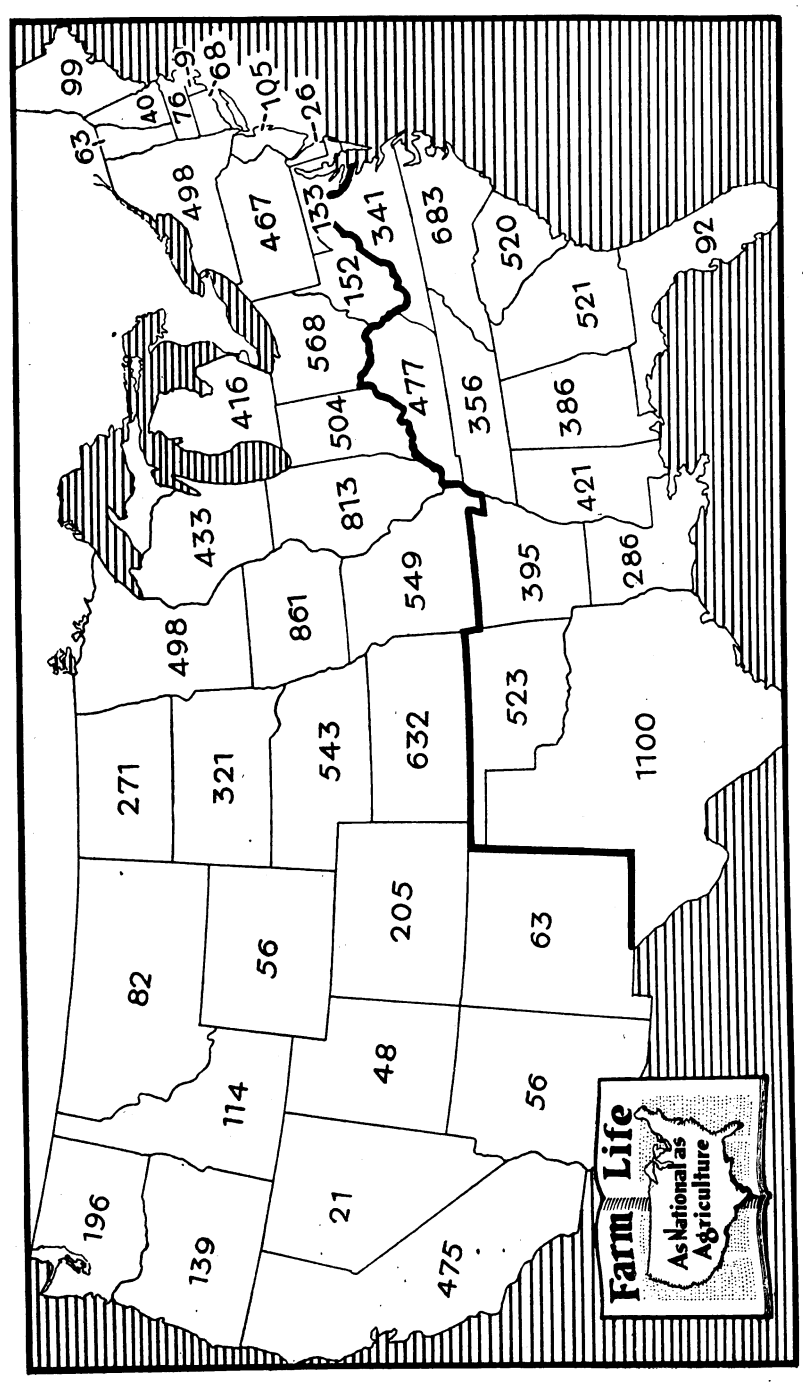
Kentucky's Greatest Newspaper

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York
Western Representative: John Glass, Peoples Gas Bldg., Chicago
Pacific Coast Representative: R. J. Bidwell, San Francisco, Cal.
Southern Representative: Geo. M. Kohn, Candler Bldg., Atlanta

THE SHAFFER GROUP

Louisville Herald Chicago Evening Post
Indianapolis Star Muncie Star Terre Haute Star
Rocky Mountain News Denver Times

Digitized by Google



Digitized by Google

See Where the Money Is!

This map shows where 15¾ billion dollars made out of agriculture by farmers in 1919, according to the Department of Agriculture's estimate, went to. The money was spread plentifully over the whole country.

But here are some of the surprises: A southern State, Texas, led all the others in crop values. Of the 12 leading states, 5 were south of the Mason and Dixon line.

Georgia got a larger share than Indiana. North Carolina got more than Ohio. South Carolina did better than Indiana, New York, Michigan, or Wisconsin.

That tells you why auto dealers in the South are so much further behind in their deliveries than those in the North; why pianos, phonographs, and similar luxuries have been selling so well in that section.

Farm Life is the truly national farm paper in whose circulation the South is represented at its full weight. It covers the South as well as it covers the rest of the country—and it is the only national farm paper that does. In the South as a whole it has as much circulation as any southern sectional paper.

Whether you use one, two, or three national farm papers, or one national in combination with a section paper list, there are excellent reasons for choosing Farm Life. Let us send you the statistics.

SPENCER, IND. Farm Life

Circulation 650,000

The Farm Life Publishing Company

THE JOHN M. BRANHAM COMPANY
Advertising Representatives

New York Chicago Detroit St. Louis Kansas City Atlanta

Digitized by Google

The LARGEST PAPER
In the State of Connecticut

The
HARTFORD
Sunday
COURANT

The LARGEST
MORNING PAPER
In the State of Connecticut

The
HARTFORD
Daily
COURANT

Gilman, Nicoll & Ruthman
REPRESENTATIVES
World Bldg. New York
Tribune Bldg. Chicago.

Digitized by Google

Hitching the Advertising to a Fad

This Is What Was Done for "Pelters" and the Fad Is Becoming a Stabilized Product

HITCHING one's campaign to a fad does not sound so idealistic as using the well-known star as motive power, and to the hard-headed business man who pays the advertising bill does not seem any more practical than the more lofty adage of copy-book fame. Yet when the campaign enlists the aid of dealers to such an extent that they get behind the fad—to change the simile and also the motive power—and push it into a fashion, and possibly prolong the fashion to a custom, it immediately takes on commercial interest.

That, in a figurative way, is what happened with leather coats. And it all came about so simply and quietly that the development of a national leather coat business seemed just as natural as the ripening of a Jonathan apple. Yet behind it all was a well-conceived plan that may be useful in turning other fads into fashions.

Before the United States entered the war there were so few leather coats worn in this country that they were negligible from the manufacturers' viewpoint. With that event two extensive uses developed for leather coats. One was by the aviators and the other by the troops who were sent to Siberia. In both cases a combined hood and coat was found serviceable, similar to the parka which the Esquimaux make of untanned skins.

Special designers and new materials were required for these coats, which resulted in a new industry. With the signing of the armistice, it seemed that this industry would lapse for lack of demand for its product. But a large number of aviators and soldiers returning from Siberia liked the coats, and after removing the hoods, found them adapted to such uses as motoring and topcoats in blustery weather. By imitation others were influenced to try them and found them pleasing. So the International Duplex Coat Company, which had been one of the principal manufacturers, found that calls continued to come for leather coats. But the company realized that the desultory orders that came in voluntarily were a precarious foundation for a business which was so nearly an independent industry. Was there a way to stabilize the business?

It may not lie in the hands of dealers to promote or kill a fad, but they can do much to accelerate or retard it. If they stock the goods and talk the article as being the "proper thing," sales will be made and each purchaser will become an advertiser, especially with such a conspicuous article as a leather topcoat. On the other hand, if the dealers with one accord knock a new article, call it a passing fad which is already in its decline, and refuse to stock it, they will cripple if not kill it.

How to enlist the necessary support of dealers was a proposition of almost the same magnitude as transforming the fad to a custom. The first step was a series of strong dealer advertisements to occupy cover positions in the leading trade magazines. Realizing that the attitude of the dealers might make or break the campaign, the greatest care was used from the beginning in preparing the copy.

A trade-mark and trade-name were adopted which gave the advertising a semblance of permanence. The trade-name "Pelter"—suggested both by pelt, a skin, and pelt, the beating of a storm—was arranged in the form of a skin for a trade-mark. Because the coats had been made reversible, and at first called "London Duplex," these phrases were incorporated into the name, making it read, "London Duplex Pelters, reversible leather coats." The first copy bore down heavily on the popularity of leather coats in New York and the probable demand that would soon follow.

Digitized by Google

It was evident that there was some call for the leather coats, and the important thing was to convince dealers that the fashion was just starting and capable of great development.

BELIEVED TO BE A FAD IN 1919

As late as April, 1919, the largest manufacturer of the grade of leather used for coats was sure that the garment was only a short-lived fad. But so great was the confidence of the manufacturer that some consumer copy was placed in a magazine of national circulation. One of the purposes of this copy was to acquaint the public with the trade-name, and if possible make "Pelter" synomyous with leather coat; and as it was the only leather coat being so advertised, the result was quite satisfactory. A more important result of the consumer advertising was to sell the dealers on the permanency of the demand for the product. The manufacturer had never used consumer copy before, and practically none of the New York garment makers of his class used consumer advertising. All of which added a striking emphasis to the effect that he was trying to produce.

The trade-paper copy carried many selling suggestions, prominent among which was one to establish a Pelter department. That again was strongly suggestive of the permanency of the business. Also the ease with which Pelters were sold because of the consumer advertising was repeatedly emphasized. "Every Pelter in your store is more than half sold before you show it;" "The big Pelter campaign—the biggest ever run on leather coats—is telling all the best-dressed men in your locality to 'go to the store that sells Pelters.'" The last phrase was carried on every consumer advertisement.

One of the few dealer helps used was a small sign "The store that sells Pelters." It was not elaborate, but as it tied up well with the consumer copy and referred to a popular article was widely used. And once placed in a store window it had a very desirable psychological effect on the proprietor—one does not connect his place of business with the name of an article which he expects to discontinue next week or next month.

Another dealer help was a set of electrotypes for merchants to place in local publications, which were used liberally and had the further desirable effect of committing the store, at least by implication, to handling the line permanently.

When "America's Munitions," the book by Benedict Crowell, Assistant Secretary of War, came out, it had a reference to the manufacturer's war supplies, and this was reproduced in the trade papers under the caption "You who sell Pelters will be glad to know that we who make Pelters did our share." Prestige was added to the coat by showing its wartime importance, and good will cultivated for its maker by this story:

"It was impossible to find a substitute for the Alaskan parka. A parka is a sort of overshirt, windproof and waterproof and hooded, to be worn over the overcoat and cap of the uniform. Consequently it was necessary to produce the parkas in this country, although our garment makers were entirely unfamiliar with such manufacture. The work was undertaken by the International Duplex Coat Co., at 114 Fifth Avenue, New York. It was necessary from the start in turning out this order for the employees of this plant to work overtime. In order to speed the production the principal member of the firm himself took his place at the bench and worked almost day and night in cutting out garments.

"The day approached closer and closer when the shipment would have to start across the country if it were to catch the last boat from San Francisco. On the homestretch of the race the entire working force of the plant went thirty-six hours, stopping only for meals. The last stitch was taken at 1:30 o'clock in the morning. The garments were then piled upon auto trucks to be rushed to the baling plant in Brooklyn. One of the loaded trucks developed engine trouble and stopped in the middle of a bridge across the East River. The officer in charge thereupon commandeered every automobile that came along, piled them all full of parkas and sent them to the baling plant. The entire shipment was aboard the train less than one hour before its starting time."

So satisfactorily had the business developed that early in November, 1919, a full page was taken in a general circulation periodical

Digitized by Google

and used for prestige copy, not for the firm, but for leather coats, particularly for the Pelter. It was by far the largest copy that had been used, and, as usual, larger copy suggested larger business to dealers. This page was reproduced in the trade papers and attention called to the fact that Pelters were the only leather coats so extensively advertised. Later it was much reduced and incorporated into the trade-paper copy with the words under the trademark "nationally advertised."

In January of this year the trade-paper copy gave notice that it would be necessary for dealers to get their orders in early, and warned that "Lots of dealers were disappointed last season."

Recent trade-paper copy features a variety of styles of Pelters in different colors, and with fur collars, and again emphasizes the variety of uses to which they are adapted.

In the consumer copy which appears regularly in column space the very unusual expedient of writing the copy in verse has been adopted.

Two of the forthcoming advertisements read:

THERE IS SHELTER IN A PELTER

When the rain comes, helter-skelter
Turn the Gabardine side out.
When it isn't rainy weather
Use the other side—it's leather,
Genuine beyond a doubt.
For a Pelter keeps you warm
Through the winter's harshest storm;
Sheds the snow, the rain, the dust,
It's a coat that you can trust,
Yet in summer you won't swelter
In a Pelter.
And the Pelter's smart—you said it,
Gives you style; and does you credit;
Comfort, thrift and looks and shelter,
In the many-purpose Pelter!

IN THE SHELTER OF A PELTER

You are fixed for any weather.
Turn the gabardine side out,
When there's rain or sleet about.
Turn the other side—it's leather—
When the winter winds are lusty
Or the summer breeze is dusty.
Sure a Pelter's fine to hike in,
Motor, hunt, or yacht, or ride in—
Fit to do just what you like in,
It's a coat that you'll take pride in.
Full of zest and youth and verve is
Every Pelter—built for service
When the weather's wet or drouthful.
Smart?
Oh boy, you said a mouthful!
You'll find wear, and style, and shelter
In a Pelter.

Every indication is that a new article of commerce has been developed. And if this proves the case, it would seem that the dealers of the country are largely responsible for it. But did the dealers follow a wide, but unexpressed demand, or did they follow the clever suggestions of an advertiser, and develop the demand?

Shoes Advertised in Rubber Tire Phraseology

The Hood Rubber Products in advertising shoes certainly never lets the reader of the shoe advertising forget that it manufactures rubber tires. In offering its "Wurkshu" for consideration the tie-up is present from the beginning. The advertisement starts:

"Just think of it. Here's a shoe that's built, like an auto tire, to give miles of wear, and built by the same people that make those Hood Tires so famous for their high mileage records. It has a tire-tread composition sole.

"The canvas upper is even stronger than the Government requires for mail bags, so you can see how it must wear, and with extra lining and ventilation to keep the feet fresh and cool. The sole and the uppers are actually welded together, not stuck togther—but *welded* together by steam pressure, just the way a tire is welded.

"The heels are not solid rubber. They are pneumatic. At every step they breathe air in and push it out. The result is you're walking on air all the time."

If these words did not make the reader think of tires, there still remained a slogan "Built like the Hood Tire" to put over the idea.

Group Vacation for Seaman Employees

Most of the employees of the Frank Seaman, Inc., advertising agency, will have their vacations at the same time, the second and third weeks of August. The Seaman agency has decided upon this plan, Julian Seaman informs PRINTERS' INK, in order to do away with the many inconveniences that arise when the more common employee vacation plan is in force.

The Seaman agency will not, however, be closed during the second and third weeks of August, for the plan, according to Mr. Seaman provides that each department will have on hand a sufficient number of its members to get out the work in hand.

New Account for Canadian Agency

The Burlington Steel Company, of Hamilton, Ont., maker of steel fence posts, will place its advertising through the Hamilton Advertisers' Agency, of that city. The Burlington Co. will use Canadian farm papers.

Digitized by Google

Mistakes Can Be Profitable

AS in other things, mistakes in advertising are but steps which will be either "upward or downward," according to the kind of man.

One thing is certain: No man ever succeeded without making some mistakes. Another certainty is, that most of us are better off for the mistakes we have taken advantage of.

A man of our acquaintance had been wondering for a long while why it was his advertising did not pay. In writing a certain piece of copy one day, he made the mistake of quoting the price as being four dollars instead of two. Do you know, it positively proved that his price had been so small as to make people suspicious, while at four dollars they were willing to buy.

We know another advertiser who, by mistake, sent instructions to a list of papers to insert his advertising every other week, instead of every other day, and it was proven that in that particular locality, on that particular article, twenty-six insertions a year were sufficient to hold the trade. Then he made this mistake in trying to develop new territory. He spent thousands of dollars on every other week insertions, but could not make it go until he started with the every other day service. It required more to start than it did to hold on.

It is not generally known that ice cream was all a mistake. A famous chef, noted for the excellency of his cold custards, made the mistake of leaving his product too long in the freezer, and ever since ice cream has been advertised locally.

One firm had, for years, been advertising for the benefit of local stores only. An order was sent to the agent, with instructions to insert copy in ten leading papers. In writing the instructions the stenographer made it "ten ladies' papers." Very much to the surprise of the advertiser, the advertising appeared in ten national papers that he had never thought of. It proved so successful that now the mail-order department is the biggest end of the business.

The far-famed bargain sale was really the result of a mistake. A prominent store got their prices mixed in the composing room. Some merchandise was offered at a ridiculously low figure, which caused a stampede soon after the papers had been read. The merchant was big enough to realize the opportunity, and he took advantage of it, making the publisher share the loss. The final result, however, was so satisfactory that further bargain sales of the same kind were arranged.

There is hardly an advertising or publishing shop in the country that cannot give evidence of two or three instances where what appeared to be serious errors in advertising have turned out to be extremely fortunate, especially when those concerned have been of the calibre that permitted such mistakes to be "steps upward, instead of steps downward."—"The Outside Point of View."

Company Name Now in Line With Advertising

The Macomber & Whyte Rope Co., Kenosha, Wis., manufacturer of wire rope, has changed its name to the Macwhyte Company.

"The products of the Macwhyte Company have long been known and advertised under the trade name 'Macwhryte,'" says Geo. S. Whyte, president. "The change therefore brings the name of the company into line with the name of our products.

"Further, we are manufacturers not only of wire rope, but also streamline wire, and other products—and may very logically add other items to our line in the future. So the new name has the advantage of being broader in its application—not to mention its brevity."

Georgia Peaches in Newspapers

The Georgia Fruit Exchange is using large space in the northern newspapers to advertise Georgia peaches, giving a recipé for canning *without sugar*. The names of local distributors are given in each advertisement.

The advertising account of the Blackstone Institute, correspondence law school, Chicago, is now being handled by the Gundlach Adertising Co., Chicago.

Digitized by Google

Proper—Your Profitable Market

Suburban New Orleans is too limited and scattered to cover economically.

Advertise in the States and center your efforts on the city itself. Excellent opportunities for distribution of product. Population responsive to advertising. High per capita purchasing power.

WRITE H. L. Zitting ADVERTISING DIRECTOR

Want More Information? We'll Gladly Furnish It.

Digitized by Google

The Tally of the

Number of Businesses

Profit-making corporations	232,079
Unprofitable corporations	119,347
Unincorporated with yearly profit over $5,000 (estimated)	142,220
Unincorporated with yearly profit of $2,000-5,000	218,471

Add to the 232,079 profit-making corporations, the 142,220 unincorporated concerns that clear over $5,000, to get a tally of the Business Market's significant buyers.

WE were astonished to learn that the number of profit-making corporations is only 232,000."

So said one advertiser whose product helps business men to save time and labor.

"What of the *un*incorporated concerns?" he asked. There is a host of them; but how many are beyond the stage of 'store in front with living rooms in back'?"

There are definite facts to help that advertiser, and you also, to make a tally of the Business Market's significant buyers.

* * *

IT takes a lot of "businesses" to provide tobacco, "movies" and penny candies whenever men, women and children want their whims satisfied. Some estimates show upwards of a million and a quarter unincorporated businesses—of all sizes.

But the number of these "businesses" that clear $2,000 or more a year drops to 360,691. And again a drop to 142,220—the number of *un*incorporated busi-

SYSTEM
THE MAGAZINE OF BUSINESS

Digitized by Google

Business Market

nesses that clear $5,000 or more, as indicated by comparative statistics.

* * *

THE buying power of business men constitutes the Business Market. What they buy for business and for themselves makes it the greatest market.

Let courtesy extend the term "business man" to the men whose businesses clear $5,000. Then, add 142,220 unincorporated businesses to the 232,079 profit-making corporations for a tally of the Business Market's significant buyers.

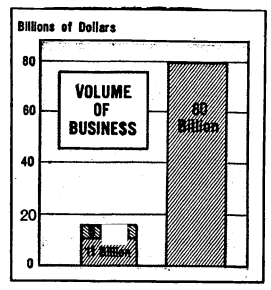
And SYSTEM, the Magazine of Business, is rapidly covering the whole Business Market.

* * *

GO to the newsstand, anywhere that business men congregate. There you will find SYSTEM—unless it is sold out.

It's the demand for more business reading that is sending SYSTEM'S circulation up to the Quarter Million mark. Get the current number yourself and you will understand why.

RAPIDLY COVERING THE WHOLE BUSINESS MARKET



The 232,079 profit-making corporations do five times the business done by the other classes—5 billion by unprofitable corporations and 11 billion by unincorporated concerns netting over $2,000

Digitized by Google

This speaks well for Uncle Sam, too!

A GREAT national association held a convention at Pasadena. We printed the "advance papers" and reports, and shipped them by parcel post. The job was man's size, and there were several hundred packages. Every single one reached Pasadena in good condition and on time.

"You people are entitled to a lot of credit," said the Secretary. "That job was perfectly handled."

Charles Francis Press

461 Eighth Avenue

New York

TELEPHONE GREELEY 3210

Digitized by Google

Why Small Appropriations Often Fail

Harder Work and Better Salesmanship Must Supplement Reduced Advertising Expenditure

By Richard Walsh

ABOUT thirty-five cars of soap are made and shipped into a certain market every year. In that territory there is a small local soap factory. It has been under the same ownership and management for some twenty-five years. In a small way this little factory has made money, and the man who owns it is said to possess a good bank account. But, although he makes good soap and sells it at a reasonable price, his business is about one-tenth of what it might be.

During the past ten or twelve years, scores of advertising salesmen have worked hard to get him started, but none has succeeded. He tells over and over again the same story:

"Yes, I know about advertising. I listened to one of you chaps about twenty years ago, and I tried it and lost a lot of money."

Then one advertising man came along who was so overcome with curiosity as to the "advertising campaign" which the soap man had conducted twenty years ago that he proceeded to investigate. He looked up the files of the daily papers in that city, and in one of the four dailies published at that time, he found the "campaign." It consisted of a two-inch ad that was part of a "Home Industry" page which that newspaper had run for twelve months. The ad was buried in a mass of other small advertisements. At the head of the page there was a block of reading matter which pointed out to the reader why he should buy products made at home, but the "why" was always a "patriotic" motive, and the copy appeal of the advertisers was along the same line. The advertisement asked readers to stop using out-of-town soap, not because here was something they might like better, but because when they were using out-of-town soap they were not giving local concerns a square deal, and the local concern should have first chance at their dollar. There was not the slightest reason given why any one could get more satisfaction out of using the local soap.

At the end of the year the soap manufacturer found that his business had not increased, so he stopped "advertising," and has been unapproachable ever since.

In another case a manufacturer of pickles and condiments is a firm believer in advertising, but to him advertising is a sort of black magic—something strange and intangible and elusive—something which flirts around and bestows riches upon one man and overlooks another with no apparent reason or system. So occasionally this individual "gambles" in advertising. He feels it is a gamble and he plays advertising as he would play a lottery. He knows how to make good pickles and prepared mustard, and he works hard. He saves up a few thousand dollars and makes an advertising gamble. Generally about the time he is ready for another "flyer," a glib salesman of an advertising proposition comes along and since the pickle maker hasn't tried his particular scheme, he decides that it might be a good number on which to place his money. When the plan fails to produce, the pickle maker shrugs his shoulders and blames his luck, but with a wonderful faith in the power of advertising, he begins to save up for another attempt.

He persists in looking upon advertising as a gamble—as a get-rich-quick scheme. He has sold himself conclusively on that view and he will probably persist in

Digitized by Google

"playing the advertising game" that way.

There is another manufacturer of a small line of food products who, during the last few years, has become a successful user of advertising, but his story is a peculiar one. This manufacturer was for many years another confirmed gambler in advertising space. He made three bold attempts to reap a small fortune by plunging into space and each one failed.

He got over the third blow, recovered his faith, built up his cash balance and got ready for another try. About that time he became acquainted with a man who came to him to have charge of his advertising and selling. The advertising appropriation for the first twelve months was fixed and the young man went to work.

About ten days later, the boss came to the young fellow and asked him to show some copy and illustrations. "You've been drawing pay now for ten days, and I think you ought to be showing me something."

The man explained that there was a lot more to advertising besides preparing pretty pictures and writing nice English, but the boss was skeptical. He could not understand the relation of quality and service and distribution to advertising. He was a firm believer in advertising as a substitute for all of those things.

Thirty days later his advertising man came to him and told him that the money appropriated for advertising could not profitably be invested in that way until certain defects in the line and in the service were eliminated. He pointed out poor quality which would nullify the effects of any consumer demand the advertising might create. He tried to show that advertising, to profit the house, must be backed up by better merchandise, and his list of defects in quality were so extensive that the only remedy seemed to be the discharge of the superintendent, and the employing of a man who could make satisfactory goods. But inasmuch as the superintendent was a friend of the manufacturer, it was easier for the latter to believe that this was simply a wild idea on the part of his advertising man or an alibi, so he called his advertising man in and discharged him.

It so happened, however, that the advertising man was something of a salesman. He refused to be discharged, but returned to the conflict with more facts. This so angered the superintendent that the latter lost control of himself and threw up his job, leaving the building with the remark that in a month they would know what was what and would be crawling on their knees with tears in their eyes to have him back.

That was several years ago. Inside of sixty days, with the defects overcome and quality perfected, an advertising campaign, very much smaller than previous attempts, was helping to make real demand, and this demand has grown until that particular line is now the leader in that territory.

Advertising seems often to fail to produce when employed by the smaller manufacturers—the very ones who can least afford to have it fail and lose money for them.

Six years ago another manufacturer calmly and deliberately made up his mind to start advertising. He planned an appropriation which for that year was only $5,000. Before he thought of copy and space, he took stock of his line.

ASKED THE DEALERS FOR SUGGESTIONS

"I realized that the appropriation was so small that everything would have to be done to protect it," he explained. "So I personally called on as many dealers as I could and talked the matter over with them. I asked them to tell me just what they thought about the product and what defects they could point out, and what suggestions for improvement they would make. For fifteen years I had been so closely tied down to the details inside the plant that I found that we had not progressed as we should have.

Digitized by Google

WHAT is "repetition" or "duplication" worth to an advertiser?

Tell us how often it is necessary to reach a man in order to sell him and we will tell you the value of repetition.

The more important the man to the advertiser the more important it is to reach him frequently.

In New York Theatre Programs repetition is automatically regulated by the importance of the person.

Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.

New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO 406 Tower Bldg. *BOSTON* Little Bldg. *SAN FRANCISCO* Crocker Bldg.

Digitized by Google

Minor improvements were suggested which, small in themselves, brought the line up to a par with the finest in the country, and in fact, ahead of most. Another dealer suggested a little refinement which his experience with critical customers had brought to light. Two months of this sort of thoughtful investigation helped a great deal.

"Then we talked it over with our salesmen and showed them that we were going to put this money into advertising, but that we realized everything depended upon their ability to make use of it. Each salesman was made to understand his importance and that the money going into advertising would serve as an aid to him in securing business, but it was made equally clear that this advertising would not act as a substitute for hard work on his part. I had serious talks with each man.

The amount of money we planned to use was very small indeed, but to us at that time it meant a great deal, and we were not going to let it get away without a struggle. We planned the line carefully and then planned the advertising with equal care. And then we did what I believe had the most to do with making our little campaign a success: we read and reread our own advertising and made sure that we could back it up. We made strong claims and then made sure that we were living up to each claim before we ran the copy.

"Oftentimes I have felt that even if nobody read our advertising, it would have paid. In fact, the copy was so small and appeared so infrequently that sometimes I wonder if one out of a thousand people who took the papers even saw our ads, but they paid us. Maybe the advertising paid indirectly. Maybe it paid most through the fact that we ourselves read every word of it and lived up to it.

"When the advertising started to run, we made sure that the largest possible number of stores were properly stocked. We worked hard to have plenty of nice little displays in the stores. We realized that our campaign was so small that we didn't expect a great deal of it. We didn't look for any enormous consumer demand to assert itself. We took nothing for granted. But we talked that little campaign to our trade, and we lived up to everything we said in our advertising, and if that little campaign did nothing more than keep us making our merchandise just a little better, and seeing to it that it got out promptly and in good condition, I am sure that it paid us. At any rate, we progressed and our appropriation became gradually larger. We are not asking too much of our advertising. We are not looking upon it as an easy, money-making scheme. We still feel that unsupported it will fail us, but we do believe that by backing it up properly, our appropriation, no matter how small, will show us results commensurate with the expenditure."

There is a big advertising future for even the tiniest concern, no matter how small its initial appropriation may be. The size of the original investment is secondary, as compared with the seriousness with which it is undertaken and the way it is invested.

New Chicago Manager for the Crall Company

The L. H. Crall Company, special representatives, has appointed Kellog M. Patterson manager of the Chicago office. During the last twelve years Mr. Patterson has been identified with several large newspapers in both the editorial and advertising departments. At the outbreak of the war he resigned his position as sales manager of the Sexton Motor Oil Company to enter the service, and was commissioned a lieutenant of infantry. While in the service he was assigned to the work of organizing newspapers in the various army hospitals. Mr. Patterson succeeds F. Guy Davis, who was manager of the Western office of the Crall Co. for over fifteen years.

Branch Office for Los Angeles Agency

The Dake-Johanect Advertising Agency, Los Angeles, Cal., has opened a branch office at San Francisco. Edmond D. Dake is in charge of the new office.

Digitized by Google

Get The Facts!

About the LOUISIANA-MISSISSIPPI MARKET

TRADE-EXTENSION BUREAU

A retail concern sold 162,247 SOFT DRINKS during the month of April—exclusive of bottled goods. There are approximately 6,500 SOFT DRINK retailers in the Louisiana-Mississippi territory and they serve a twelve months' market.

Who wants to cash in on this opportunity?

THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

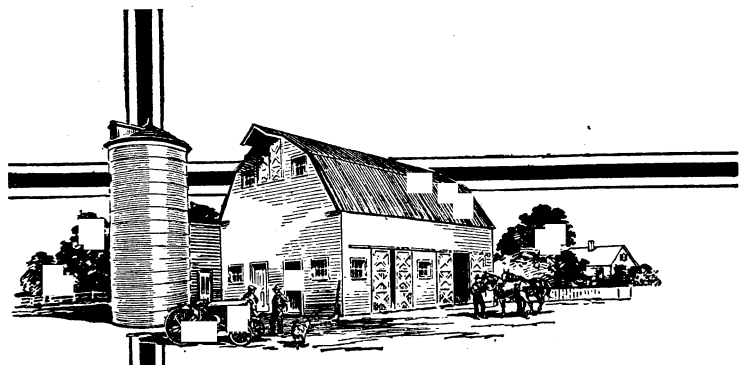
JAMES M. THOMSON
Publisher

National Advertising Representatives
The JOHN BUDD COMPANY

A. G. NEWMYER
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle.

Digitized by Google



The Silo Owner Is the Farmer You Want to Reach

The farmer who owns a silo is a big live-stock owner, and live-stock farms the country over have the largest incomes.

That farmer is a *permanent* prospect, for renter usually cannot afford to build silos. And here's a fact: 78% of our subscribers *own* their farms. The country's average of farm ownership is but 62%.

Further, that farmer not only has money to spend but *is* spending it for every commodity that fills a need or gives a pleasure.

Present advertisers know it. Verify it for your own satisfaction.

Digitized by Google

24 in Every 100 FARM AND HOME Subscribers own Silos

In the big FARM AND HOME family of 650,000 there are over 156,000 such men —24 in every 100 of circulation. The country's average is 10%. Where there are silos there are dairy cattle—where there are dairy cattle there is wealth—and buying power. Over 86% of our circulation is in the 28 states which contain 67% of all the dairy cattle in the U. S.

Every Advertiser

owes it to himself to get the whole FARM AND HOME story. Write for the facts complete or get them from your advertising agency.

FARM AND HOME

The National Monthly Magazine of Rural Life

NATIONAL FARM POWER Guarantee TRUE ADVERTISING

PHELPS PUBLISHING COMPANY

Member A. B. C.

Springfield, Mass.

Chicago New York

Digitized by Google

Miss Leonora Duningan, who has been for several years Instructor in Food Chemistry for the Iowa State Agricultural College, at Ames, Iowa, has become a member of the editorial staff of The Farmer's Wife.

Miss Duningan will work in close cooperation with the Home Demonstration Agents of the United States. She has been a Home Demonstration Agent; thoroughly understands the character and necessities of this work, and is exceptionally well qualified to write for The Farmer's Wife on the needs, tendencies and development of farm life.

The addition of Miss Duningan to the editorial staff of The Farmer's Wife is another illustration of our policy of giving the utmost service to farm women.

THE
FARMER'S WIFE
A Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS,
ST. PAUL, MINNESOTA.

Western Representatives
Standard Farm Papers, Inc.
1341 Conway Building
Chicago, Ill.

Eastern Representatives
Wallace C. Richardson, Inc.
381 Fourth Ave.
New York City

Members, Audit Bureau of Circulations

Digitized by Google

How Beaver Board Stages a Sale Convention

Six Months of Preliminary Work to Prepare for a Meeting That Yields Returns for a Whole Year

By C. B. McCuaig

DOTTED about this country there are thousands of manufacturers thinking something after this fashion:

"Most of the troubles we are having with our sales are troubles of misunderstanding. How can you expect a salesman out in Seattle to appreciate production difficulties when he doesn't even know how the stuff is made? It is no wonder they rave about slow deliveries, for they don't know what we are up against.

"And then again there is the other side of it. I'm not satisfied that we have a full understanding of the salesman's troubles here at the factory. The salesmen who are writing in complaining are probably not a bit more unreasonable than we are if all the truth were known. It isn't that either side is unreasonable. The trouble is we haven't all of us—salesmen, officers and department heads—got the same broad, general view on the whole selling problem. What we ought to do is to have a sales convention and thrash things out."

How often we have all heard that kind of talk from a president or general manager, and always comes the second thought:

"If we could just be sure they would take it seriously and get something out of it. That is the trouble. They would come in to the factory for a week or three days or however long we decide to make it and just have a fine old joyfest."

The reason many high executives are afraid of sales conventions is because they attended several in the days when drinking of potent liquors was not unconstitutional.

The best way to explain a convention as it is conducted in the present year of grace is to show a specimen, so we will just confine our attention to one big annual gathering which has the new thought in it, and give you a look at some of the wires and springs which make it work.

If you have the slightest touch with the building trades, and most everybody has, there is no need to waste space introducing the Beaver Board Companies, Buffalo, N. Y. They make and market Beaver Board. The fact that they also make and market a lot of other things sold through the building trades sales channels has nothing to do with this story. It would be hard to find a better sales force on which to test the sales convention idea than that of Beaver Board. It stretches to practically every country in the world, with surprising concentration in the United States. Leon A. Selman, advertising manager, told me that they figure they have about 85 per cent distribution in towns of over 5,000 population. So no one can say their sales convention does not offer the problems of the big organization. At the same time there is nothing about this convention which could not be applied just as well to a gathering of eight or ten salesmen instead of the couple of hundred who take in the Beaver Board meeting.

NOTHING LEFT TO CHANCE

H. E. Peterson, general sales manager of the Beaver Board Companies, is authority for the statement that the time to start a sales convention is six months before you intend to hold it. If you are going to have your convention in January, start planning it in August. By "planning it" Mr. Peterson does not mean dreaming about it; he means getting right down to hard constructive work,

Digitized by Google

so that everything will be ready down to the smallest detail—not hours and days before the convention, but weeks and months. A sales convention is one of those things which can be worked out in advance, and when this is done, it goes smoothly. But just let one little detail be left to last-minute chance and right away your convention is going to have sand in its gears.

The Beaver Board sales convention is held the first week in January, thus making good use of the dull season, for the salesmen are called off the road December 15, and after the convention go back to work again.

In preparation for the January convention the executives at the home office get together early in August. They hold a regularly organized meeting where things are not simply talked of but decided. Each man is given some part of the job to handle, and when it has been assigned to him it is up to him to see that it is done on time. For instance one will be given the job of handling the traffic end of the convention —try to bring in 150 salesmen from all over the country and you will see that there is a lot of work right in that. Then there are the decorations, accommodations, entertainment and all the other headings which naturally suggest themselves. Every man takes at least one job. They elect a chairman and go to work.

Now here's the question you have been wanting to ask right along: Who's going to talk, and what about?

Well, the talking is done by the salesmen, mostly, and they talk about subjects which the *salesmen* consider most interesting to members of the organization.

SALESMEN HELP MAKE THE PROGRAMME

Months before the date of the convention Mr. Peterson sends out a questionnaire to each member of the sales force. This questionnaire carries about a score of questions on various subjects touching sales problems. The questions are carefully selected and carefully worded, so that by studying the answers the sales manager is able to get a pretty good idea of where his men stand on selling policies.

The questionnaire had something of the atmosphere of a secret ballot blended in with a prize competition. Three prizes are offered for the best answers—$100 first prize, $60 second, and $40 third. Each of the questionnaires sent out is numbered and comes back filled out but not signed. The general sales manager holds the key and he is the only one who knows from whom the answers come. This protects the salesman against the possibility of stirring up any ill will in case his answers to the questions are so frank that they press on someone's corns. They feel more free in making their replies when they know the identity of the writer is known only to the general sales manager.

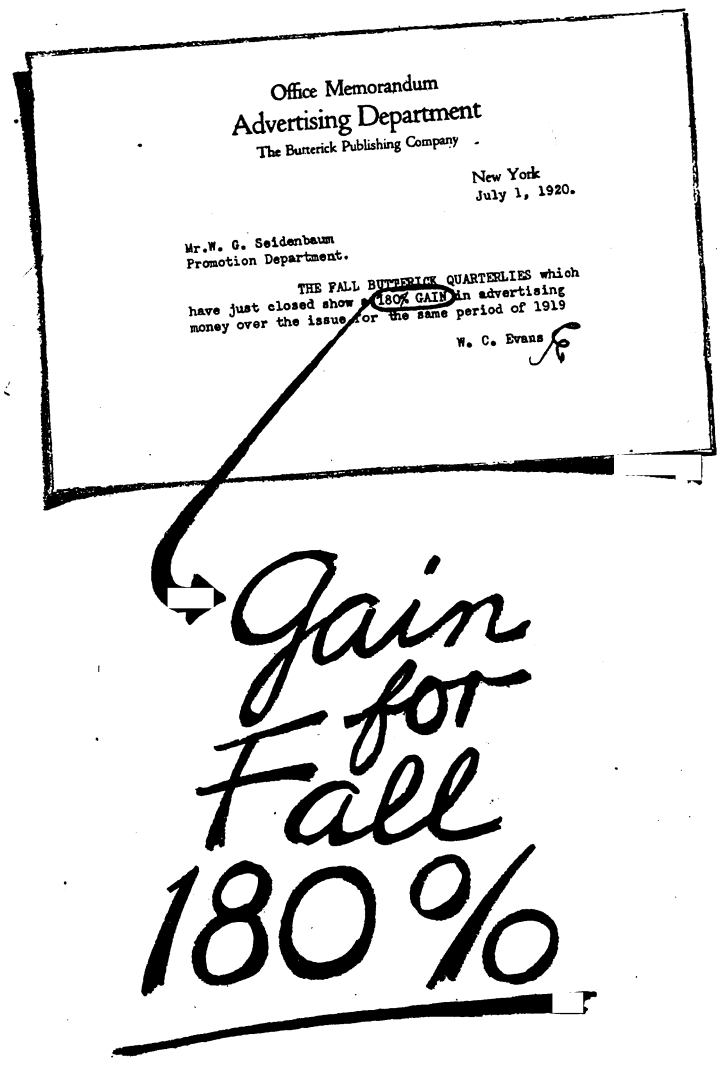
A thing that is interesting about these answers is the way they agree with one another. For instance, out of forty-four replies to one question thirty-seven were the same in a general way, and the question was one which assuredly had two sides to it.

After the replies are in and digested they are used in selecting subjects for discussion at the convention, and the man who seems most interested in the particular subject is chosen to lead the discussion, the general sales manager presiding at the meeting and acting as referee. In order to be still surer of what subjects are the most interesting the replies to the questionnaire are discussed at a meeting of district sales managers held before the executives' meeting. The subjects chosen are best shown by reference to the programme of the last gathering. Here are a few:

Our Timber Operations (timber is the raw material, and therefore the subject is of great importance).

Beaver Expansion. (This talk by J. F. Haggerty, vice-president, was not a pat on the back, but an

Digitized by Google



Butterick Quarterlies

Digitized by Google

explanation of the problems which rapid expansion brings.)

Our Production Facilities.

Distribution Plans and Policies.

The Operation of Sales Districts.

Open Policy of Distribution.

The Pool Car Plan of Selling.

Selling the Competitive Dealer.

Selling the Big City Dealer.

Making the Active Dealer a Better Dealer.

Selling the Small-Town Dealer.

Selling the Industrial Companies.

Selling the Town That Serves the Agricultural Field.

Finding New Uses.

Missionary Work.

The Advantage of National Publicity in Selling Beaver Board.

Credit Policy and Practice.

Don't get the idea that this convention is all work for the whole five days. It isn't. There are banquets, luncheons, joy rides and entertainments of various kinds on the side, but they are made incidental, and the sessions of the convention are strictly business. Everybody talks, and when a decision is reached, it means something. A trip of inspection to the company's several plants is of course an important feature.

And now we will get down to the thing we ought to have told about first, the actual mechanics by which the stage setting of the convention is worked. The Beaver Board crowd are great on charts. When an executive is kind enough to explain something about his business he does it very clearly. Instead of using many words, he simply sends someone after the proper chart and then you get the whole thing in a glance. They carry out the same idea in the convention talks. Wherever it is at all possible the speaker has a chart which makes his point perfectly clear. There are "pie" charts, charts of the kind they use to record your temperature when you are sick, and many of the charts have imagination tacked onto them.

For instance, there was one Mr. Selman used to show just how the dealers were giving co-operation in the use of sales helps. He had three thermometers drawn, for the records of the dealers in each territory. One showed by the height of the mercury the number of names of consumer prospects the dealer had sent in, another the number of lists of job carpenters he had obtained and the third the extent to which he had made use of electros for newspaper advertising.

Along each side of the convention hall at the last convention were hung panels of Beaver Board, to which were attached a sample of each of the booklets, circulars and mailing pieces the company has for distribution, and there were hundreds of them. Beside each piece of advertising matter was a card describing its purpose.

But the most spectacular piece of stagecraft came at the final session when the advertising programme for the year was announced. This was the big climax of the gathering. About the room were hung panels of Beaver Board, the face covered with wrapping paper to conceal what was below. At the psychological moment someone pulled a string, the paper coverings came off all together and there stood the display advertising for the whole year. You can picture the roar of appreciation that little stunt got. It was the final touch which brought the extent and excellence of the advertising programme forcefully before the selling force, just the thing needed to send the men back into the field with real "pep"—the kind of "pep" that is not sold by the quart and lasts longest.

Rogers Peet Co. Revives 21-Year-Old Advertisement

The Rogers Peet Company, New York, advertised in the Florodora theatre programme twenty-one years ago, when that musical production attained its great popular success. Florodora has been revived this season and Rogers Peet takes occasion to repeat its former advertisement, illustration and all.

"Florodora being a revival," it is said, "we've revived the very advertisement we ran in the programmes of 1901. How the styles have changed!"

Digitized by Google

Why 3c Daily and 10c Sunday

The Herald and Examiner believes that newspaper *readers* should pay some part of the rapidly increasing cost of newspaper-making.

It has, therefore, increased its price to 3c daily and 10c Sunday—the only Chicago Sunday paper that sells at 10c—the only Chicago morning paper that sells at 3c.

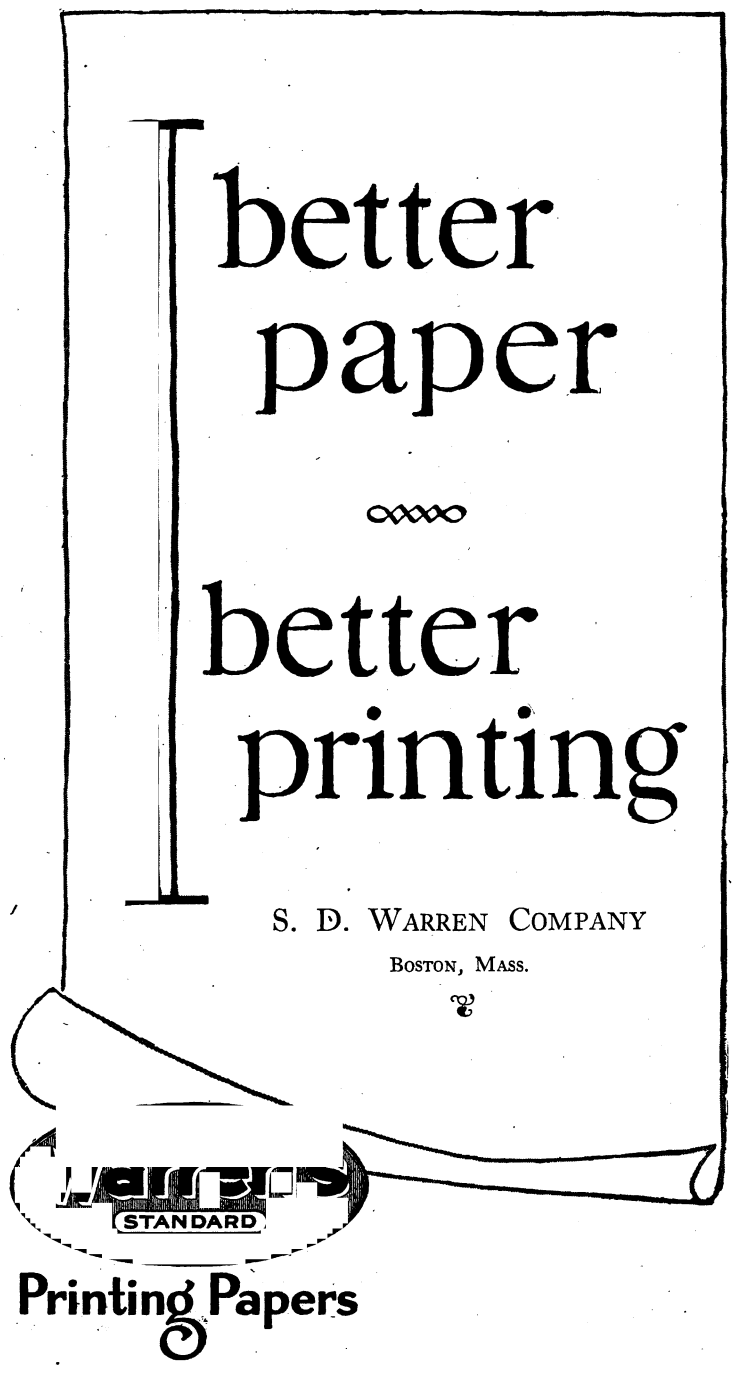
We believe advertisers will approve.

John A. Dickson
General Manager

CHICAGO HERALD AND EXAMINER

More Circulation Daily at 3c than One Year Ago at 2c
More Circulation Sunday at 10c than One Year Ago at 7c

Digitized by Google



Digitized by Google

PRINTONE is the Poland of printing papers; so difficult it is to assign for it definite and final boundaries. The uses of this Warren Standard stock overlap and encroach upon various hitherto recognized spheres of print paper influence. Even such a mighty monarchy as Lustro, autocrat of all the highly finished lustrous surfaces, which can reproduce any halftone perfectly, has yielded some territory to the buffer state of Printone.

Not a coated paper, Printone has the highest surface possible to get without coating. There are few halftones made for commercial advertising which it cannot carry; although the fineness of detail obtainable on a glazed stock is not to be expected.

On the other hand, Printone's handsome appearance and its ability to convey an adequate idea of illustrated merchandise has made this stock increasingly the choice for catalogs and circulars formerly printed on super book.

No printing paper stretches over a wider range of usefulness than Warren's Printone.

S. D. WARREN COMPANY
Boston, Mass.

Warren's
STANDARD
Printing Papers

Digitized by Google

THE LINDENMEYR LINES

BUCKEYE COVER

STRATHMORE ALADDIN COVER

WONDERFOLD ENAMELED COVER

STRATHMORE RHODODENDRON COVER

STRATHMORE BANNOCKBURN COVER

STRATHMORE ALEXANDRA VELLUM COVER

WARREN'S STANDARD PRINTING PAPERS

WE are doing our best to keep in stock all the numerous items of The Lindenmeyr Lines and to distribute them in the same manner as in pre-war days.

But not all our time is devoted to the accumulation of stock. Much of it is spent in careful consideration of the stock itself. We believe that every paper of the Lindenmeyr Lines is a good paper because it comes from a good mill; because it meets the exacting requirements of our experts, and because it sells at a fair price.

Henry Lindenmeyr & Sons

ESTABLISHED 1859

32-34-36 Bleecker Street, New York City

NEW YORK *New York* NEWARK *New Jersey* HARTFORD *Connecticut*

Digitized by Google

New Products Keep Sales Force on the Jump

Absolutely Necessary for a Clerk to Follow Advertising Campaigns if He Is to Keep Pace with Customer's Own Knowledge of Merchandise

By Allen McCutcheon

A BE-SPECTACLED old lady, in a picturesque black silk dress, bustled up to the drug clerk and looked at him questioningly across the show case.

"Tell me," said she, "is it true about that Colgate Chest of Evidence? It sounds almost like an advertising fairy story. I suppose it's all just made up."

The clerk hesitated, coughed, shifted from one foot to the other and seemed so extremely ill at ease that the quaint customer took immediate cognizance of it.

"Do you know what I mean?" she demanded, her thin lips tightening.

"Chest . . . evidence . . . Colgate . . ." muttered the young man. "No, Madam, I'm afraid I don't understand."

One of the psychological contacts between customer and advertising had missed fire.

For their ribbon dental cream, Colgate & Company collected certain significant and official data. Professional investigators did this, and it went to prove that more dentists prefer the Colgate product than can be claimed by any competitor. Affidavits and signed documents in a special Evidence Chest have been deposited with The Title Guarantee and Trust Company of New York. They may be examined by accredited committees on application. And as this announcement had appeared in very small type in many of the current Colgate advertisements, the lady had read of it. But she wanted to talk it over with the druggist. What did it really mean? What was in the Chest?

The Evidence Chest copy was featured by Colgate in a campaign some time ago. Every clerk in every drug store should know of the brilliant advertising scheme, for special educational matter was sent to dealers. Yet here was a clerk who could not talk it with his customer. And because he had not "read the advertisements."

Presumably it is more necessary for salesmen, retail and wholesale, on the road and in the store, to read every advertisement of every advertising campaign which concerns their own lines, than for such campaigns to be read by the public. The public *will* read them. Of that you can be sure, Mr. Clerk! And you will be asked questions. From now on there will be less lazy salesmanship. We are living in an era of new products, new merchandise, constantly changing packages and ideas. The clerk who does not read advertising will become an out-of-date and inefficient salesman. He will do his employer a great injustice and himself a greater one. And he will be the weak element in the spending of millions of dollars to stimulate the quick turn-over of goods.

ADVERTISED TO, BUT IT DOESN'T ALWAYS STAY PUT

I am not prepared to admit that the modern clerk reads as much advertising as he should and as thoroughly. Friends of mine, in the advertising business, who are optimistic on the subject, loudly cry that never before has so much publicity been directed to the clerk—the retailer—the man behind the counter.

It is pointed out to me that he is literally bombarded with folders and special letters and books, and alert sales epigrams. Every national advertiser of any consequence makes it a rule to bind his year's campaign and send it complete to as many merchants as a good-sized list represents. Here

Digitized by Google

every advertisement is placed on display under the "Big Top" of the circus broadside.

But I find no statement to the effect that every store is reached by this material. I know that would be just about impossible. It would mean a broadside edition of perfectly staggering proportions. No, this résumé of a campaign goes to a "selected list" and not to *every* store.

The small fellows don't count, eh! Why? Is it because, in the aggregate count, they mean the vast multitude of retailers?

Nor am I so sure that these handsome booklets of advertisements always and invariably reach the clerks. The Boss may glance through them and that may be as far as they will go.

WHAT QUESTIONING OF SOME CLERKS BROUGHT FORTH

It has been my privilege to talk things over with some clerks and some proprietors in "just average stores" in "just average little towns." I did not allow them to know I was directly interested in advertising. Questions were asked casually. I picked out shreds of ideas from recent advertising campaigns, put them up for discussion, and awaited the reaction. There wasn't any! Half the time the clerk did not know what I was talking about. He had failed to acquire the knowledge through advertising, printed matter addressed to the store, or through the personal representation on the part of the salesman who made the store stock up.

And it was a conspicuous fact that shelves were filled with merchandise I never saw as a boy. There were a great many total strangers looking down at me, novelties, new packages, new labels and products we never thought would come out in such handsome dress.

Every season sees a remarkable change in the contents of a store.

Time was when, from year to year, and almost from one generation to the next, staples held their own. There was minimum labor attached to learning all there was to know about them. Selling was easy. The clerk knew as much as the customer.

I happened to be in a small general store when three big packing cases were being opened. They had just arrived from the West.

The proprietor dipped down into those cases and pulled out fresh marvels as a youngster grabs the Christmas stocking. He never knew what was coming next. Most of the products were new—new that very season.

"Keeps me guessing," said he. "It's like opening up a prize package. Here are about fifteen lines that I look upon as strangers. Most of them represent foods in radical forms. Here is a cake flour . . . all a housewife needs to do is to use a little water and pour it into her cake tins. Eliminates all the mixing and mussing.

"Clever idea, but do you know what it means to sell that stuff? For a while, at least, until the women get used to it, it means about twenty times the talk and salesmanship required in selling a bag of ordinary flour. The clerk must be prepared to answer all kinds of questions. And they are important, leading questions, too. If the clerk can't answer them, the customer is afraid of the product and will not risk buying it. It's a matter of self-protection; we *must* read advertising—the same advertising the consumer sees.

"For I have noticed that even if a woman reads every line of an advertisement and has every one of her questions answered, she still feels a trifle unconvinced. She wants to hear a clerk say these things to her.

"It's no fun to be a store-keeper nowadays. We must spend our day hours selling and our night hours learning how to sell. We must go to school. But I can't persuade my clerks to take as much interest in advertising as I do. It means an entirely changed staff of salesmen. The modern clerk will have to keep pace with the times, and that means keeping pace with advertising. I have put in seven new package lines this

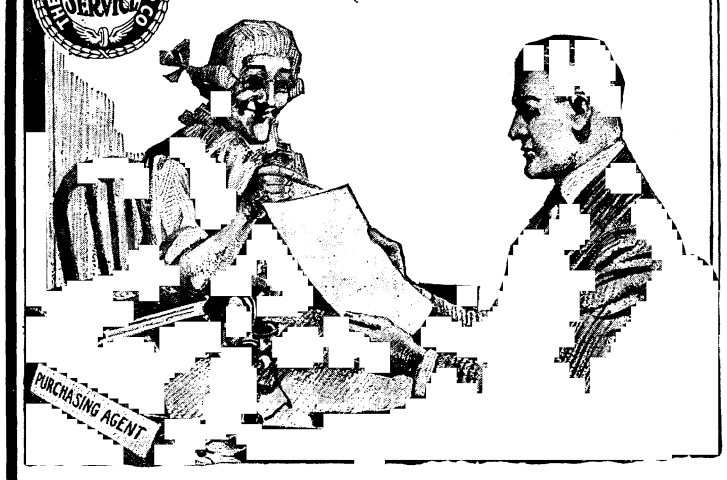
Digitized by Google

Tho you send out letters by the *ton* they will be received one by one.

MAKE every letter count! Select the paper as if each letter were the *only* letter. Postage the same,—stenographic labor the same,—for a cheap sheet as for a sheet of

Worthmore Bond

On a "per letter" basis Worthmore Bond is more economical than a paper costing only half as much per ton. Seventeen years have proved it to the complete satisfaction of thousands. One mailing will prove it to you.



THE WHITAKER PAPER CO.
HOME OFFICE:
CINCINNATI, OHIO

DIVISIONAL HOUSES—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton, O., Indianapolis, New York, Pittsburgh.

BRANCH HOUSES—Birmingham, Columbus, Ohio, Richmond, Virginia.

SALES OFFICES—Akron, Buffalo, Cleveland, Colorado Springs, Kansas City, Knoxville, Lexington, Louisville, New Haven, Philadelphia, Providence, Salt Lake City, St. Louis, Washington, D. C.

Digitized by Google

winter. They are goods the housewife—the consumer in general—has never seen or tried before.

"Mrs. Smith comes in and asks about shirred egg with spinach sauce and winds up by inquiring of one of my clerks if he thinks the Mrs. Ida Bailey Allen recipe is the best.

"The clerk turns white and green and glances across at me as if he would faint in another second.

"Then I suddenly recall that Mrs. Allen is now featured in all Del Monte canned goods advertising. Her recipes are given. She has become a vital, living personality to the woman who buys groceries. And she expects us to know all about her and the advertising. I think I agree with her. In every other line the salesman knows his market and his product. Why should it be different in retail salesmanship? I will follow the advertising. I will read the dealer broadsides the manufacturer sends in, I will make it my business to go through the advertising pages of the periodicals, even if I must go to the public library evenings and look at them.

CLERKS NEED TO BE INTERESTED

"But I can't get clerks to do it. They want their off time to themselves. They're selfish. They want to go no further than reaching up to a shelf for a product, wrapping it up and taking in the money. That's not salesmanship; it's automatic exercise with no thinking back of it whatsoever.

"But I think that a new type of clerk will come to be. It will be a reasoning, studious type. You can't sell people stuff if you can't talk it, and you can't talk goods until you have read about them.

"The advertiser is doing his share. That's positively certain. In my younger days, I can recall that the average advertisement was non-committal. It seldom attempted to teach people, improve their mode of living or delve into new methods of eating and sleeping and resting and all the other numerous subjects. Now advertising shunts off on two remarkable tracks:

"In order to keep pace with swift competition the manufacturer experiments until he discovers an entirely innovational stunt. It may be a new fabric, or a new sort of carpet sweeper, or a food that was never put in a simple, easily-prepared form before. And if, after he runs one line a while and it seems to outlive its market, he stops it and begins another one.

"Advertising is more commodious than ever. There is plenty of room in which to do a great deal of explaining. If a firm puts out a can of pork and beans, then a domestic science expert gets busy and shows you fifty-nine ways of using the contents of that can—and every blessed one is a stunt that hasn't been tried before. A woman wouldn't be a woman if she did not have an eager desire to try all of the fifty-nine and keep on the look-out for more. But, in the meanwhile, she expects the clerk to keep pace with her. He must be ready to answer questions.

"A lady came in here the other day and bought some Libby's Pork and Beans. Then she said: 'I want your opinion of that Bean Roast they advertise. It looks good in the pictures. The recipe called for celery, onions, bread crumbs and finally the beans, chopped in a chopping bowl. I never heard of such a thing before. What would you say about it?'

"But I had read the advertisement—just came out that month—and I could discuss it with a reasonable amount of intelligence. I told her that if Libby suggested that recipe she could be sure it was O. K. They had first made it up in their own kitchens and knew what they were talking about.

"This constructive advertising—which, from our retail standpoint, means more uses for an article and, therefore, greater sales, must be backed up by the clerk. And it simply means reading the campaigns as they come out. For my part, I find it mighty interesting reading, too!"

Digitized by Google

From the Letter of A Prominent Advertising Agent

"The Record has maintained its original qualities; it has not become machine-made nor a mere expression of 'syndicated-originality'; but it is a substantial Philadelphia newspaper endowed with the Philadelphia spirit, able to translate it every day and consequently, having more power per copy than most papers enjoy."

THE PHILADELPHIA RECORD

Always Reliable

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO
Peoples Gas Bldg.

NEW YORK
Fifth Ave. Bldg.

Digitized by Google

The Blackman

ADVERTISING

Digitized by Google

Variety in *Problems* demands Variety in *Technique*

WE are not special advocates of humor in selling—yet we have produced humorous copy which far outsold more conventional forms of advertising.

We are not unduly partial to institutional advertising—yet one of our clients has converted his institutional campaign into a permanent reference book, copies of which are in active use in all parts of the world.

We do not always advise exploiting the workman—yet two such campaigns on which we worked have produced results out of all proportion to their cost.

We ordinarily decry "fine writing"—yet one of our clients has built his success largely upon it.

We are not at all inclined toward "scare" copy—yet a chance "scare" advertisement showed new possibilities in returns to an advertiser with whom we work.

The better acquainted we become with advertising the less inclined we are toward "blanket" formulas.

But we *have* considerable confidence in our ability to help the advertiser express to the public the best in the personality of *his own* business.

We are ready to have two or three more advertisers put this confidence to the test.

Company New York
95 MADISON AVE.

Digitized by Google

Northern Indiana Southern Michigan

To effectively cover this territory the News-Times must be used because the News-Times dominates in the South Bend territory. No other Indiana or larger city newspaper entirely covers the field. Therefore, no national newspaper campaign can be complete without the News-Times.

South Bend is an industrial city, in the heart of a rich agricultural and fruit country. The News-Times with its 17,000 circulation goes home—reaches the people.

Let us send you News-Times, Jr.

SOUTH BEND NEWS-TIMES

Morning *Evening* *Sunday*

J. M. STEPHENSON, Publisher

Foreign Representatives
CONE & WOODMAN, INC.

Chicago New York Detroit Atlanta Kansas City

Digitized by Google

City's Sweater Manufacturers to Tell About Their Product

Aim Is to Educate Retail Salespeople So They Can Help the Public Buy Discriminatingly — More Labor to Be Attracted, Also, if Possible, to the Sweater Industry

ONE of the principal objects of the recently organized Milwaukee Institute of Knitted Wear will be the education of the man behind the counter to a proper knowledge of knit wear and to an adequate appreciation of the better methods of selling it.

The Institute, which has in its membership seventeen of the leading sweater manufacturers in Milwaukee, has found even in its preliminary investigation that very few salesmen really understand knit wear. To the average salesman or saleswoman, a sweater is a sweater, nothing less, nothing more. The salespeople know that sweaters come in boxes, and that once out of the box, they are hard to refold and replace in the box. The knowledge of the merchandise in this case is entirely negative and it is one of the prime purposes of the new organization to explain away this diffidence toward the selling of knit wear.

The Institute has been organized with C. B. Walker, former Milwaukee newspaper man, as secretary.

"We propose to educate knitwear salespeople to a keener appreciation of the utility of knit wear," said Mr. Walker. "We are going to try to show dealers and their employees the difference between various kinds of knit wear and acquaint them with the good qualities of each division. That will be one of the chief reasons for the Institute."

This process of education will be accomplished in various ways. There will be bulletins to be sent out to dealers, which will serve as text-books in sweater knowledge. Buyers of sweaters in the big stores, as well as salesmen in smaller stores, will share in the process of education. Salesmen who go out from the sweater companies will also be more thoroughly coached in the various kinds of sweaters and the processes of their manufacture.

D. F. Shogren, of the Imperial Knitting Mills of Milwaukee, who is president of the Milwaukee Institute, says that even some of the good salesmen representing important sweater manufacturers are occasionally a trifle hazy as to the technical meaning of some of the terms applied to the description of their merchandise.

WILL ALSO AIM TO EDUCATE PUBLIC

In addition to educating the salespeople, it will be an added aim of the Institute to educate the public. The average man and the average woman know very little about sweaters, Milwaukee manufacturers say. They do not always know the difference between wool and worsted, and between silk and fibre silk. They do not understand the different weaves and materials, and many other very simple and essential things about sweaters.

Another objective of the Institute is to interest potential labor in the industry. The manufacture of sweaters and toques requires a great deal of highly trained labor and because the industry is so comparatively new it has not been possible to build up a reserve of trained assistants.

The Institute is now making a serious effort to have sweater knitting introduced in the vocational department of the Milwaukee public schools along with other better-known trades and crafts.

Still another aim of the organization is to create a greater interest in Milwaukee as a knitgoods centre. It is proposed to accomplish this through an annual sweater style-show to which all buyers of sweaters from various parts of the country will be invited. The Institute will also shortly inaugurate an advertising campaign to acquaint the trade, at least, with the manufacturing development in Milwaukee as applied to the sweater industry.

Digitized by Google

Send for both of these full-page newspaper advertisements in broadside form to send to your principal customers.

The Watermark of Excellence

Why we chose full page space in the newspapers as the logical medium for these announcements

NEWSPAPERS are the logical medium to reach at one time all *buyers* of printing, Printers, printing salesmen, compositors, pressmen, Paper Merchants, employees of Paper Merchants, purchasing and advertising departments throughout the country. The full value of selling the Printer to the buyer depends upon the widest possible immediate circulation. Our direct mail advertising will reach individual Printers and Paper Merchants in addition.

AMERICAN WRITING

EAGLE A PAPERS: BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET

Digitized by Google

Selling the printer's service to the buyer of printing

How the first two full page advertisements in the largest daily newspapers throughout the country are accomplishing this result

A BETTER appreciation of the Printer's service—that's the idea behind this series of announcements.

To sell the Printer to the buyer of printing, to broaden the market for printing—these are the results that this campaign is designed to accomplish.

The Printer should be consulted in specifying the paper

Investigation shows that the Printers of the country should be the ones to consult in specifying the paper for the work they do. The American Writing Paper Company feels that this is absolutely sound, that there is a real economic reason for it.

The American Writing Paper Company after careful study believes this so strongly that it announces in these newspaper advertisements that it is its policy to send samples to customers through the Printers and Paper Merchants.

The U. T. A. and the new era in the Printing Industry

There is a new era in the Printing Industry that has been brought about largely through the efforts and leadership of the U. T. A.

The American Writing Paper Company is proud to place itself squarely behind this work that the U. T. A. is doing.

This series of announcements is designed to bring home to all buyers of printing a realization of the constructive service that Printers of to-day are in a position to render. We feel that the good of the entire Printing Industry demands this recognition.

It is only as the Printer performs a real service that he makes a profit. It is on the Printer's success that the success of the paper manufacturer

AMERICAN WRITING PAPER COMPANY, Holyoke, Mass.

PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES

Digitized by Google

England makes the finest tissue for the final layer on mats. It is so light and sensitive that it gets every impression you want brought out. But it is so tough and compact and free from pores that the mat comes out absolutely smooth. This tissue is hard to get. Some can't use it, for that reason, who would if they could. We have plenty, with more coming. We won't use anything else. Too much is at stake, in reputation and a clear conscience, in every mat we turn out.

Distance is no obstacle; get in touch by mail

Partridge & Anderson Company

Electrotypes · Mats · Stereotypes

714 Federal St., Chicago

Digitized by Google

Advertising That Crosses Lots in Getting Product to the Consumer

The Manufacturer of Speakman Showers Seeks to Control Sales by Creating a Consumer Demand

TALK to a manufacturer making a product sold directly to retailers on the subject of dealer co-operation and he will almost bring tears to your eyes with his woeful tale. Lazy co-operation is the bane of his business life. PRINTERS' INK has devoted columns of space to discussions of the reasons for this situation and how it can best be overcome.

Consider to what an extent this condition is exaggerated when your sales are subject to the whims, prejudices and indifference of the jobber, plumber, architect, contractor, building committee, banker, owner, tenant, engineer—and ofttimes even his lordship, the janitor, may be "consulted." Surely it is sufficient to make the manufacturer selling only to dealers turn pale at the mere thought.

Nor is this circuitous route a supposition; it is actually a description of the distributive outlets of the Speakman Company, of Wilmington, Del., manufacturer of Speakman Showers and brass plumbing fixtures. A. V. Gemmill, secretary of the company, speaking of the reasons for the start of the company's general advertising, tells PRINTERS' INK, "This campaign is the result of a conservative but consistent advertising policy which our company has been carrying on for the last ten years. The principal object of the plan is to control the sale by creating a strong, insistent consumer demand.

"Our line of sale is such that it is imperative to stimulate the ultimate purchasers' interest in the products. Of course it was first necessary to sell our merchandise to the trade and that is why, with the exception of a small campaign carried on in a national publication, our mediums in the past have been exclusively trade, architectural and industrial papers."

Now, however, the company feels that among the trade, Speakman Showers, and the rest of the line as well, stand for a certain standard of accepted quality. With this, the groundwork finished, it was felt that the time had come when national advertising was logically the next step. "Our aim," continued Mr. Gemmill, "is to get the public also to recognize this standard. We want so to impress our products on the consumers' mind that whenever showers are mentioned they will instantly be associated with the name Speakman. In other words our advertising seeks to get more people to accept Speakman Showers as a standard.

"This we hope to accomplish by giving the copy an educational twist, pointing out the advantages of shower bathing, putting special emphasis upon the sanitary features and invigorating effect of the shower."

LIKENED TO A SHOWER OF RAIN

How this is being done is well illustrated by a current piece of copy headed, "Nature's Way—the Shower," which says: "When Mother Nature washes her children of the field and forest, she does it by a shower which bathes, cleanses and refreshes the foliage of those that her sun, heat and earth have wrought.

"The water, carrying dust with it, drains off immediately as it relieves each petal, leaf and blade.

"The shower bath is similar to Nature's rain. With it you always bathe in fresh water—always clean water.

"The advantage of this *clean* bath is without doubt one of the reasons for the increasing popularity of the shower. Another reason is the time it saves—a couple of minutes are enough—

Digitized by Google

and then there is nothing to do about the tub afterwards."

With this review of the advantages of the shower the copy proceeds to tie up with the company's product.

"While our advertising focuses on showers," said Mr. Gemmill, "this represents only about fifty per cent of our business. The balance of our line is made up of other brass plumbing fixtures, also a special line of showers and wash-ups for industrial plants. Our reason for focusing on showers in our advertising is because we believe it to be of more interest than a general line of brass plumbing material." Naturally it is expected that as the sales of the showers increase the rest of the line will also show a decided upward trend.

One of the big markets for the showers is found in industrial plants. In line with modern methods of caring for employees, a large field has opened here for various articles not generally associated with factories. The company is going after this market with a will. Space is being used in various industrial publications, the keynote of the campaign being "Healthy Workmen Are Better Producers." The company figures that sales to industrial plants have a double value. Not only do they have the opportunity of increasing materially the sales of the entire line, but also, inasmuch as they are used by thousands of employees, these sales serve to acquaint a large number of possible purchasers for the home with Speakman Showers.

Mr. Gemmill brought up a point, which, while it is not directly concerned with the subject discussed in this article, is still worth mentioning for its originality. He said: "We do not use the word 'campaign' in referring to our increased advertising activities. This word 'campaign' carries with it too much the smack of something temporary; a specially staged affair of a whirlwind nature that is supposed to carry one along in a rush of excitement to the accomplishment of a certain purpose.

"We prefer to use the term 'advertising programme' or 'policy.' These words convey the impression of permanency and honesty of purpose. We do not want our customers to get the idea that we are trying to 'pull' something."

Perhaps this is a rather fine weighing of the impression given by the word "campaign" with which many advertisers will not agree. However, the main point to be emphasized here is that other manufacturers, separated from the ultimate consumer by a long chain of distributors and "advisers" may find, as the Speakman Company has discovered, that advertising can be used with good results in such instances by exerting pressure at the other end.

Gornay, Inc., Adds to Staff

Harry F. Fuller, who has been with Hoyt's Service, Inc., and the Philip Kobbe Co., Inc., is now in charge of the production department of Gornay, Inc., New York. Howard Kuh, formerly with R. H. Macy & Co., has also joined this agency.

The Blousemakers, Inc., makers of the "Town Blouse"; Martin & Quigley, New York furriers; and the Hill Engraving Company, New York, have put their accounts in the hands of this agency.

London Agency Opens Branch in New York

The Jewish Advertising Agency, with headquarters in London, has opened a branch in New York. The agency places advertising in the Jewish press and publishes the *Jewish Journal of Commerce*.

New Account for Rex Wadman

The Duesenberg Automobile & Motors Co., Inc., Indianapolis, Ind., will place the advertising for the new Duesenberg "Eight-in-a-Row" automobile through Rex W. Wadman, Inc., of New York. Trade and class papers will be used this year. A national campaign is planned for 1921.

Raymond Boyd Makes a Change

Raymond Boyd, at one time advertising manager for the Carnation Milk Products Company and later associated with the Honig-Cooper Co., advertising agency, of San Francisco, is now with Emil Brisacher, advertising agency, that city.

Digitized by Google

The Walter M. Lowney Company

Manufacturers of

Chocolate Bonbons, Chocolate and Cocoa

427 Commercial Street

Boston 16, Massachusetts

June 29th, 1920

Publisher, New York Evening Journal,
New York City.

Dear Sir:—This letter is written to tell you that we certainly appreciate the way your Merchandising Service Department worked with our New York people in making a success of our Lowney's Crest Chocolates Advertising Campaign in New York City territory.

The dealer message and reproduction of our newspaper advertisement in your Trade News, which you mailed to the druggists and confectioners in that territory, the many window displays which you secured for us, together with the numerous other helps given by your people, were big factors in putting this campaign over 100%.

Very truly yours,
THE WALTER M. LOWNEY COMPANY

Henry C. Pragoff

H. C. Pragoff
Advertising Department

This same kind of "Service" and Co-operation is extended Manufacturers and Advertising Agents by the Merchandising Service Department of the

NEW YORK EVENING JOURNAL

2 COLUMBUS CIRCLE NEW YORK

A request brings full particulars without obligation

Digitized by Google

How One Advertisement Produced $330,000 in Sales

A Message of Particular Interest to Manufacturers Who Are Preparing For the Buyers' Market Said To Be Coming

MOST advertisers are unable to trace the actual sales produced by each individual advertisement they use.

A comparatively few, however, because of their method of selling, do know just what each piece of copy accomplishes.

What these few have learned is now available to all. And the result may mean three to ten sales for every one hitherto produced, a condition much to be desired in the days fast approaching when the seller won't have it all his own way.

Nearly 70,000 Orders

It was due to this knowledge that one of our advertisements produced nearly 70,000 individual orders—over three times the number which would have come from any previous advertisement prepared for this client and circulated in the same media.

Three hundred and thirty thousand dollars in sales from a single advertisement may be a record. We have prepared and placed others, however, which have nearly approached these results. Several of our advertisements have sold well over $200,000 in goods and many between $100,000 and $200,000.

So sales in big figures from individual advertisements are by no means freak instances.

A Three to One Difference

For one advertisement to produce three times the number of sales, at the same cost as another is not at all rare.

We have seen instances in which results have varied as much as ten to one.

Surely this means something to the advertiser who cannot trace results to each individual effort.

Which Kind of Copy

Which kind of copy do you use: the kind that is capable of producing sales in five figures or just average copy—the kind

Digitized by Google

which produces one sale instead of three—or even ten?

Copy is the big thing in advertising. Properly used it is enabling many big concerns in certain lines to do away wholly with salesmen, while competing concerns must depend on a high cost sales force and dealer work to keep their heads above water.

Tested Appeals

This agency, through its mail order division, handles more high-class mail order accounts than any other agency.

And mail order concerns fail or prosper in almost exact ratio to the weakness or strength of their copy.

Every advertisement is keyed. Careful records are kept and these advertisers know to just which appeals the consumer responds.

Over sixty accounts are represented. And they do business with people living in the Fifth Avenue residential section as well as in the country.

Human Nature

As perhaps the highest paid advertising director in this country recently said—"People are pretty much the same after all."

We may be rich or poor—country or "city folks"—highbrows or ignoramuses—but after all we *are* pretty much the same.

And while our wants may differ, the appeals which strike the responsive chords are fundamentally the same.

It is because of our keyed results on so many different propositions that we know how to handle these fundamental appeals which produce the greatest response.

And it makes no difference whether the sale is made direct to the user or whether your copy sends the prospect to the dealer for your goods. The main thing is to *sell* the customer in your copy.

The method of purchasing the product is merely a detail, as we are proving every day in applying the principles learned in mail order advertising to products selling through dealers.

Doubled Sales at 2/3 Old Cost

Only recently an advertiser selling through the drug trade came to us.

Newspaper advertising in many cities was being used, but sales were far below what they should have been and the peak of the season had just passed.

After an analysis of the situation we prepared a new campaign, using the appeals and a style of copy which our expe-

Digitized by Google

rience has taught us produces results.

The cost of this schedule was only 2/3 of the cost of the schedule then in force.

Yet within two weeks the sales had become much more active and within six weeks were double former figures in these towns.

This in spite of the fact that the season was waning for this class of merchandise and in spite of the fact that we were using only two thirds the space formerly used.

How Copy Can Be Tested

Mail order advertisers always test each piece of copy in a few selected publications before running it in their entire schedule. In this way only the best advertisements are used in all of the media.

In the same way we have worked out a plan whereby general advertisers selling through dealers can test their appeals in advance.

This obviates the expenditure of large sums on copy which fails to hit the right keynote, and will enable general advertisers to concentrate the bulk of their appropriations on the kind of copy which is capable of producing the maximum amount of consumer sales—the kind of copy of which the advertisement referred to above is an example and which sold $330,000 worth of goods. Never has this subject been of greater importance than it is right now.

A Book That Tells the Story

A short time ago we published a little book which tells many interesting things about copy appeals and their possibilities. We will gladly send any interested executive a copy of this little book without the slightest obligation.

Or better yet, drop us a line requesting a representative to call and outline how tested appeals may be applied to your business. This would mean risking a few moments of your time against ours—but can result in three sales instead of one from your advertising just as it has for others.

RUTHRAUFF & RYAN *inc* ADVERTISING
404 FOURTH AVE. *at* 28*th* ST. NEW YORK
CHICAGO. 30 NORTH MICHIGAN BOULEVARD
BALTIMORE: 209 NORTH LIBERTY STREET

Digitized by Google

Are Copy-Writers Cowards?

The Bogy of an Unresponsive Public Which Haunts the Copy Desk

By One Who Admits It

ARE copy-writers cowards? I'll say they are. I am. And so are at least ninety-nine per cent of the copy-writers of my acquaintance. That is a pretty large proportion, but if I am asked to revise it I shall probably increase it. So you'd better leave it as it stands.

It doesn't help the matter any either, to say that most of the advertisers for whom we work are bigger cowards than we are. For it is we who are largely responsible for the advertiser's hopes and fears. We have taught him what he knows, or thinks he knows, about advertising. We have made him cowardly by our own cowardice. Let us put the blame where it rightly belongs.

From time immemorial we have chanted, in solo and in chorus, that the public are mostly fools, and that our advertising must be addressed to the lowest order of intelligence. If it is understood by the fool, surely the wise man will not fail to grasp it. Whether the proportion of fools is as great as our modesty represents does not matter here. We have preached that doctrine so long that we believe it ourselves, and have taught our masters to believe it. And it has made cowards of us all.

How often do we dare to depart from the beaten track of conventional illustrations, conventional headlines, conventional layouts? Mighty seldom indeed. And why? Not because we do not have ideas once in a while that are fine and lofty and sincere. We do. But we put them aside with a sigh, and turn to our dry husks again. We are afraid to try.

Now the cynical will tell you that we are merely afraid of our boss, and that we are simply trying to "play safe" with ideas that he will accept the first crack out of the box. I do not think that is true. It is not the boss that we are afraid of, as a general rule. It is that bogy of the low-browed public which we insist upon dangling in front of our copy desks.

We are scared to death of an idea which is above the commonplace, because we are sure that it would never be understood by this pet ignoramus of ours. We dare not leave the beaten path of conventional display for fear lest we fail to be perfectly obvious, and the nitwit public would, therefore, find us too deep for comprehension.

We are bluffed by a hazard of our own contriving, and run like a deer at sight of our own shadow.

What is the substance of this bogy of the feeble-minded public which so affrights us? What is there to it, really? Just nothing at all. It is a plain myth, a chimera, a phastasm, a delusion. It is of the same breed as the spooks which used to haunt the dark corridors along which little boys were transported to bed.

MASTER MINDS WERE UNAFRAID

For mark you, it is this same benighted public, this identical audience of numskulls, which is able to grasp, and which responds, emotionally and intellectually, to such lofty ideas as are expressed in the Declaration of Independence, the Gettysburg Address, and the Sermon on the Mount! Only it happens that the authors of those inspired and immortal proclamations did not stop to consider that they were addressing a race of boneheads, and did not in consequence debase their ideas to the supposed level of their audience.

I maintain that our notion of the public intelligence is an imaginary scarecrow. A group of men and women who will respond to such sublime ideas as those embodied in the Beatitudes, for example, are not likely to find any ideas of ours hopelessly over

Digitized by Google

their heads. I maintain that no idea is beyond the public grasp, provided it be expressed with sufficient clearness and simplicity. And I believe that there is no idea which cannot be so clearly and simply expressed that it will be grasped by even the simplest-minded.

We are cowards, I say, when we run away from an idea because we fear the public will not understand. The public cannot fail to understand if we but make it clear enough. And we only beg the question when we say that "the boss won't stand for it." He can't very well "stand for" something which he never is allowed to see. And he never sees what we are too cowardly to attempt.

Let us get rid of our bogies. Let us quit taking to the subcellar in a panic at the approach of an idea which is above the ordinary. Let us stop debasing our minds to the level of fools, and try instead to clothe ideas in a simplicity which even a fool can understand. It can be done. Here and there it is being done, every now and again, by somebody who refuses to shake with terror at the spectre of an unresponsive public. And of such it may be said as it was of Cæsar:

"Why, man, he doth bestride the narrow world
Like a Colossus, and we petty men
Walk under his huge legs and peep about
To find ourselves dishonorable graves."

Fish-Frys and University Professorships

American Stove Co.,
National Stove Co. Div.
Lorain, O., June 30, 1920.

Editor of Printers' Ink:

Recently a manufacturing company that the writer is acquainted with gave a "fish-fry" to its foremen. They had a good time. All of the officials of the company were present and mixed with the foremen as an evidence of democracy. The idea of the party was to promote "loyalty."

A few years ago this same company would have refused to consider such a proposition, holding to the position that business is business, and not a matter of entertaining employees.

This change of front is universal. Maybe the Bolsheviki of Russia are to blame for it.

The American Multigraph Co., of Cleveland, has introduced industrial democracy in its establishment. Its handbook on the subject is really a textbook on the subject of the relationship between employer and employee.

Another company, wishing to install the same system, took one of its prominent officials off his job and gave him the task of introducing the scheme in the plant.

This probably was due to the fact that there was no person whom they could have laid hands on capable of doing this same work.

Accordingly, is not the time ripe for some university to create a "Chair of Industrial Morale?"

Morale sounds less offensive than the commonly used phrase "Welfare Work." Welfare work smacks of charity, and insulting condescension and patronage.

I really believe that American industry would welcome university graduates equipped to better the relations in th manufacturing world.

If you agree why can you not persuade Columbia University of your city to put such new chair into being?

C. Farnham,
Advertising Dept.

Cordage Manufacturers Form Trade Association

The Cordage Institute, an association composed of cordage manufacturers, has been organized by representative manufacturers in the industry. J. S. McDaniel is secretary, with offices in New York. The work of the Cordage Institute will include the compilation and distribution among members of data relative to raw materials, labor supply, credit information, cost accounting, and other undertakings generally required of associations.

Industrial Survey Planned for Indianapolis

In order to give the Indianapolis Chamber of Commerce specific information relative to local industrial conditions, which the organization can use in its customary work, it is planned to make a complete industrial survey of the city. The work will be in charge of Myron R. Green, director of the bureau of industry.

Minneapolis "Tribune" Completes Own Paper Mill

The Minneapolis, Minn., *Tribune* has completed its pulp and paper mill plant at Manistique, Mich. The present maximum capacity of the plant is 100 tons of ground wood pulp and 60 tons of finished news print paper each day.

The Harry Elliott Service Company of San Francisco is now placing the advertising of Miller Tires in the Pacific Coast States.

Digitized by Google

Unlike Any Other Community

JOPLIN Missouri

Population 35,000
The Market 200,000

Zinc and lead are but contributing factors of the wealth of the Joplin district. It is also one of the richest agricultural sections of America.

Consider Jasper, "the hundred-million-dollar county"; 406,400 acres, of which 272,704 are improved farm lands. There are approximately 3,117 farms, with an aggregate valuation of $25,000,000. Throughout the Joplin district the rich soil, abundant rainfall and mild temperature combine to make profitable the growing of every product found on a middle west farm.

Unlike Any Other Newspaper

Joplin Globe

(A. B. C. Member)

Paid Circulation - - 25,709

Average for 6 months ending March 31, 1920

Line Rate 7c flat. Mornings except Monday.

The Joplin Globe is a select class farm paper, as well as a metropolitan daily. The Farm Department of the Globe has been a very definite factor through the district's rich grain, stock and fruit belt in developing better farming.

Through the Joplin Globe you can reach 10,000 of the finest class of prosperous American farmers, a type which demands the market and news service of a daily newspaper.

Representatives

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago **New York** **Atlanta**
Kansas City **San Francisco**

Digitized by Google

The Live Stock Farmer and the Motor Truck

—Send for the booklet

IN DEVELOPING the farm field, motor truck manufacturers will achieve best results by concentrating at the outset on the men engaged in the four highly specialized branches of agriculture —live stock production, dairying, fruit growing and market gardening.

¶ Live stock farmers have been among the first in the farm field to adopt motor trucks. Already thousands have them and the demand is growing because the ques-

Corn Belt

Digitized by Google

tion of transportation is big and vital to the business of stock raising.

¶ The live stock producer has the regular hauling of the average farmer to do, plus the hauling of his chief product—live stock. By means of the motor truck he is able to haul cattle, hogs and sheep to the railroad siding and in many cases straight through to the stock yards at a great saving in time and money.

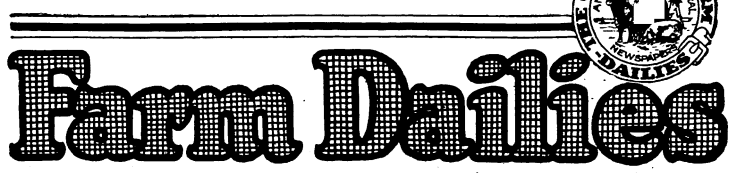
¶ Millions of cattle, hogs and sheep will be transported by motor truck during 1920. The facts are presented in the booklet "The Live Stock Farmer and the Motor Truck." Manufacturers of motor trucks, trailers, tires, as well as advertising agencies, will find it interesting and will be supplied upon request.

¶ THE CORN BELT FARM DAILIES reach the big live stock producers of the Corn Belt —the men who need and want motor trucks and have the money with which to buy them.

Daily Drovers Journal, Chicago, Ill.
Daily Drovers Telegram, Kansas City, Mo.
Daily Drovers Journal-Stockman, Omaha, Neb.
Daily National Live Stock Reporter, E. St. Louis, Ill.

General Advertising Office:
THE CORN BELT FARM DAILIES
836 *Exchange Ave., Chicago* *W. E. Hutchinson, Adv. Mgr.*

Eastern Advertising Office:
PAUL W. AND GUY F. MINNICK
303 *Fifth Ave., New York*



This is a chapter in the serial story of The Corn Belt Farm Dailies. Previous advertisements mailed upon request.

Digitized by Google

Suggesting That We Work Like Blazes

No Other Road Back to the Main Highway of Contentment

By C. W. Garrison

Advertising Manager, The Lakewood Engineering Company, Cleveland

"BETTER Business" was the keynote of the recent convention of the Association of National Advertisers.

We all want better business, of course.

But how are we to have better business when there are no cars to ship in—when buying is postponed because of the "money market"—when labor demands shorter hours but produces *less* per hour—and when the cry of scarcity of men is heard everywhere.

To quote from a recent advertisement of a Chicago clothier:

"The world is hungry for the things we eat, wear and use. The cupboard is bare as a bone.

"Prices mount to staggering figures and the cry of our workers is—*more pay,* shorter hours—and then a shortage shoots the price of things up another notch; again the cry—*more pay,* fewer hours.

"Ye gods! Must the vicious circle continue? Shall we never see that it is *more hours* we need; that to reduce the cost of the things we use we must produce not *less,* but more?

"We may keep high wages, we may keep our present scale, and still reduce the cost of living by a simple remedy — work — good, hard, honest, faithful service—not eight hours, rather ten, and then some. Let us, for one year at least, resolve to work and work like h——."

Hasn't this executive hit the nail on the head? Hasn't he suggested the universal cure for our present day ills?

Working *harder* doesn't add a cent to the worker's cost of living. His increased production decreases the shortage of product. And the old law of supply and demand gets in its work to bring about stabilization of prices, money and conditions generally.

Harder work, if not *the* answer, is at least one answer to shortage of materials, of railroad equipment, of man power itself.

Have we forgotten that we must produce before we can consume? If this fact be driven home to every individual won't our present ills be at least on the *road* to recovery?

We are all in the same boat in this life. The only way to make things easier for ourselves is to make them easier for others.

When we can all of us see business as a great human service and take our part in it with that thought an impelling conviction in our consciousness, this will be a better world.

Being selfish—and doing it successfully—is a thing of the past. The man, the business, or the nation that seeks to serve *itself alone* is being challenged to show cause why its further existence should be tolerated.

The golden rule is the only safe foundation on which to build character or business. In proportion to its observance is there peace and prosperity or chaos in life and in business.

How can we, as advertising advisers, practice this "preaching." How can we popularize to an *effective* point the *Work like Blazes* idea?

Isn't the answer in being successfully *un*selfish—unselfish possibly in the messages we send forth to the workers of the United States—of the world?

Can we not adopt a national theme of "Work like Blazes"—a theme of better business made possible by a little harder work on the part of all of us?

Digitized by Google

BUNDSCHO

blows away the old tradition about "printers' delay." There are probably some things Bundscho cannot do in the matter of being on time, but he hasn't encountered any of them yet. There always seems to be another link to let out, and a reserve of loyalty among his men to call upon, that puts things through.

J. M. Bundscho, *Advertising Typographer*
Fifty-eight East Washington Street
CHICAGO

Digitized by Google

The leaders in an industry are generally leaders because they have the seasoned experience that enables them to estimate correctly and use wisely the best means available for the promotion of their business.

The A. C. Gilbert Company of New Haven, Conn., one of the very largest manufacturers of toys in the United States, have shown their appreciation of the growing power of the hardware trade as toy distributors by running a two-page colored spread in each of the monthly Toy Inserts of HARDWARE AGE for the last twelve months.

These recurring sales reminders are serving as nation-wide publicity to hardware retailers and wholesalers and making easier the way for The Gilbert Company's direct personal and mail representatives. They are interesting new hardware customers, keeping fresh the contact with their old hardware distributors and driving home a hardware trade consciousness of the sales advantages of GILBERT YEAR ROUND TOYS.

Hardware dealers and jobbers are ideal distributors of toys. No

Hardware

239 West 39th Stree

Charter Member of Audit Bureau of Circulations

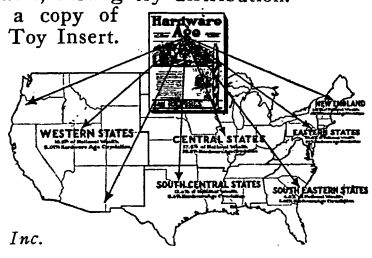
Digitized by Google

other toy merchants combine so well the hardware trade's high credit rating, country-wide location and long experience in merchandising. In the smaller towns particularly, where more than half the people live, hardware dealers are peculiarly well qualified, through wide personal acquaintanceship, to sell toys successfully.

HARDWARE AGE, for over sixty years the national market report paper of the hardware trade, covers thoroughly every factor in the hardware field—dealer, jobber and their salesmen—in both large cities and small, and more than 50% of its subscribers live in towns of 10,000 or less, where in many cases the hardware dealer is the *only toy distributor.*

Through the special monthly Toy Inserts of HARDWARE AGE toy manufacturers can address—on paid invitation—this large, interested and increasingly important toy audience and lay permanent foundations for a thorough, stable, lasting toy distribution.

Write for full information and a copy of HARDWARE AGE with the latest Toy Insert.



Age

New York City

arter Member of Associated Business Papers, Inc.

Digitized by Google

ANNOUNCEMENT

The Directory Advertising Department
of the
NEW YORK TELEPHONE COMPANY
is now located at
1261 Broadway, New York City
(at 31st Street)

TELEPHONE

P. W. ELDRIDGE, Jr.
Sales Manager,
Directory Advertising.

VANDERBILT OFFICIAL 130

for rates and particulars about display space in the next issues of the 54 different BELL TELEPHONE DIRECTORIES covering ALL of New York State and Northern New Jersey.

NEW YORK TELEPHONE COMPANY

Digitized by Google

The Small-Town Merchant Needs an Adjusted Selling Appeal

Less Faddism and More Reason-Why Copy Needed by Country Dealers

By H. E. Miles

DID you ever know a "human fly"—a man who would scale the outside of a building, flirting with death, for a paltry sum, when the same energy and dexterity would, if applied to productiveness, earn a steady income? Sometimes advertisers do such stunts — try schemes — flirt with death—when the simple application of principles or the analysis of their problem from a psychological viewpoint would take the risk out of their campaign.

Experiments are more often the case in advertising prepared for dealers than in general campaigns. National advertising seems to be based on well-founded principles, but many an advertiser has been tempted to try something new in dealer helps in the hope of getting something that the dealer will recognize as a real help and use as such. The reason many of these experiments fail is because they are made with little knowledge of the dealer's problem or of the people whom he sells to.

In the selling of any product the dealer's advertising is important. It is the dealer's advertising that comes closest to the buyer. After he has been sold by national advertising he is often unable to get the merchandise until the dealer's advertising tells him where to buy it. This is particularly true in the small towns. City people pass hundreds of stores every day and see advertised articles displayed in the windows. Almost any day you can hear someone on the street say: "There's that Blank safety razor that you see advertised." But in small towns where dealers depend on the business of the surrounding farms, the selling problem is one largely of advertising and of copy that demands a study of that locality.

I wish I might emphasize the growing demand among farmers for more good, sound, logical reason-why copy, and the growing necessity for the use of such copy by country dealers. Competition is making the country dealer very keen. He can no longer sit back and wait for customers. He must make his sales pay a constantly increasing overhead and make up for a diminishing profit besides creating a turnover equal to considerable increase in capital in order to keep a good stock of merchandise at the present prices. For that reason the small-town dealer's advertising is becoming an important part of his business and he cannot afford to try experiments whether of his own invention or that of the manufacturer of the merchandise.

The country merchant always did study his customers, but, until recently, it has been a close-up study—across the counter—and has only taught him how to sell things to certain people who happen to drift into the store. Selling things to people at long range —out on the farms—by advertising, and getting them to come after them, is quite another thing, but it is just what the country merchant will have to do to keep pace with modern merchandising.

BUT THE MERCHANT ISN'T MYSTIFIED

I have recently seen some glaring examples of perverted psychology in country-dealer copy. For example: A well-advertised, well-attended demonstration was followed by a series of dealer advertisements prepared by the manufacturer, that said in plain words: "The people who witnessed our demonstration were completely mystified—it was a step too far advanced for their comprehension." How's that for egotism? The advertising and the

Digitized by Google

demonstration sold the merchandise very well but the dealer objected to using the follow-up copy because he felt that it would unsell some of his prospects.

Here is another recent experiment, evidently perpetrated by the merchant himself: "No one but a boob would be stung twice in the same place. Boobs can safely trade at this store—we won't sting them." That's breaking away from tradition, isn't it?

THE REAL COUNTRY PARLANCE

Country people like an easy, personal style of copy and some comedy, but they want it in their own language or in a style that reflects the personality of the advertiser. Thus, a small-town baker says, "Our doughnut designer has Charlie Chaplin beat a mile. They're so good you'll wish the hole was smaller." That sounds like him.

Corset advertisements in which the fitting service is made paramount and which speak of "our expert corsetiere," can seldom be used by a small-town merchant, but if the quality and style of the garment is made the feature of the advertisement, putting the fitting service in a paragraph by itself where it can be cut out by stores not having a corsetiere, the advertisements may be used by any merchant selling the line.

But advertising copy isn't the only place in a sales campaign that is apt to have the wrong slant to appeal to a country merchant. It is interesting to note some of the ways salesmen have of approaching a dealer. The other day I watched a salesman trying to place a new line of brooms. He first talked to one of the employees of the store and asked to see a broom which he carefully compared with his own sample with evident satisfaction, after which he secured the attention of the proprietor and introduced himself and his line. He was told that the store was well supplied with brooms for the time being, so he at once began to explain the superiority of his line over that handled by the store. The dealer told him that, while his statements might be true, still he felt bound to sell the brooms he had on hand before stocking a new line, and that he couldn't afford to put in the salesman's line to compete with his inferior goods and thereby have them left on his hands.

Seeing that he had made a mistake, but not having the grace to admit it, the salesman waded right on out and drowned himself, by getting the dealer mad and making it impossible to sell him at some future date. So many road salesmen seem to be making their last trip that I often wonder if it is also their first.

In many cases the dealer could take a course in psychology to good advantage, and, by the way, there is one kind of dealer help that there is a real need of—the psychology of selling. By carefully analyzing the most successful methods of selling a product over the counter and putting these methods into comprehensive form for the use of the dealer and his salespeople, a constructive help is given the dealer in selling that product, and a help that most dealers appreciate.

But there are personal things about his customers and prospective customers that a merchant must learn for himself. I recently overheard a conversation between a merchant and a lady who had brought back a cheap tea kettle with a hole in it. The kettle had rusted out sooner than she thought it should and she wanted an adjustment. The merchant argued to some extent, finally offering to split the cost with her, returning half of the price of the kettle. She asked him if he would also have the hole mended so she could get some use of the kettle, not wishing to stand even half the price for a worthless article. This he refused to do. She then suggested that he keep the kettle himself and return half the money, which he did, and she went away apparently satisfied. Why was she willing to take half the price and leave the kettle and not willing to take the same money and keep the kettle? Simply because it pleased her to sell him a useless tea kettle because she con-

Digitized by Google

The Local Advertising Situation in Worcester, Mass.

We want to emphasize again, and can prove with definite figures, that the WORCESTER TELEGRAM carries more local advertising, six days a week, than any other Worcester paper.

For the twelve months, ending June 30, 1920, 6 days a week,

THE TELEGRAM carried	**5,887,427**	**lines of local advertising**
The Gazette	**5,400,906**	**lines**
The Post	**4,966,433**	**lines**

In addition to the above lineage in the Daily TELEGRAM, the Sunday edition carried, during this same period, 2,738,701 lines, so even excluding this big Sunday lineage, the Daily TELEGRAM carried about half a million more lines in their Daily edition for the twelve months ending June 30, 1920, than any other Worcester paper.

Furthermore, in local advertising, the TELEGRAM led all other Worcester papers for the entire year of 1919—six days a week.

They led for the last six months of 1919—six days a week.

They led for the first six months of 1920—six days a week.

By any process of figuring, the TELEGRAM is Worcester's first newspaper.

First in Circulation **First in Advertising**

Paul Block Inc.

New York Chicago Boston Detroit

Digitized by Google

sidered that he had sold her one. Just at that moment she thought she was even with him.

As a matter of fact they were both losers in cash and the merchant lost a customer, when, by simply walking over to the shelf and handing her a new kettle he would have only been out the wholesale cost and she would have been ahead in the deal and would probably have been a good customer of the store.

Lastly, there are customers who could profit by studying the psychology of buying. For example: I recently overheard a country woman of means trying to induce a merchant to discount a high-grade garment seventy-five cents. If this class of customer would do a little constructive thinking she would realize that the merchant who practices "throwing off" something usually practices "putting on" more than the discount, and that every time she insists on a reduction she makes it harder for the merchant to maintain a legitimate, one-price policy and conduct a store that she can have confidence in, and she usually pays extra for her "bargain."

Picture of Roosevelt Creates Interest in Soap

THE LAGONDA MANUFACTURING CO.
STEAM SPECIALTIES
SPRINGFIELD, O., July 8, 1920.

Editor of PRINTERS' INK:

A certain ad in the July 3 issue of *The Saturday Evening Post* strikes me as a "crack-a-jack." Perhaps the "school-master" noticed this ad. I do not know whether it would strike everybody as forcefully as it did me or not.

The ad to which I refer is signed by the Andrew Jergens Soap Company, of Cincinnati, advertising Jergens Violet Soap. Three-fourths of the space is taken up with a large cut of the late Colonel Roosevelt speaking from the back platform of a railroad train. A sketch above this cut gives the required atmosphere of the long train with a crowd of people listening to the speech. The caption of the cut reads: "On campaign tours, in his private car, Roosevelt could put himself to sleep in the midst of noise and tumult and wake after a few moments, completely refreshed." The headline of the ad is: "A dynamo of human energy—Roosevelt always knew how to stop." Then follows an interesting talk in three columns on the subject of relaxation and how Roosevelt mastered the art. Then comes the tie-up with Jergens' Violet Soap, bringing out the point that one simple method of getting momentary relaxation is by washing the hands.

What strikes me about this ad is that it is mighty unusual, getting away from the beaten track. In the first place, I think one of the main reasons why people will read the ad is because they will wonder what in the world this reference to Roosevelt has to do with Jergens' Violet Soap. That is the main reason why the writer read the ad through. Then in reading the article, you get some valuable information on a generally interesting subject—relaxation. You accept the subject matter of the article and then you are caught unaware with the proposition that washing the hands is restful, and the cut of the cake of soap in green is exceedingly restful and attractive. It looks cool and refreshing. The ad leaves the reader in a really grateful mood toward the Jergens Company for this information and he is certainly going to try some of their soap at the first opportunity if for no other reason than to try out the experiment.

That somebody put a good deal of thought in this ad is apparent. It gives some real information and the tie-up to the soap is logical. The writer is willing to wager that this is one of the best ads the company has ever used.

I have always been rather averse to the use of seemingly irrelevant illustrations or of going too far afield to bring in attention-getting material, but this is one instance where such a proposition is certainly handled in fine style. Do you not think so?

C. W. KALBFUS.

Rubber Association Advertises for New Uses

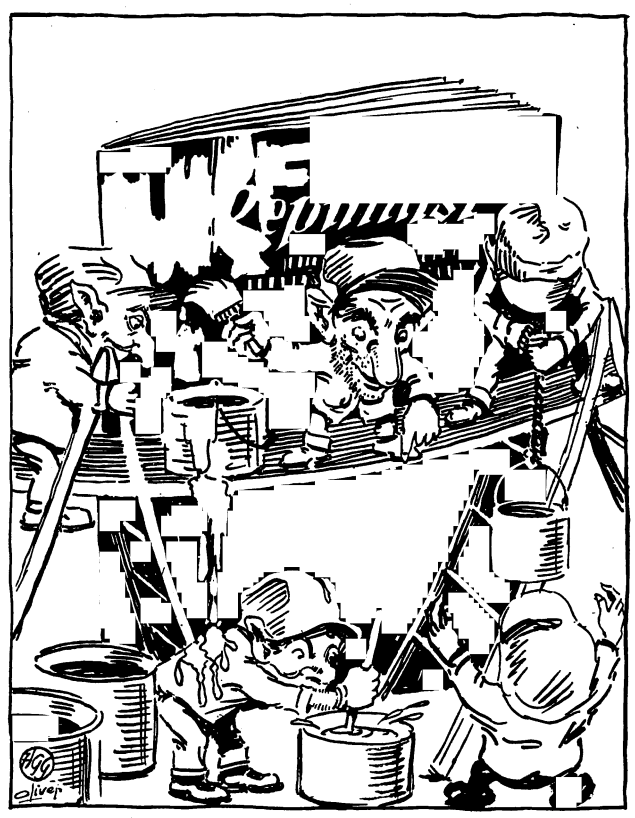
The Rubber Growers' Association, London, is running a prize contest announcement in American newspapers offering a total of about £5,000 for ideas and suggestions for extending the present uses of rubber, or for new uses for the product.

The American advertising bears the name of the Rubber Association of America, in addition to the name of the British association.

Tipper Continues With National Advertising Commission

Harry Tipper, business manager of *Automotive Industries*, New York, has been named by the Associated Business Papers, Inc., as one of the three representatives of that association on the National Advertising Commission of the Associated Advertising Clubs of the World.

Digitized by Google



WE have to change the name of this magazine. We are going about it good naturedly. And regretfully.

A lot of advertising men didn't fancy our name—we respect their opinions. But our readers—10,000 Retail Dealers in Building Materials—*liked it.* They have told us so in hundreds of letters.

The name is changed because another organization has a better right to it. The name will be changed, but the virile, brilliant, inspirational character of the publication will remain unchanged.

You'll find this magazine a welcome relief among trade papers. Get a copy—then you'll understand why it is valued in the retail building supply field. We still get mail addressed to *The Peptimist,* 314 New Telegraph Building, Detroit, Mich.

This is an Advertisement

Digitized by Google

Member A. B. C.
Member Associated
Business Papers

A Guide to Merchandising

The furniture retailer is becoming more and more convinced that his future prosperity lies in selling not only furniture and better furniture, but all home furnishings, comforts and conveniences.

In order to do this, he has become a student of interior decoration and is able to advise his patrons authoritatively on this important subject.

Many of the large stores have experts who will visit the home and furnish suggestions for the artistic harmonious furnishing of the entire home. Labor-saving devices also form no small part of the retail furniture merchant's business.

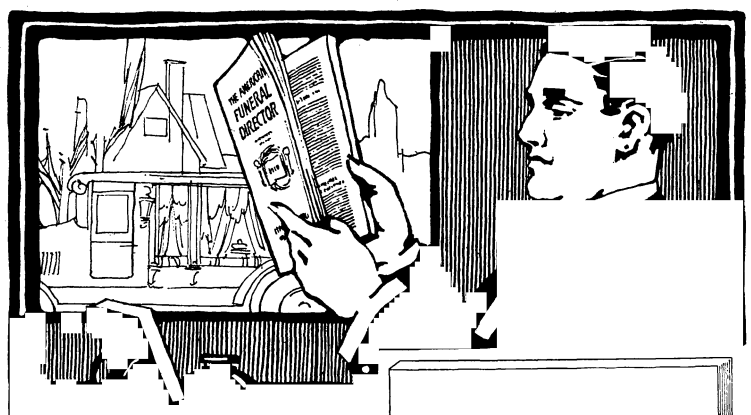
The Grand Rapids Furniture Record has helped and is helping to inspire the furniture merchant to this new merchandising ideal.

Write for Facts

PERIODICAL PUBLISHING COMPANY
Grand Rapids Michigan

The Grand Rapids
Furniture Record
A paper with true dealer influence

Digitized by Google



A Standard *for the* Profession

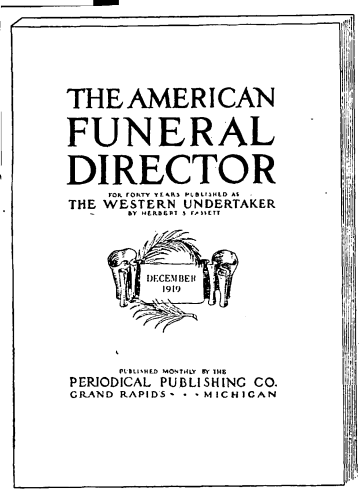
The funeral director of to-day is a business man. Without disturbing his professional standing he has adopted modern methods. This he has done without losing sight of the fact that service and good will are his chief assets.

He has achieved a high standard of ethics and is adhering to them rigidly. He is the new type of business man who will be the leader in the future. He is building a solid foundation of friendship and helpfulness.

In this frame of mind he readily accepts the advice given him by his leading magazine, the American Funeral Director, and looks to the advertising section of that publication for equipment and supplies.

Write for Facts

PERIODICAL PUBLISHING COMPANY
Grand Rapids Michigan



Member A. B. C.
Member Associated Business Papers

THE AMERICAN
FUNERAL
DIRECTOR

Digitized by Google

NOD YOUR HEAD

IF YOU WANT A COPY OF OUR NEW DATA BOOK. IT WILL BE MAILED TO ANY ADVERTISER OR AGENCY MAKING THE REQUEST.

THIS BOOK GIVES COMPLETE FIGURES AND FACTS REGARDING THE LEADING SMALL TOWN MAGAZINE.

475,000 Copies

MONTHLY

$1.90 THE LINE

The HOUSEHOLD JOURNAL

The Small Town Magazine With a Mission

THE HOUSEHOLD JOURNAL

CHICAGO
2003 Harris Trust Bldg.

I. E. SEYMOUR, Adv. Mgr.
BATAVIA, ILLINOIS

NEW YORK
A. H. GREENER
116 W. 39th St.

Digitized by Google

The New Business Conscience Is Good Business

Division of Profits with Employees and Small Margins for Big Sales Work to Employers' Advantage

By Roy Dickinson

WHEN the president of a great university, in addressing his graduating class, tells about new ideals in business, some business men are apt to discount it as the usual "now you go out in the world" stuff. For credit men, on the other hand, the average business man has a hearty respect. They are supposed to be almost as matter of fact as anyone else. Sentiment is not considered one of the striking characteristics of the man whose eye is on the bank roll. Let us therefore compare the recent sermon of a college president and a letter sent out by the National Association of Credit Men. Here is a paragraph from President Hibben's baccalaureate address:

"As regards our philosophy of life, the splendid idealism of yesterday has given place to the crude materialism of to-day. Self-interest and self-indulgence have suddenly asserted themselves. The personal problem of life is put by many in the following terms: 'How can I get the most for myself out of the present disturbed circumstances of the world?' And not, 'How can I help re-create the world to a fuller and better life?'"

And here is a quotation taken from a letter sent out by the National Association of Credit Men to its members:

"The producer of commodities must not in these days take advantage of scarcity and a pressing need to impose the biggest profit that a given commodity will bear. The world is starving, not for material things, but for spiritual impulses, and plain speaking about spiritual ideals is the most needed thing in the world to-day."

The latter seems more idealistic than the university president's sermon, yet both are alike in agreeing on the need for new ideals in business. It is encouraging to see signs of this movement everywhere. Executives of the largest corporations in America, realizing that the Government is not going to help them much in their industrial relations, and that industrial courts set up by presidential ukase are liable to get nowhere, are working out things in their own plants. In working out the new problems in industry, there has come more and more an understanding of the human element in business.

THOUGHTS ON PROFITS HAVE CHANGED

There is also a change of thought in regard to profits. While some concerns are still trying to get all the traffic will bear, others are realizing that permanent good will cannot be maintained if the wrong impression goes abroad that they are trying to squeeze every dollar out of the consumer. "On the producer," says the Credit Association in the same letter quoted above, "rests the responsibility of marketing the commodity at a price to be not larger than necessary to cover the cost of producing and marketing and the usual profit justified, taking into consideration, of course, the immediate business risk." In regard to labor it says: "The laboring man, too, who is organized, must have ideals; and we regret sincerely that organized labor seems seriously to lack ideals in these days, and to have prostituted them for the sake of merely material things and human ambition and directed human efforts along purely selfish lines."

Here, then, is an association of men which sees the necessity for the coming of a new business

Digitized by Google

conscience if credit is to continue to function properly. It sees that some new conscience or new realization of good business principles must come to both capital and labor.

And in fact it is more apt to be a realization that good business and the new conscience are the same thing than any quick overnight change in human nature. If we depended entirely on that change we would have a long wait. The strike as a weapon of labor, and big profits with small turnover on the part of the man who sells, are ancient and well-fixed habits. The strike is not exactly a modern invention of organized labor, as the credit men seem to feel. Moses lived many years before Gompers was born. He led a fairly successful general strike of the Hebrews in the brickyards of Egypt through building up an efficient organization of the labor forces.

THE STRIKE IS NOT A NEW WEAPON

The strike, then, is by no means new. The first strike in America was pulled off in 1741 by the journeymen bakers, and has been with us ever since. The habit of the man who has something to sell of making a big profit on small turnover is at least as old as the workers' habit of striking. The oldest known written code of laws in the world just translated shows that in the ancient city of Nippur, built on the banks of the Euphrates, the profiteer was doing business. There were laws 3000 years B. C. which provided that a man who sold products to another citizen at a price deemed to show an unfair porfit to the seller should be severely dealt with.

At first blush, then, it would seem that the new spirit wished for by college presidents, credit experts and thinking men everywhere, the spirit which economists tell us is an absolute essential during the greatest and most crucial transformation the world has ever seen, has been coming so slowly that it will never arrive. Yet there are fine signs that the new spirit is really on its way in the name of good business and coming fast.

Reports of the many associations of manufacturers and industrial boards show a tremendous increase in the number of profit sharing, representation, or co-operative production plans. A careful study of these reports and a balancing between the 150 or more successes as compared with the thirty-five or less so-called failures proves that a real conception on the part of capital, management and labor of the new spirit usually wins. A shrewd purpose, either openly or tacitly expressed, to "counteract agitation" or "settle the labor problem," usually fails. The actual plan involved and its mechanics of operation have by experience counted not nearly so much as the spirit of friendliness and fairness in which the plan was conceived and executed. These various plans, which a few years ago were considered visionary, revolutionary, frankly experimental, have proved good business. A firm of industrial engineers, realizing this, refuse to work with plants which cut piece rates when production goes up, and which will not put quick turnover above immediate big profits.

The famous Priestman plan of co-operative production as used in the great Priestman foundry at Hull, England, where nineteen labor unions in the one concern have co-operated and state they would never vote to go back to the old methods of remuneration, the John Leitch plan of Industrial Democracy, the Bridgeport plan, the Rockefeller plan, and hundreds of other individual efforts toward organized co-operation in industry, all have been outstanding developments to prove the adaptability of big business to a realization of the new spirit when it works.

The failures in profit sharing were largely due to a wrong spirit at the start on one side or both sides or too great expectations for immediate results. One firm, for example, gave up a profit-sharing plan some years ago after six months' experiment. The

Digitized by Google

Uncounted Circulation that Counts

Other than subscribers and buyers of individual copies there is but one kind of magazine circulation. Namely, those relatives and neighbors who read your copy—variously estimated at from two to five.

There is, however, a certain publication that has the above kinds of circulation and in addition another kind that runs into the millions.

For this particular medium is kept on the counters of dry goods and department stores to be consulted by women who come to the store to make purchases. In fact, the Butterick Quarterly is a catalogue, differing from other catalogues, only in this: It is so excellent that 600,000 women pay money to own each issue.

It is not possible to figure accurately the number of women who merely consult the Quarterly at the store, but records of the merchandise sold through this catalogue indicate the number as 7,500,000 *each season.*

This vast and valuable circulation *is not charged for.* It is uncounted circulation that counts.

Digitized by Google

reason for its discontinuance, as given by the head of the firm, was that in the period of trial it "had not improved the character of the workers."

The president of a great manufacturing concern has stated that five basic principles make industrial relations harmonious—justice, co-operation, economy, energy, service. He thus puts the intangible qualities first.

TROUBLES WILL GIVE PLACE TO UNDERSTANDING

Thus labor troubles started perhaps by Moses will give place to understanding as the good word spreads. And so also our other problem, the so-called profiteer. Business ethics has been built up layer by layer. Quick and fundamental changes have come, in what is honest business practice, in sales, advertising and production. Yet the old law of Nippur, almost 5,000 years old, still remains a dead letter, and big profits, no matter how secured, are put first in industry. Competition for increased profit naturally remains in most cases the dominating incentive for big business. Yet the credit men say "The producer of commodities must not in these days take advantage of scarcity and a pressing need to impose the biggest profit a given commodity will bear."

It seems impossible that a change can come quickly—yet just as in the working out of industrial relations by the new spirit we find a new principle in merchandising. It is the short-sighted minority of manufacturers to-day who operate on the "all the traffic will bear" principle. The change is coming quickly. And the force of advertising is having a whole lot to do with the change. A concern which has invested hundreds of thousands of dollars in good-will and prestige-building advertising cannot afford to operate on the "get it while the getting's good" principle. Immediate profits, if they are sensational, come in conflict with permanent good will, and it becomes good business policy to do big volume at a smaller profit per unit. The firm which thus becomes an institution of real service to the community and acts upon that principle builds up a good-will asset which is invaluable.

PRINTERS' INK has published numerous articles relating to companies which have been able to reduce the price of their product for the public benefit through advertising or massed salesmanship. When a concern buys space in the daily newspapers to tell the public that high prices and too big profits are a menace to society, a new attempt is being made to put a corporate character on paper and to hurry the evolution of the new business conscience through the force of advertising. Read what H. B. Hoffman, president of the Victoria Garment Company, and vice-president of the Cotton Garment Association of America, says. The following are quotations from his recent paid advertising:

"I am a business man who, like all business men, responds to market conditions. But the country has gone into a rut, and it rests with us business men to restore it to its normal pursuits. This can only be done by a reduction of 35 per cent in the price of all merchandise."

"Has the lure of big profits captivated us all? Is it impossible for us to realize that normal profits carries along with it its own satisfaction? Are we still dreaming of big profits after the period of stagnation?"

"The solution is possible if we can consider the problem as a collective one, for which no one in particular is to blame, but for which disastrous results all of us had a finger in."

"Laws cannot legislate good will into us, and this problem can only be solved by a generous application of good will."

"Commerce, as we now practice it, is pursued because of its monetary rewards."

"We have a small supply and a big demand for the goods of the world, so that an active competition for the merchandise brings prices up and encourages speculation. The war debts add an addi-

Digitized by Google

Expressing "Class"

YOU'VE noticed, no doubt, how some illustrations portray merchandise not merely with fidelity but also with an "atmosphere" that is powerfully suggestive of quality in the best and fullest sense.

There is, for example, a way of handling women's apparel in window and counter displays so that this "air," this environment, this atmosphere of "class" is distinctly and impressively present.

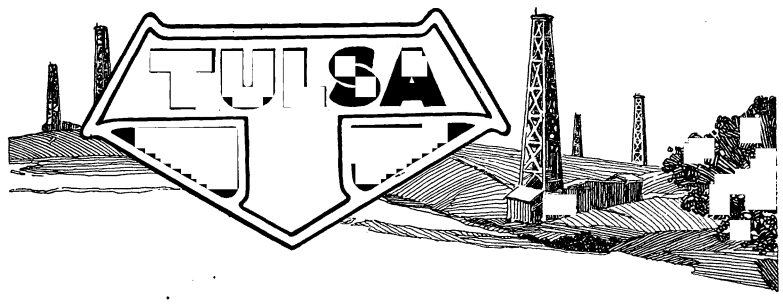
It requires "know-how."

We'd be pleased to assist you in correctly interpreting your merchandise to the public. One of our plansmen will be glad to advise with you.

The International Displays Company

Cleveland, Ohio

Digitized by Google



Tulsa Manufacturers Use The Tulsa Tribune Because—

they know that its circulation is built on a firm business basis. November, 1919, the first month we operated this newspaper under the name of our predecessor, the Democrat, our circulation revenue was $4010.54 for 22,700 copies sold daily, or $.006 per copy.

In May, 1920, we received for 19,750 copies sold daily $9300.97 or 1½c per copy. A clean increase of 9/10 of 1 cent per copy over a period of six months is not a record to be ashamed of.

THE STATEMENT BELOW TELLS A STORY TO THE SOPHISTICATED AMONG SPACE BUYERS

CIRCULATION RECEIPTS

	Cir. Rev.	Avg. Daily Cir.	Avg. Per Copy
1919			
Nov.	$4010.54	22,750	.006
Dec.	$5106.78	20,534	.0077
1920			
Jan.	$7675.63	19,288	.011
Feb.	$6742.03	18,165	.01
Mar.	$8696.81	18,617	.014
Apr.	$8374.95	18,395	.015
May	$9300.97	19,750	.015

Some space buyers have always sought quality circulation and a few publishers have. Those who have not will be driven into operating on a business basis or closing up shop. WISE SPACE BUYERS ARE MORE THAN EVER CONCERNED ABOUT CIRCULATION REVENUE

A CIRCULATION GOOD AS GOLD

THE PEOPLE'

The Tulsa

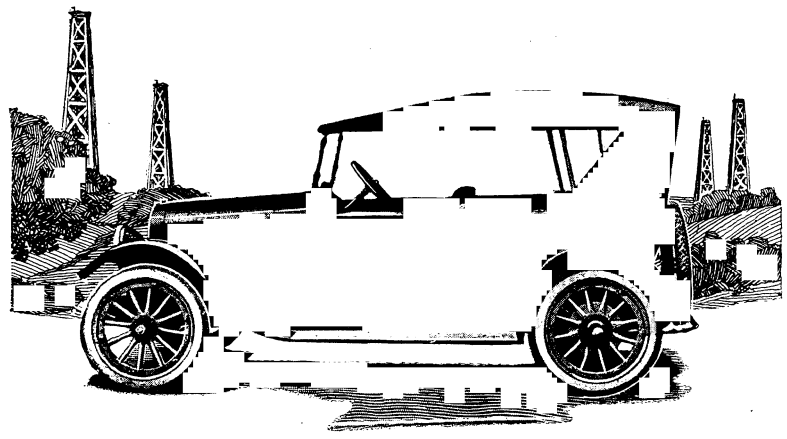
RICHARD LLOYD JONES
EDITOR

National

G. LOGAN PAYNE COMPANY

Marquette Building, Chicago, Ill. Kresge Building, Detroit, Mich.
Carleton Building, St. Louis, Mo.

Digitized by Google



It Conquered the World's Worst Roads

Unusual conditions forced a group of wealthy oil men to build for their own needs, a car that would withstand the punishment of the World's Worst Roads—those of the Mid-continent oil fields. They called it the TULSA, after the city that is the hub of their activities.

For more than two years the TULSA has been put thru the most gruelling road tests, and has come thru with a clean slate. It has gone down into the very depths of mire, sand, gumbo and ruts—over roads utterly impossible to describe.

The public was quick to find out about the unusual performance of this remarkable car, and asked to be supplied. So what was the outgrowth of these oil men's needs, now becomes a gift to others in the Touring and Roadster models.

Back of this car are millions of dollars, engineering skill of the highest degree, and a factory organization of unusual efficiency.

TULSA AUTO MANUFACTURING COMPANY
TULSA, OKLAHOMA

PAPER **Tribune**

75% PAID IN ADVANCE

T. F. McPHERSON
BUSINESS MANAGER

Representatives:
PAYNE, BURNS & SMITH, Inc.
Fifth Ave. Bldg., New York, N. Y. 100 Boylston St., Boston, Mass.

Digitized by Google

tional burden to the already harassed buyer."

"When workers all over the country are out of work, how can they resume buying? *They could not buy when they were working; they certainly can only buy less when they are out of work!* So why fool ourselves? Are we to be led astray by the beautiful mirage of a bursted dream? Should we not all face the facts as they are and admit that prices should really come down?"

PERHAPS SPECULATION MAY SEE ITS LAST DAY

"Let all manufacturers who still have goods bought at low prices forget their market value and figure them at cost, plus a modest overhead, and I am sure that they will be in a position to de-value their merchandise 35 per cent. If legislation would follow along this line of argument speculation will have seen its last day."

"Let the mills figure likewise; let the retailer figure likewise. And let us for one year suspend speculation, over-valuation or inflation, and then we might learn that it is not necessary to declare 300 per cent, 200 per cent or 100 per cent dividends as some of our mills are now doing; that it can be possible to resume business on a pre-war basis, plus the increased overhead—which volume of sales might help to reduce."

"Good will can solve everything. Let us display it in good time before disaster overtakes us all. Hungry mouths and high prices are a menace to society."

What this one man is trying to do in his copy will be interesting to advertising firms generally.

Advertised goods, by the very nature of a brand, a trade-mark and the name of a firm standing back of the goods, are out of the speculative class. There is a great difference between the marketing of raw camphor—unnamed, unbranded—and Shredded Wheat or Ingersoll watches.

The ill will of the public against profiteers is directed mainly toward unadvertised, untrade-marked merchandise which is speculative in nature.

The time has arrived when individual industries are making the decision whether to take the step forward in their relations with both the men in the plant and the public outside which buys their product, which pays wages to labor and dividends to capital. When a new conscience becomes good business evolution comes quickly. It is up to the firm which, by advertising, is able to keep its capital working throughout the year, and by frequent turnovers at a low profit per turnover makes a large profit on invested capital, to show how it is performing a real service. It is surely not good business to raise prices sufficiently to slacken turnover, and though making a larger profit per sale make less on invested capital. And it is that practice which has been with us since the days of Nippur.

In the same way a firm which does have good industrial relations can find many ways to use the resulting low labor turnover, better morale and pride in craftsmanship in its copy.

Human nature will not have to change more quickly than it has in the past 5,000 years to bring about the new business conscience. Competition, good business and advertising is more apt to do the trick.

The man who makes money by serving the public gets a lot of fun out of business. He is also more apt to divide part of his profit with the men who helped make it.

He is the same kind of man who puts his name on his product and tells people about it.

Will the big national advertisers of America lead the world to the new business conscience which is also good business practice?

College Turns Out Trained Salesmen

Pennsylvania State College has turned out over 200 salesmen, scientifically trained to sell fertilizer to the farmer. The course was conducted in co-operation with the soil improvement committee of the National Fertilizers' Association.

Digitized by Google

Those Old Inn Signs

There doesn't seem any connection between the "Bag o' Nails" and "Bacchanals," but there is! This is how it came about: An innkeeper put the sign of the "Bacchanals" over his door, but his customers, not understanding it, pronounced it like "Bag o' Nails," so it means practically the same thing as the "Jolly Topers."

"The Goat and Compasses" was once the "God Encompasseth." Another of a similar nature is the "Pig and Whistle." It is very old, being derived from the Anglo-Saxon phrase, "Piga Wassail," or "Hail, Virgin!" The "Lamb and Flag" is also religious in its origin, but it retains its form unaltered. The "Swan with Two Necks" ought to be the "Swan with Two Nicks," for its beak was marked with two cuts, or nicks, to show who owned it.

Some inn signs are historical. The "Bull and Mouth," for example, is the Boulogne Mouth," from a sea fight which occurred outside the mouth of the harbor. So is the "Cat and Fiddle." It should be the "Caton fidele," or "faithful Caton," after a governor of Calais. Others are distinctly humorous. The "Good Woman" has a head, while trying to wash a black boy white is the "Labor in Vain."

Signboards have often been painted by famous artists, including Holbein, Hogarth and Millais, some of whose are still extant. In the sixteenth and seventeenth centuries, the signs of taverns were often very elaborate, that of the "White Hart," at Scole, in Norfolk, costing $5,000. Another in London was so heavy that it brought down the side of the house, killing four people. The result was an act of parliament prohibiting dangerous signboards.—London *Answers.*

To Put Old Dobbin Back on His Feet

The Horse Association of America, at a recent convention in Pittsburgh, passed on plans calling for a campaign designed to impress upon the public the importance of the horse in local transportation work. While the association is not antagonistic to the motoring interests, it believes in the efficiency of the horse for short hauls, his use on small farms, etc.

L. L. Dirr With Affiliated Fruit Jobbers

L. L. Dirr, who was recently with the Potts-Turnbull Advertising Company, Kansas City, Mo., has been made executive secretary of the Fruit Jobbers' Conference, Kansas City.

Motorbus Account for Campbell, Blood & Trump

The Campbell, Blood & Trump Advertising Agency, of Detroit, has secured the account of the Detroit Motorbus Company.

Consumers' Organization, Says Nystrom

INTERNATIONAL MAGAZINE COMPANY
New York, June 23, 1920.

Editor of PRINTERS' INK:

May I congratulate you on publishing such a strong article on the need for an organization of consumers to take part in adjusting the ever-growing difficulties between capital and labor, as that which appeared in PRINTERS' INK June 3 "What if There Should Be a Brotherhood of Consumers?" by E. St. Elmo Lewis.

Mr. Lewis states the problem concisely. The need for some sort of organization is evident. Ordinarily the Government would seem to be the instrument through which the public might find relief, but the Government seems to be incapable of taking proper measures.

The subject is a live one and I hope that you will publish more upon it. If Mr. Lewis' plan is the best way out, let us hear more about it.

PAUL H. NYSTROM.

New Account and New Men with Rosenberg

The Goshen Shirt Manufacturing Company, maker of "Crest" brand shirts, has put its advertising account in the hands of the Irwin L. Rosenberg Company, Chicago. The campaign for this account includes magazines, newspapers, trade publications and general dealer promotion.

L. M. Brouillette, formerly advertising manager of the Cole Manufacturing Company, and later western representative for the *People's Popular Monthly,* has joined the copy staff, and Paul Gerding has joined the art staff of this agency.

Central Auto School for Fuller Agency

The Toledo office of the Charles H. Fuller Company, Chicago, has secured the account of the Central Auto School, Detroit. Copy will appear in a list of general and farm mediums.

Miss Bagley, Advertising Director, Hickson, Inc.

Miss Kathleen Rogers Bagley, who has been engaged in free lance advertising work, has been appointed advertising director of Hickson, Inc., New York.

Chicago Avertises in Vienna for Cooks

Vienna newspapers are printing advertisements asking 2,000 Austrian women cooks to go to Chicago. It is explained in the advertisements that Washington will authorize their admission.

Digitized by Google

Second Largest Daily Morning Circulation In Ohio

What Columbus Who

About The Ninth An
The Ohio State Jour

G. W. BOBB.
of The G. W. Bobb Co.

"I THINK the Ohio State Journal Food Show is a great thing. It is one of the best ways of advertising goods direct to the consumer. I always look upon the State Journal show as the biggest food event of the year in central Ohio."—*G. W. Bobb of The G. W. Bobb Co.*

* * *

A. S. HAMMOND.
of Monypeny-Hammond Co.

"I CONSIDER this an excellent opportunity for manufacturers and packers to get into direct contact with the consumer. By this means they have the opportunity of bringing their goods before thousands of the consuming public. I take pleasure in recommending the Ohio State Journal Food Show very strongly."—*A. S. Hammond of Monypeny-Hammond Co.*

* * *

44 of the 74 Booths Have Already Been Reserved

"I CANNOT think of any better way to reach the ultimate consumer, with that added personal touch which is so much desired in business, than is afforded by the annual Food Show of the Ohio State Journal. This is regularly the outstanding food event of the year in Columbus and I cannot recommend it too highly to the food industries of the United States, or any other branch of business selling principally to women."—*Charles C. Higgins of The Charles C. Higgins Co.*

Read By The Buying Power For 109 Years

Digitized by Google

Read By The Buying Power For 109 Years

lesale Grocers Think

nual Food Show Of
nal, Nov. 1st to 7th

"AS distributors of pure foods, we can safely recommend and endorse the annual Ohio State Journal Food Show, as being the great medium for the proper demonstration and promotion of the sale of goods. The fact that you come in personal contact with the buying public and those visiting the show, enables you to reach the very heart of the distribution idea."—*J. M. Bobb of the Geo. Bobb & Sons Co.*

J. M. BOBB,
of The Geo. Bobb & Sons Co.

* * *

"I HAVE observed the Ohio State Journal Food Show each year for the past eight years and recommend it as an excellent means of placing foods directly before the housewives. It stimulates the trade of the wholesalers and retailers to an extent that is very gratifying to those of us who are engaged in the distribution of foods."—*Frederick Shedd of E. E. Shedd Mercantile Co.*

FREDERICK SHEDD,
of E. E. Shedd Mercantile Co.

Make Your Reservations Today

(Address, Merchandising Dept., Ohio State Journal, Columbus, Ohio)

The Ohio State Journal.

Established 1811

STORY, BROOKS & FINLEY, Foreign Rep.

NEW YORK PHILADELPHIA CHICAGO

Second Largest Daily Morning Circulation In Ohio

Digitized by Google

"Sampling" Pipe Fittings and Tools to Create Demand for the Dealer

Walworth Manufacturing Company Sends Specialty Men to Canvass Consumers

By Donald Kirkland

SUPPOSE you were a mill-supply dealer handling many hundreds of items in the line of pipe fittings, valves, tools, and associated specialties—a collection of materials and articles made by a variety of manufacturers. Among them were duplicate lines of competing manufacturers, which you, as a mere distributor, carried to meet the preferences of your trade.

And suppose one of those manufacturers sent into your territory a salesman, not to sell you, but to sell your customers or those whom you would like to make your customers—to talk to them about the merits of his product and to take a sample order when possible, which later would be filled through you.

Supposing those things, for which manufacturer's line would you be most apt to feel demand, and which would be most likely to receive your favored attention?

This case is indeed a real one, being the plan used by the Walworth Manufacturing Company of Boston. It is supplementing the usual means of sales promotion—that is, the solicitation of wholesale salesmen, dealer and consumer advertising—with the personal work of specialty men who go direct to the ultimate user—the manufacturing plant, the machinist's shop, the railroad, the plumber, the engineer, etc.

A new jobber may say to the Walworth salesman, "Your goods are all right, but so are those I already carry, and I don't see why I should double my stock by the addition of a duplicate line of merchandise." The Walworth salesman confidently smiles and exhibits the sample orders taken by the specialty man which he desires to fill through the jobber. These orders exert a powerful influence upon both regular and new trade—not, of course, for their mere actual volume, but for their potential repeat business extending into the indefinite future.

This specialty work is definite, positive creation of demand by the most direct of all methods. The Walworth line, as was pointed out in a recent article in PRINTERS' INK in connection with its advertising of "Genuine Walworth Stillson" wrenches, comprises many hundreds of articles. These naturally align themselves into two classes—the standard unidentified pieces, which are similar, at least in appearance, to those produced by others, and certain specialties, of which there is a fairly extensive list, such as the Stillson wrench, Walco Adjustable Hex Wrench, "Kewanee" Unions, Kewanee Regrinding Valve—and for which can be claimed certain exclusive merits that can be pointed out and seen by the purchaser.

THE WHOLE LINE HANGS ON THESE

It is upon these latter that the specialty men concentrate, not because of any lack of desire to sell the whole line, but because they provide something definite upon which to hang a definite selling story. The selling work is based upon the same principle that makes another advertiser pick out a leader to advertise because it has outstanding features of merit. Without these definite arguments the selling work would have to be based upon a general story concerning the merit of Walworth products, less tangible and more difficult to present.

If I have given the impression that the consumer work is a spasmodic affair merely to bolster up weak spots and to provide a special lever upon some particular dealer, let me correct it, because the work goes on consistently and

Digitized by Google

constantly in all parts of the country, just as the regular sales work of the company. Consumer solicitation is a definite and permanent part of the Walworth marketing scheme. It has been used for two years and is considered to be a successful method of sales promotion.

Each specialty representative works a permanently assigned territory. At present there are fifteen of them, with another dozen going through the intensive training course which I shall later describe. Each man works his territory in much the same manner that he would if he had a product sold exclusively direct. Taking his headquarters as a radial point, he covers the cities in his territory on a logical and consistent plan. This is subject to variations, as he works closely with the branch manager or the division to which he is attached and with the local wholesale salesmen. His job, however, as L. F. Hamilton, sales promotion manager, expressed it, is "to visit every place that has a smokestack, tell his story, and if possible, secure a sample order."

He usually seeks out the chief engineer. His training has enabled him to talk in the engineer's terms. He may or may not secure the try-out order. In the latter case the company considers the desired result to have been in part accomplished, to impress upon the mind of the man who determines what make of fitting or valve is to be bought the advantages of the Walworth line. Sample orders are secured in perhaps thirty per cent of the places visited, ranging in value from two to twenty-five dollars.

THESE SAMPLES COUNT FOR FUTURE ORDERS

"The actual amount of the order," says Mr Hamilton, "is of minor consequence. The aim is not to get a large volume of direct business, but to place actual paid for samples in as many places as possible in the expectancy that they will lead to repeat business through the regular channels.

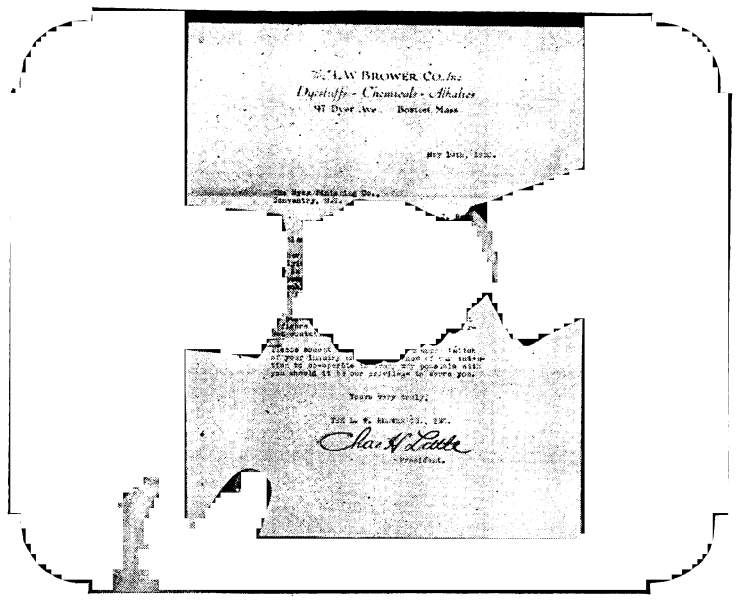
"If the plant is already using our goods the specialty man introduces other lines which they may perhaps not be aware of or of which they may be using competitive makes. If they are non-users our object is to get our story to them through a description and demonstration of the specific advantages of these specialties. Gaining familiarity with our products in this way and receiving satisfactory service from the wrench, the special union, or other article they may order, it is not unlikely to expect that subsequent orders for standard goods will specify the Walworth make."

Instructions of the specialty man are to sell without price, since the orders are filled through the regular trade channels, which in the case of pipe fittings would be the mill-supply jobber, who sells direct to manufacturers, or in the case of tools, like wrenches, through the hardware jobber and the retail hardware store. Few buyers insist upon a price, because the purchases are so relatively small; but if it is demanded the salesman telephones the concern's regular supply house or the nearest distributor and inquires at what figure he will supply the desired articles.

Contrary to the method of the regular direct-user salesman, the specialty representative does not usually call back for repeat business. His object is rather to spread the message to as large a number of buyers as possible; and once the sample order has been procured that has been accomplished. He is constantly, therefore, visiting new plants and extending his efforts in an ever widening circle. Two calls would probably represent the limit of his endeavors upon a single concern, until possibly he had covered his territory completely, when a recanvass would be made. Long intervals of time would therefore elapse between visits. An exception to this is the unusually large consumer, who is the object of special and more frequent attention.

This is an important point to observe, because the specialty

Digitized by Google



SYSTEMS

Prepared by The H. K. McCann Company

Digitized by Google

Has Your Letter a Firm Grip?

One of the world's greatest business men once remarked that he judged a man almost entirely by his hand-shake. When your letter is your introduction, its physical quality makes that first impression—it is *your* grip.

Much depends upon the paper on which your letters are written. It should reflect essential business attributes which you cannot write into the letter itself—integrity, dignity, strength, briskness. Systems Bond does this. Its crisp freshness, firm texture and rich finish stamp it with character—the kind of character you want your letters to have. Systems is a business man's bond—a splendid rag-content, loft-dried paper of acknowledged excellence. It can be obtained everywhere at a uniformly reasonable price.

Systems Bond is the standard bearer of a comprehensive group of papers—a grade for every Bond and Ledger need—all produced under the same advantageous conditions—and including the well-known Pilgrim, Transcript, Manifest and Atlantic marks.

EASTERN MANUFACTURING COMPANY
501 Fifth Avenue New York, N. Y.
Mills at Bangor and Lincoln, Maine

WKB

BOND E

The Rag-content Loft-dried Paper at the Reasonable Price

Digitized by Google

man's work is not to supplant the duties of the regular mill-supply house salesman, who would have a regular trade upon which periodical calls are made in the same manner that a jobber's salesman would call upon the grocer.

Sometimes the specialty man works closely in touch with the jobber's representative, who is, of course, keenly interested in the results of his sales work among those establishments which are not his customers, since it is a help to him in increasing sales. The trial order may serve as an excellent introduction for the regular jobber's salesman and may multiply itself a thousand times.

Sample orders are first turned over to the manager of the Walworth branch distributing station covering the territory and reach the jobber through the wholesale salesman. There is no set rule as to which jobber may receive the orders. Preference is given to those regularly handling the complete Walworth line; it helps to build up their business, to introduce them into concerns where they may not have been represented. Such co-operation of course wins a large store of good will. If the purchaser expresses preference for some particular distributor, the order is, of course, placed with him. In other cases dealers with whom the Walworth wholesale salesman wishes to establish connections or to encourage into a larger representation of the complete line are approached with these orders as a leverage. If complete representation is not found possible of accomplishment, the minimum request is for a purchase twice the volume of the orders turned over.

JOBBERS ENLISTED BY THE PLAN

The exact manner of utilizing the orders is largely a matter for the discretion of the branch manager and individual wholesale salesman, depending upon the conditions in the particular territory.

"Generally speaking," said Mr. Hamilton, "mill-supply jobbers will carry a representation of different manufacturers to meet definite demands, but specialize more or less upon a particular line. Thus in a city with half a dozen distributors there would usually be representatives of as many manufacturer's lines. Our specialty plan has helped us to get complete representation, however, among jobbers who had previously given most favorable attention to competing lines or who had handled only part of our products. Most noticeable, too, is the fact that many jobbers carry the specialties where normally we might not be represented at all. It helps materially to keep present dealers in line. An instance illustrative of this point recently occurred. A competitive salesman in conversation with a dealer said:

" 'I understand that Walworth has a missionary man up in this territory.'

" 'Yes,' said the dealer, 'and he sure is doing a lot of work, for just look at the bunch of orders he just sent in,' picking up a number from his desk.

"The competitive salesman immediately regretted he had introduced the subject.

"Of course the volume of orders secured by the consumer-workers do not directly pay for their cost," said Mr. Hamilton, "but we consider it an excellent investment, nevertheless, because their work is the starting point of an endless chain of publicity, good will and definite business. In this respect it is not unlike general publicity, where the visible returns are slight but which experience demonstrates to be a most powerful means of business development.

"Aside from this, however, it has another value for us in that it provides the ideal training ground for our regular sales work. For a line such as ours salesmen do not spring forth full-grown. They must be trained and developed. In the past two years eight of these specialty men have been put on to our regular sales force. We expect that practically all our future salesmen will come from the ranks of our specialty men. This incentive enables us

Digitized by Google

to get into our specialty work men of the right calibre. All of them have had at least a high school education and several are college men.

"I call the training of the specialty force after they are out in the field their high school education, while their preliminary training is the primary school."

With sales training looming up such a large factor in present-day business, the thoroughness with which this preliminary training is given deserves special emphasis. So important is it considered and so thoroughly is it carried out that it requires from six to nine months and represents an investment of several hundred dollars per man. "Know your goods," is the favorite motto of the present-day sales manager. Before a man graduates from his primary training with Walworth he has had opportunity to learn his goods in all their phases. For he does actual shop work in nearly all departments of the factory. Men are selected from among the company personnel. Applicants from outside who want to get into the work are advised to secure a job in the organization and later if they show the signs of character wanted they are assigned a place in the course.

TRAINING IS THOROUGH

The main qualifications are those of character. "If they are O. K. on this point," Mr. Hamilton said, "our experience is that programme will work out, and the student transferred from department to department, doing regular shop work and spending as much time in each as is necessary to absorb the manufacturing details. The student must become a big question mark, and make himself familiar with the technical processes in each department. Foremen co-operate. In the shop, however, these men are not considered as West Pointers. They work regular shop hours, punch the clock and are subject to the same discipline as other workers."

Each student makes daily and weekly and departmental reports, summarizing what he has learned, which reports furnish a reliable guide to his progress.

After going through the departments at the Boston factory they are transferred to the Kewanee, Illinois, plant, where most of the specialties are made, and go through a similar process there, with the addition of class work in which sales demonstrations help to teach them methods of utilizing their technical knowledge in the field.

When they go into active duty they not only have the confidence that comes from knowledge, but they also have a feeling of "belonging"—they are absolutely sold on the house and have that feeling of loyalty which can come only from association with it.

Careful training brings successful results. Of all the men who have gone through the course none has been dropped, and most of them have stuck, doing their work successfully and faithfully. A few have resigned to take better positions, but four-fifths of all the men trained in this manner are still with the company—a record which is probably unusual.

When first placed in the field the men are kept close to divisional headquarters; but as they gain experience are permitted to spread out. They usually work out their own programme of work, in co-operation with the branch manager.

Actually they are under the jurisdiction of Mr. Hamilton, who directs their general movements and co-ordinates the whole. A system of reports enables him to check their work, and guide and stimulate them. First of all is a report of each individual call giving various details concerning the plant and the results of the visit. Then there is a weekly summary indicating the number of calls made, the individual report numbers covering them, number of sample orders received, number of pieces in sample orders, number of stock orders received, number of pieces in stock orders,

Digitized by Google

Printers' Ink Monthly *for* July

Inspiration

The Bunk About Wage Slaves — *Dr. Frank Crane*

Human Interest

How a Hobby Became a National Business — *Roland Cole*

Peaches and Veils — *Fred C. Kelly*

Executive Management

High Costs and Invested Capital — *Irving Bush*

What Men Can Be Trusted? — *C. P. Russell*

Methods

How Shall We Describe It? — *G. A. Nichols*

Making Mail Sales Automatic — *Frederick C. Kendall*

Mailing the Million Edition Catalogue — *R. K. Sewell*

How Burpee Solves Correspondence Problems — *Arthur McClure*

A Double-Action Display Cabinet — *Roy Dickinson*

Advertising That Individualizes the Appeal — *Donald Kirkland*

Novel Truck Bodies as Advertising Mediums — *Jessie Bracker*

Digitized by Google

Selling Ideas

How Shall We Pay Our Salesmen? *Samuel Dublirer*

A Kitchen in a Sample Case
The Salesman's Report Simplified *J. F. Cameron*

Personal Experiences

Early Advertising Adventures II. *W. R. Hotchkin*

Trends

Hole-in-the-Wall Merchandising *Robert R. Updegraff*

Advertising Technique

Backgrounds That Suggest Character of Merchandise *Collier Marshall*

A Riot of Color—or Restraint? *R. Bigelow Lockwood*

Pattern Background Textures of Your Own Making *John Armstrong*

Photography as an Aid to Draftsmanship *A. L. Townsend*

A Layout Sheet That Saves Time *J. H. Miller*

Grey Paper for Illustration Contrasts *F. W. Easterly*

How Crayon and Charcoal Drawings Are Made *W. Livingston Larned*

Things That Are New in Technique *Norman Field*

Read every article in this issue of

Printers' Ink Monthly

Digitized by Google

The Right Angle in Advertising

An Election Every Day

BASIC principle of a democracy is that the majority opinion has the RIGHT ANGLE on the public welfare. That's why the United States selects a President by popular vote. Admittedly it is a good, workable principle, but—too many business men and corporations shoo it off to one side as if it were an unwelcome hen come to scratch in the industrial garden.

We hold an election *every day* in our business. We do that to get the RIGHT ANGLE on advertising policies and the copy needed to carry out those policies. We believe that the majority vote of experienced men comes as close to absolute certainty in advance as human beings may attain.

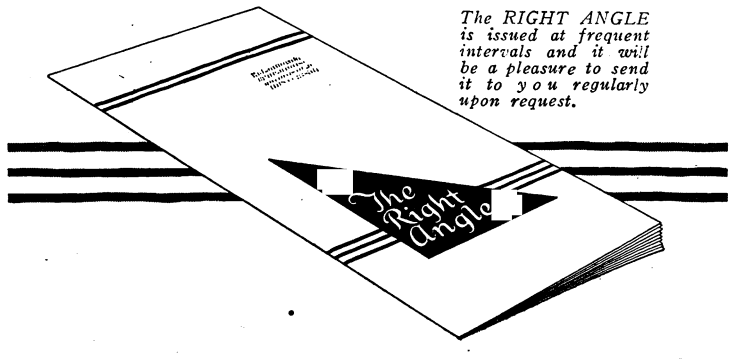
So we get the RIGHT ANGLE on advertising by *electing* every detail that enters into a campaign.

Collin Armstrong, Inc.

1463 Broadway at 42nd Street, New York City

GENERAL ADVERTISING AGENTS

New York · London · Paris · Toronto · Montreal



The RIGHT ANGLE is issued at frequent intervals and it will be a pleasure to send it to you regularly upon request.

Digitized by Google

and specific information as to advertising matter left with the prospect. A weekly detailed report of orders received accompanies this list, by name of firm, with a description of the items.

There is considerable of value in sales reports if properly used. In many concerns little is done with them except record them. I once asked a sales manager what good his sales reports did him. "Oh," he replied, "they serve to keep a clerk busy!" This probably accounts for the apathy of salesmen generally toward them. Mr. Hamilton utilizes these reports not only as a means of information as to the salesman's work, but as a stimulant to the entire force. From them he makes up a general summary showing the accomplishment of all the men, so that each may see his work in relation to the results of the others. With this weekly summary also go comments from each of the men as to what they are doing. For example: "Worked in towns surrounding Springfield, where I found Walworth specialties well received. It is a case of 'show me' with these men."

During the training course all the men are on an equal basis, receiving approximately $100 a month. After that salaries are advanced according to results. These are determined largely from the reports—from the number of calls, the number of orders relatively to them, the type of concerns visited and from whom orders are being received. A given number of orders from large firms are worth vastly more than the same number from small concerns.

"While the men are not 100 per cent perfect in rendering these reports," says Mr. Hamilton, "they are reasonably so, having a real incentive to send them."

No definite figures are available, of course, as to just what this system of selling accomplishes; but Walworth faith in it is demonstrated by the fact that the work is being vigorously prosecuted in spite of being oversold; and sample orders receive priority preference. It is going to count when conditions get more nearly normal and the real fight for business is on.

The advantages, according to Mr. Hamilton, may be summed up as follows:

The actual results of the missionary work itself in the way of new consumers developed, additional outlets obtained, etc.

The fact that it is a training school for salesmen.

The fact that it affords an outlet for regular, systematic advancement for bright and capable young men who are in the organization and who might otherwise be attracted elsewhere.

Rubber Retained Clocks Advertised

Those who actually throw alarm clocks across a room in early morning hours, and those who have a target when they use clocks as missiles, may discover in certain trade papers an advertising campaign that will point the way to an economy. This campaign sets forth the merits of a rubber retained clocks.

While the advertising does not call direct attention to these classes of consumers, one may judge from the name "Lewis Nojar" that the clock will stand much rough usage.

Some of the advantages of the rubber-retained clock have been set forth in the following fashion:

"Hard, rough usage, knocks, jars, jolts, accidental dropping, do not affect it, for the ebony rubber casing cushions the timepiece against all blows and vibration.

"Takes little space in a pack or bag. Water-proof, dust-proof, electric-proof. Will not scratch or mar anything with which it comes in contact.

"Easily read in the pitch-dark tent, the open country, the dense woods, the Pullman berth, the hotel room, the Luminous Dial and Hands standing clearly in any degree of darkness."

New Account with Nemeyer

The National Telephone Supply Company, Cleveland, has put its account with Paul Nemeyer & Company, of that city. A business paper and direct mail campaign is now in preparation.

Steinman at San Francisco for Young & McCallister

J. H. Steinman has been appointed San Francisco representative of Young & McCallister, Inc., Los Angeles, printer, typographer and maker of window displays.

Digitized by Google

Keeping Up With The Times

A FACT A WEEK

According to the Manufacturers' Census Bureau

Washington

As a Manufacturing City

Has Over 600 Industries Employing About 35,000

The total capitalization of manufacturing industries in Washington is now more than Eighty Million Dollars, and the total output of these industries has more than trebled within the past six years.

The Washington Times

WASHINGTON, D. C.

Overdone Specifications

SPECIFICATIONS, of course, are an engineering necessity. If we attempt to manufacture anything in the world without a complete set of specifications, we shall be hopelessly lost before ever we get started. But a prominent manufacturer suggests that to specifications as to all other things in the world we may justly apply the adage telling us that there is a place for everything, and implying that we should keep each thing in its place.

Suppose you go into a jeweler's store for a watch. Suppose the proprietor, anxious to make a sale, shows you a timepiece, and begins to urge its merits upon you by telling you its weight, its diameter, its thickness, the length of its mainspring, the number of teeth in its several wheels and the consequent gear reduction between the driving wheel and the hands; suppose he recites to you the chemical analysis of the glass in the crystal and the steel in the mainspring and the ink with which the hours are marked on the dial; suppose he flashes a bulky roll of blueprints upon you to convince you that the construction of the watch is all it should be.

An engineer—that is, an engineer who has had experience with watches—would doubtless be able to settle for himself, after such an exhibit, whether the watch would keep good time. But one does not carry a watch-engineer about with one in the search for a timepiece. What the prospective purchaser of a watch wants to know is whether it will answer his requirements for a timepiece and at the same time please him with its appearance, at a price which is what he can afford to pay. The manufacturing specifications have not the slightest bearing upon this, save in the mind of a man so skilled in watch-making that he would require no guidance whatever in his purchasing.

Now, when you are in the market for an automobile, or a motor truck, or a tractor, the aver-

Digitized by Google

During the First Six Months
of 1920

The St. Louis Star was
FIRST in total display
advertising in the
St. Louis daily field

The Star's Gain in Local
Display Advertising for
the same period was
greater than the Combined
Gains of ALL OTHER
St. Louis daily newspapers

don't say "Paper"
– say "STAR"
Trade Mark Registered

National Advertising Representatives
STORY, BROOKS AND FINLEY
CHICAGO PHILADELPHIA NEW YORK

Digitized by Google

Another booklet bound in INTERLAKEN

Printed by Sheffield-Fisher Co., Inc.
Rochester, N. Y.

Bound by J. F. Tapley Co.
New York City.

The Todd Protectograph Company of Rochester, New York, bound their interesting booklet, "Protecting the Nation's Money," in INTERLAKEN Book Cloth. They foresaw that a book dealing with the methods of protecting bank checks against forgery and check-raising would have many readers in every business house. Consequently, the world's largest makers of check protecting devices specified the world's most serviceable bookcloth.—INTERLAKEN

AN INTERLAKEN binding on a booklet or catalog renders it invulnerable to all the abuse, inattention, and hasty judgments from which paper-bound booklets habitually suffer.

Let us send you our cloth-bound booklet, "Getting Your Booklet Across." It explains, in detail, the real economy and business-getting value of cloth covers.

INTERLAKEN MILLS, Providence, R. I.

Interlaken Book Cloth

The standard since 1883

Digitized by Google

age salesman and the average selling organization inundate you with specifications much as does the imaginary jeweler of our fable. Does this maze of statistics really mean anything to you, beyond what the man behind them tells you it means? He reels off a mass of figures about gears and gear ratios and revolutions per minute and leaves you in a fog; then he tells you that this all means that the car can go up a twenty-degree incline on high, and the fog is somewhat dissipated. But why could he not have made the last statement first, and let it go at that?

We venture to assert that in nine cases out of ten the manufacturing specifications mean nothing to the user of a machine. Tell him what it will do, show him how to make it do it, and he knows what he wants to know about it. Good specifications are a pre-requisite to a good machine, of course. But why thrust them on the buyer? The housewife who buys bread on the strength of a chemical analysis is almost a *non est.* The engineer who buys wire may properly ask for a statement of its composition and its tensile strength and its conductivity, but the individual user who wants the wire to wrap around a package or to hang down his well with a load on it or to attach to his door-bell depends upon his dealer to give him a wire that will serve for the purpose in question.—*Scientific American.*

A. & P. Gains Over Fifty Per Cent

For the first three months of the current fiscal year—the quarter ended May 29—the sales of the Great Atlantic & Pacific Tea Company were $65,884,721, against $43,055,584 for the corresponding period last year—an increase of over 53 per cent.

San Francisco Chamber Issues Paper

"San Francisco Business" is the name of a new illustrated weekly that has been issued by the Chamber of Commerce of that city. Its object is to reflect all activities of the city in business, trade and finance.

David Bennett Hills

is now a member of this organization.

Mr. Hills comes to the directorship of our art department thoroughly schooled for this important position. For many years he has directed the art activities of some of the leading advertising agencies.

Our clients will find that in this new sphere of activity Mr. Hills will prove an unusually strong force in that close cooperation which should exist between the various units that go to make up a successful advertising campaign.

Louis C. Pedlar, Inc.
Counsellors in Art
246 Fifth Avenue
New York City

Digitized by Google

Plant Closes for Vacations

A vacation period running from June 26th to July 19th, within which limits all of its sixteen hundred employees are to take their annual vacations, and a complete shutdown of the plant for the middle week of the period, is the solution of the plant vacation problem adopted for this year by Art in Buttons, Inc., the vegetable ivory button company of Rochester, N. Y.

"Concentration of employees' vacations into a limited period such as three weeks was desired," the New York *Evening Post* says in describing the scheme, "because that plan did away with the chronic undermanning of the factory for several months that resulted from the practice of spreading vacations. The week's complete shutdown insures a vacation for every one, and the opportunity thus given for making repairs is distinctly favorable to the efficiency of the plant equipment. At the Rochester factory the employees preferred a three-week period, beginning with the last week of August; but as this was in the height of the busy fall season, the vacation period was brought into the time of slacker operations, June and July.

"This plan may be taken as translating into industrial practice the saying: 'Work when you work and play when you play.' From the Art in Buttons point of view this is a sound efficiency engineering principle."

"Printers' Ink" Has No Record of It

DETROIT STEEL PRODUCTS COMPANY
Detroit, July 1, 1920.

Editor of PRINTERS' INK:

We have considered using the slogan "Factors of Safety" in an advertising campaign which we are planning at the present time.

We do not wish to plagiarize anybody else's slogan, and would appreciate having you tell us whether or not this phrase is being used by any other concern.

F. W. TUFTS,
Advertising Manager.

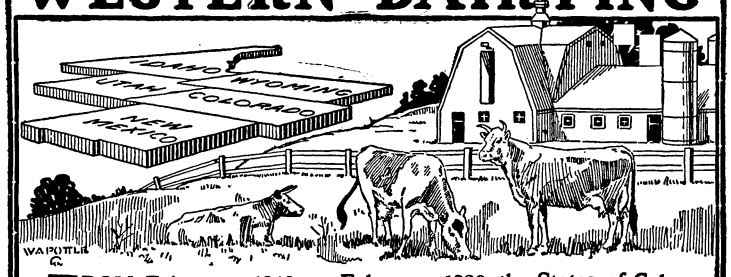
Paris Stores Sell in Peru by Sample

Three large Paris department stores have established retail agencies in Lima, Peru, and are carrying attractive stocks of samples for inspection by the public. A rapidly growing volume of business, it is said, is being built up direct between consumers and the home office of the stores in Paris, most of the purchases being delivered direct to the purchaser by parcel post from France.

Charles H. d'Amour, formerly with the Canadian Messenger Press, Montreal, has been appointed business manager of the Montreal Parish Magazines owned by L'Action Paroissiale.

Digitized by Google

WESTERN DAIRYING



FROM February, 1918, to February, 1920, the States of Colorado, Idaho, Wyoming, Utah and New Mexico added 44,000 Dairy Cattle to their stock—an increase of nearly 7%. The average increase in the United States for this period was less than 2%. It is an excellent indication of the healthful and constant growth of agricultural pursuits in this territory.

These states have 190,000 rich farms, averaging $6,325 a farm in crops and live stock, which were valued, 1919, at $1,201,713,550.

Place *your* product before this Market through WESTERN FARM LIFE. 81% of its subscribers are in these states; 99% West of the Missouri. 55,000 subscribers are guaranteed for 1920!

REPRESENTATIVES
W. C. RICHARDSON, Inc.
381 4th Ave., New York
W. D. SHANK
Waldheim Bldg.
Kansas City

WESTERN Farm Life
Denver-Colorado

REPRESENTATIVES
F. S. KELLY
Peoples Gas Bldg., Chicago
A. D. MC KINNEY
Post Dispatch Bldg.
St. Louis

BOOKBINDING

Printing and Binding of School Books and Edition Work in Large Quantities our Specialty
Correspondence Solicited.

International Textbook Press
SCRANTON, PA.

We are fully equipped for High-Grade Catalogue and Three- and Four-Color

PROCESS WORK

Digitized by Google

From 32nd in January to 1st in July

There are 32 drug trade publications. On January 1, 1920, Drug Topics was at the foot of the list in advertising volume. But today advertisers are spending more money for advertising space in Drug Topics than in any other drug trade publication.

Drug Topics

The National Magazine of the Drug Trade

25 City Hall Place, New York

Jerry McAnade, *Editor*

VERNEUR E. PRATT, *Publisher*

MARVIN S. SMALL, *Business Manager*

FRANK C. THOMAS, Eastern Adv. Mgr., 116 W. 39th St., New York
W. B. CONANT, Western Adv., Mgr., State-Lake Bldg., Chicago
GEORGE M. KOHN, Southern Adv. Mgr., Candler Bldg., Atlanta
ROY M. EDMONDS, Southwestern Adv. Mgr., Arcade Bldg., St. Louis
BERT BUTTERWORTH, Pacific Coast Adv. Mgr., Citizens Bank Bldg., Los Angeles

Digitized by Google

What Kind of Advertising Do Women Read?

Manufacturer Creates a Market by Appealing for Advertising Advice

By Elsie B. Johns

WOMEN respond most naturally to advertising which tells them how to improve their appearance. Whether they confess it or not, nine and one-half out of every ten women notice "beauty copy."

In days gone by, when eighth-pages were considered a real splurge, toilet manufacturers had an easy time of it bidding for the reader's eye. But to-day, with toilet counters crowded and magazines bulging, the maker of dressing-table essentials must rack his brain if he would produce advertising effective enough to lure not only madam's eye, but her dollars.

Now, of beautiful color pages there are no end. In the face of such competition the small advertiser might well despair. But it has remained for a conservative advertiser who favors half and quarter pages to come into this field and not only make himself heard, but actually to draw a hearty response from women whom every manufacturer of cosmetics is most anxious to reach.

He has been successful because before he ordered art work, before he employed a copy-writer, he stopped to think.

In the first place, M. Jardin placed a minimum charge upon his face powder of fifty cents, since advanced to sixty cents, because of increases in the cost of containers and labels, etc.

Would women buy an inexpensive brand of powder?

M. Jardin's friends said no. M. Jardin alone maintained they would.

He knew, however, that prices obtained for toilet accessories do not always parallel caste. The shop girl may buy the most expensive. The society woman not infrequently seeks a bargain.

But M. Jardin also knew that Judy O'Grady thinks of the Colonel's Lady as a pace-maker. Once let the Lady ask for a sixty-cent brand and Judy would be led first by curiosity, and second by awe, to buy a box for herself.

M. Jardin, having put to work for him this basic law of feminine psychology, confined his advertising at first to magazines which were made exclusively for the Lady. He brought his story to her in exquisite garb. He told her his face powder was pure and delicately scented, that it deserved a place on her dressing-table—nothing more.

And the Lady responded. M. Jardin to-day is enjoying her patronage, but more than this, he is feeling her influence on the wage earner. Judy has come to believe that perhaps, after all, she was wrong in thinking it necessary to spend half-a-week's wage to buy a box of face powder.

And M. Jardin is disproving what dealers everywhere told him. He has flown in the face of to-day's tradition, that women will not buy toilet articles unless a large price is asked.

The Lady has helped M. Jardin bring about national distribution, for the Lady travels, and wherever she goes, she asks for Jardin-de-Lilas, or Jardin-de-Rose. Before M. Jardin came to depend so much on her, he tried out a little experiment in Chicago that helped him get his bearings. It secured 100 per cent distribution there before any national advertising appeared, and it determined the kind of advertising that women will read.

WOMEN'S INTEREST ENLISTED

All of the Jardin merchandising story is interesting, but especially so the taking of Chicago. It shows first that the manufacturer

Digitized by Google

LEXINGTON,
Kentucky

"The Heart of the Blue Grass"

LEXINGTON HAS:

The L. & N. and C. & O. railroad shops.

Two large flour mills.

A score of tobacco warehouses and factories.

Two great soft drink plants.

Woodworks, stock feed mills, brick plants, furniture, buggy and garment factories.

A large oil refinery.

LEXINGTON IS:

The largest loose leaf tobacco market in the world.

The center of Eastern Kentucky petroleum, coal and timber production.

The focal point of jobbing, distributing and marketing for the Blue Grass agricultural and stockraising district of fifty counties.

An interurban center for five adjoining counties and county seats.

A truck delivery center for Eastern Kentucky.

THE LEXINGTON
HERALD

is the only morning paper in Lexington. It covers this rich territory from end to end. Address The Lexington Herald Co., or

JOHN M. BRANHAM CO.
Foreign Representatives
Chicago New York St. Louis
Detroit Atlanta Kansas City

did not ask any favors of fate, and second, that he realizes the market value of novelty.

When M. Jardin sought to introduce his face powder, he knew exactly the sort of problem he was confronted with: how to make women notice his advertising. He could not afford to be commonplace, more especially since he was not ready to make a huge advertising appropriation.

So he sought to do the unusual, knowing well that the unusual does not need to be costly.

WHY A PRIZE CONTEST TOOK PLACE

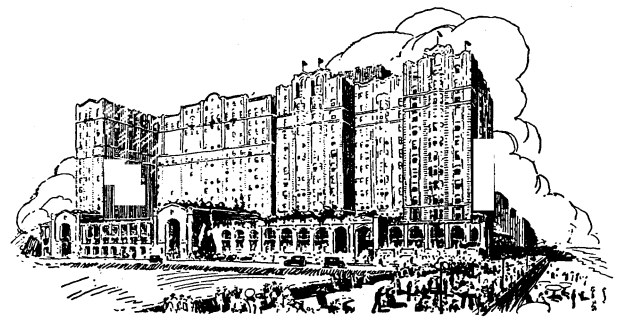
Women like a prize contest, though the idea of a prize contest is not particularly new. None the less, if some sort of problem is stated and a worth-while prize announced, invariably a volume of replies will come in.

Women in particular always like to feel that their judgment is sufficiently sound to be sought. Men who ask women's advice are apt to secure without any further effort a vast amount of feminine good will. Overnight then, M. Jardin had a vast audience of women discussing his proposition and wishing him well.

He began with a teaser campaign, following this up with page space in newspapers to announce a prize contest for women. Confidentially, he said, he did not know anything about advertising and he was perplexed. At that particular moment he wanted to know how to advertise his face powder, Jardin-de-Rose. Jardin-de-Lilas was not manufactured until some time later. Would the women readers of the papers please help him out? To repay them for their trouble, he offered prizes, the first one, $100; the second, $50; the third, $25, and so on down to one dollar. All letters were to be very brief.

Then the maker of cosmetics settled back and waited for his troubles to be ironed out. His judgment was not misplaced. Almost before ink was dry on the paper, his advisers were at work upon his case. Women are, if nothing else, literal.

Digitized by Google



The Ambassador

Atlantic City's Newest and Most Distinctive Hotel

SPEND these hot, sultry days in America's Riviera where cool ocean winds from the Atlantic combined with the perfect, individual service of The Ambassador will make life worth living. American and European plan.

The Ambassador is directly on the Boardwalk and the ocean, yet in the exclusive Chelsea residential district. If you prefer the privacy of a home, you may rent a charming California bungalow—there are several—set in an Italian Garden with complete Ambassador service.

Dine in the open on the great promenade deck in plain view of the sea or in a dining salon that is without a peer. Dance in the Venetian Grill to the strains of the famous Ambassador dance orchestra. Tea Dansants in Japanese room on the ocean; symphony concerts in the lounge. You may swim in a spacious indoor salt water pool and there are hot and cold sea-baths in every room as well as a splendid beach. Golf privileges. Write for booklet.

THE AMBASSADOR

THE AMBASSADOR HOTELS SYSTEM:

Ambassador, Atlantic City; Ambassador, Los Angeles; Ambassador, Santa Barbara; Alexandria, Los Angeles; Ambassador, New York.

Reproduction from a current advertisement

It is also gratifying to this organization that our services as advertising counsel contribute toward the high-class patronage as well as name prestige of the Ambassador Hotels System.

CHARLES F. W. NICHOLS COMPANY

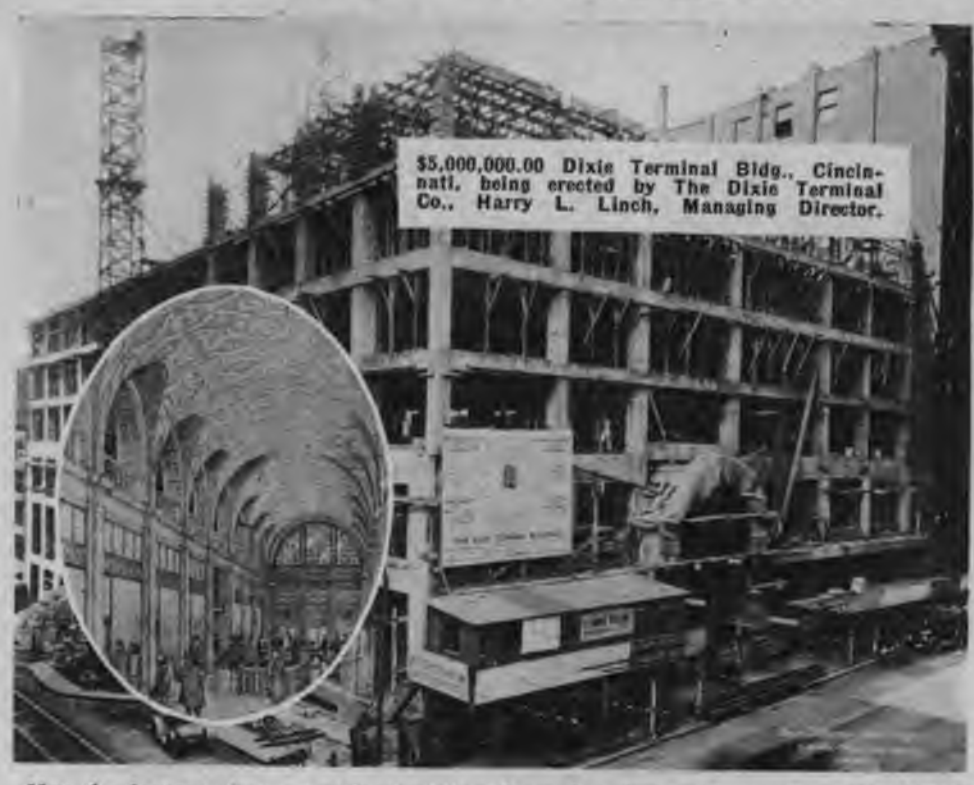
General Advertising

Twenty East Jackson Boulevard

CHICAGO

Digitized by Google

A GEM OF A BUILDING



Not the largest—but a quality building from foundation to cornice. SERVICE, built on "service products," is the motto adopted by Mr. Linch for his building.

Among the advertisers of "service products" in BUILDINGS and BUILDING MANAGEMENT putting their goods in the Dixie Terminal are Plumbing Fixtures by Imperial Brass Mfg. Co. and Electric Meters by Sangamo Electric Co.

THE DIXIE TERMINAL CO.
Temporary Office
412 First National Bank Building
Cincinnati, Ohio

BUILDINGS & BUILDING MANAGEMENT, June the ninth, 1920.
City Hall Square Building,
Chicago, Illinois.
Gentlemen:

I want to say that BUILDINGS AND BUILDING MANAGEMENT has been of vital assistance to me in connection with the planning and construction of the new Dixie Terminal Buildings, and I am deeply indebted to its pages for many ideas incorporated in the building.

I consider BUILDINGS AND BUILDING MANAGEMENT the best building paper published.

Yours very truly,
THE DIXIE TERMINAL CO.,
By Harry L. Linch, Managing Director.

BUILDINGS and BUILDING MANAGEMENT is a "building directory" for those who conceive, construct, maintain and operate large buildings. It is read by 85% of the executives in charge of the $500,000,000.00 of new construction of office, loft and apartment buildings begun or contemplated for this year, besides those who manage over 21,000 buildings already built.

TELL THEM ABOUT YOUR GOODS IN THEIR BUSINESS PAPER.

BUILDINGS
AND BUILDING MANAGEMENT
Published by Porter-Langtry Co.
(Member A. B. C. and "Associated Business Papers, Inc.")
City Hall Square Building Chicago

Digitized by Google

Now, this does not mean that M. Jardin was insincere in asking advice. He really was interested to know what probing the feminine mind would bring him. He honestly wanted to find out how women liked manufacturers to advertise, and find out he did.

Letters began to pour in. They came from women in all walks of life. Any woman can use an extra hundred dollars, and so writing a letter became straightway not only interesting but advisable.

Some letters bore obvious earmarks of the professional pen. They discussed with ease and fluency such matters as layout, feminine appeal, continuity, intimacy of copy tone, etc. But none of these drew the prize. The judges favored a simple statement from women who really used powder, rather than from women who earned their living writing about powder.

Aside from drawing out of the public mind some really valuable ideas on advertising to women, the contest made a new name in the cosmetic field stick in the minds of women who make up the buying public.

APPARENTLY ALL THE CONTESTANTS BECAME PURCHASERS

Incidentally, the contest as a sales booster paid for its cost many times over in actual dollars and cents, for contestants hurried out to make a trial purchase before working on their contributions. Some very shrewdly made the purchase as a bit of bait for the award. Practically everybody who sent in any sort of letter made the investment of fifty cents and boasted of what she had done.

M. Jardin asked outright what women thought of the low price, whether it would jeopardize the sale of his powder.

The contestants rather generally agreed that the price of fifty cents was not a hindrance to the product's success. The first three prize winners—one a small-town woman of social prominence, the second a young business woman of discriminating taste

SHOPS
BANKS
HOTELS
THEATRES

These are the principal users of the sea newspaper's advertising columns. But national advertisers are there too. You will find in each issue, for example, Poland Water and Underwood typewriter. . . . There is only one way to reach the people who come to New York by the sea.

Ocean Wireless News

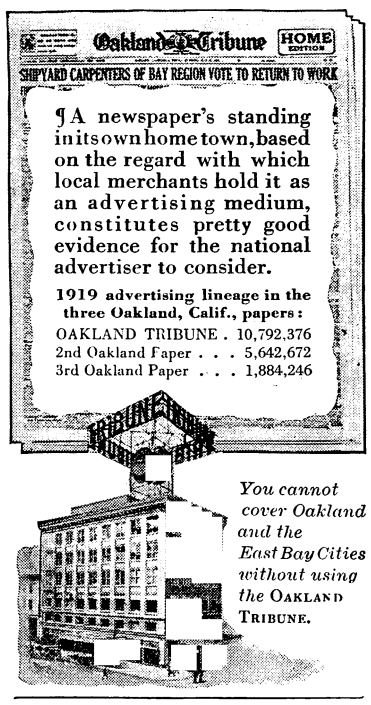
The Newspaper of the Sea

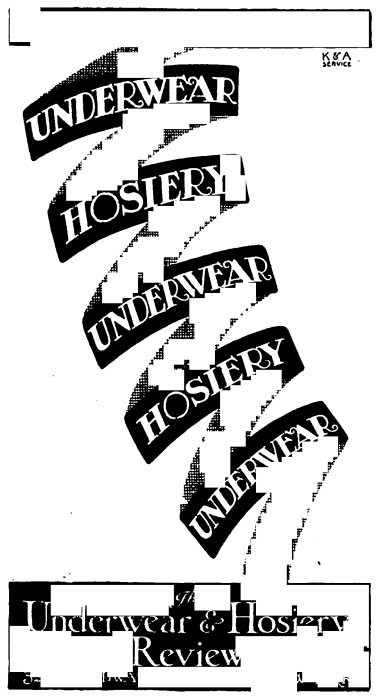
Carries conviction to people of means when they are in purchasing mood.

Published daily on ships at sea sailing between ports in the U. S., Canada, Cuba, Porto Rico, Bermuda, Mexico, Panama and South America.

Wireless Press, Inc.
326 Broadway New York
Also Publish:
THE WIRELESS AGE

Digitized by Google





and decidedly more than average salary, and the third a school teacher—all made M. Jardin feel that women of real judgment and consequent influence would not be prejudiced against Jardin-de-Rose because it was inexpensive.

As to the question whether it was ethical for M. Jardin to have advertised to women—who took him in good faith—that he was utterly without ideas, there is one obvious answer. To be sure, the campaign was designed to "put over" a toilet accessory where there was great competition. But aside from this, M. Jardin was really anxious to feel the pulse of the buying public and get the expression of their opinion as to price. No matter how intimate the appeal, how many secrets of beauty culture might be given away, the fact remains that if M. Jardin had put out just another undecorated announcement message women would never have responded to his product as they did.

As it was, Chicago responded with 100 per cent distribution, where Jardin-de-Rose before this campaign had not been able to get a foothold, simply because somebody understood the psychology of the feminine mind.

International Chamber of Commerce Holds First Meeting

Five hundred delegates from five countries—Belgium, Great Britain, France, Italy, and the United States—attended the first meeting of the International Chamber of Commerce held at Paris the first week in July. A wide variety of subjects were discussed and several important resolutions passed. The next meeting of the International Chamber will be held in London next June. Etienne Clementel, former Minister of Commerce in France, and member of the Supreme Economic Council, was elected president, and A. C. Bedford, of New York, one of the vice-presidents.

New Magazine Association

The Association of Magazines of North America, with offices in New York, has been organized with Bruce H. McClure as president. This association is composed of the publishers of employees' magazines, organs for salesmen and general house-organs.

Digitized by Google

"ING-RICH"
PORCELAIN ENAMELED IRON
SIGNS

Are Acorns from which Sturdy Oaks of Sales Grow

General publicity convinces the public of the merit of "Acorn" stoves—"Ing-Rich" Signs mark the places where they are sold.

"Ing-Rich" Signs supply the one thing needed to make advertising really effective—the reminder to buy at the time and place when a sale is possible.

"Ing-Rich" Signs are inviting the public into the distributing agencies of many of the best known products in America.

"Ing-Rich" Signs are attractive. They are standing invitations that always retain their color and brilliancy. Furthermore—"Ing-Rich" Signs are economical because they are so durable. Made of hard mineral porcelain fused into a sheet steel base, they are practically indestructible.

Write for details. No obligation.

Ingram-Richardson Manufacturing Company
College Hill, Beaver Falls, Pa.

Digitized by Google

How Chicago Escaped Being a Village—

MILLIONS of tons of ice surging southward in an irresistible flow! Trees uprooted; mountains leveled; valleys formed; the sites of future cities fixed!

But for The Great Ice Age, Chicago might have been a village—Illinois a region of stony hills instead of level prairie.

Perhaps it has never occurred to you that any one would want a map of North America During The Great Ice Age. But someone *does!* Therefore, RAND McNALLY make it.

Every conceivable kind of map for every conceivable purpose is made here at Map Headquarters:—political maps, Biblical maps, climatic maps, physical maps, historical maps, classical maps, language maps, atlases, globes and map-tack systems.

Whenever you need a map, for whatever purpose, think of RAND McNALLY.

RAND McNALLY Official AUTO TRAILS MAPS
1920 Edition - 35c each

FOR the automobile trip which you are planning, the new RAND McNALLY *Official Auto Trails Maps* just published should be your guide. They solve the problem of which way to go and always keep you on the right road.

RAND McNALLY *Official Auto Trails Maps* are published in eleven convenient sections covering the entire country from Nebraska east to the Atlantic Ocean and from Kentucky north to Canada.

News stands, stationers, book stores and drug stores have the map you want or will get it for you.

RAND McNALLY & COMPANY
Map Headquarters
536 S. CLARK ST., CHICAGO—42 E. 22ND ST., NEW YORK

Buy RAND McNALLY Official Auto Trails Maps From Your Dealer

Digitized by Google

Some By-Products of Advertising

It Is Not Difficult to Find Experienced Advertising Men Who Will Tell You That an Advertiser Derives Other Advantages in Addition to the Sale of Goods

By J. M. Campbell

THE purpose of advertising, the wise men tell us, is to sell goods.

Granted. But does not advertising often do something else—several somethings else? Hasn't the purchasing agent of a concern which is a big advertiser an advantage over the man who holds the same job for a concern which does not advertise? Isn't it easier to make a market for the securities of an industrial enterprise which advertises than for those of an equally large enterprise which does not advertise? And, other things being equal, are not the employees of the A. B. C. Company—the name of which is a household word—apt to be just a little bit prouder of themselves than are the men who are on the payroll of the D. E. F. Company, of which the public knows little or nothing?

Here are a few cases, from the writer's experience, which may be of interest.

Some years ago, when he had charge of the advertising of a western railroad, he published an advertisement, based on something Elbert Hubbard had written, in which the passengers of that particular railroad were referred to as "guests." A few days later, in the club car of the railroad's "proudest" Denver-Chicago train, he heard the colored man, attached to the car, say to a passenger, "On this road, sah, passengers is guests."

Can you beat that? The porter had read the advertisement, and in his Ethiopian way, was living up to it. That is what the right kind of advertising, put out by the right kind of concern, will do

A NATIONAL MAGAZINE

used by National Advertisers

THE FIRST

Journal in its class to adopt the standard rate card. The first to allow the agents commission of 15%. The first in advertising, and the first in results to advertisers.

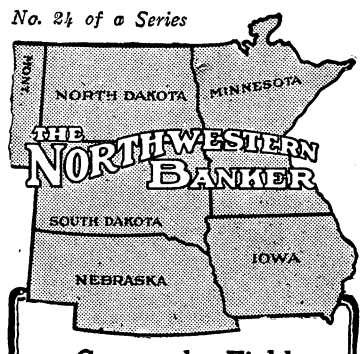
Write for Rates

The American Journal of

CLINICAL MEDICINE

S. DeWitt Clough, Advertising Manager
4753 Ravenswood Ave., Chicago
H. R. Saunders, Eastern Representative
17 W. 42nd St., New York City
Telephone Vanderbilt 6759

No. 24 of a Series



Covers the Field

The Northwestern Banker has been thoroughly covering its field for more than twenty-four years—the oldest financial magazine west of the Mississippi River. It is today rendering the greatest service in its history—and carrying the most advertising.

Write for a recent copy, advertising rate card and detailed information of any kind.

THE NORTHWESTERN BANKER
CLIFFORD DE PUY, Publisher
Des Moines, Iowa

Digitized by Google

Wanted—

High Class Business Investigator

The leading concern in its field needs an additional business investigator. He may now be in the copy department of an advertising agency, editor of a strong house-organ, or an advertising or sales manager who can write. But he must know business, have a good personality and be able to meet the leading men in the field.

If interested—

1. Give experience.
2. Age and other personal details.
3. Send samples of written articles and names of publications.
4. List special fields of business you have studied.

—typewritten, please.

Address "C. L.," Box 56, care of Printers' Ink.

—it will make the employees live up to it. It will give them confidence in themselves, confidence in the company. But the advertising must be "right"; and the company must be "right," too.

A year or two ago, an important manufacturing company—a very large advertiser—offered ten millions of preferred stock, paying 6 per cent. It was issued at par and was absorbed, overnight. It has sold as high as 104. At the moment, when even Liberty Bonds are down fifteen points, the price is 98. The 7% and 7½% short term notes (not stock) of scores of non-advertising companies are selling at 95 or less. It would be absurd to say that the difference is due wholly to the fact that one company advertises and the others do not. But that some difference is due to that fact is beyond a question.

ADVERTISER SCORES IN BUYING

When it comes to buying, the advertiser puts it all over the non-advertiser. Often, his dollar is as good as the other fellow's dollar and a quarter. And he knows it. And the seller knows it, too. In selling, there are discounts and discounts. The advertiser gets *the* discounts. Usually, he buys in large quantities. That is one advantage. The other is that the seller likes to be able to say, "Yes, so-and-so are customers of ours." *That is his way of advertising.*

But the wise men are right. The purpose of advertising is to sell goods. Like many other things, however, advertising does more than it is expected to do. Men and women who lead decent lives are, usually, better physically, as well as mentally. Good health is one of the by-products of decent living. And the by-products—not all, but some—of good advertising are:

(1) Greater loyalty of employees.

(2) Ability to buy to better advantage.

(3) Wider appreciation, on the part of the public, of the advantage of being financially interested in the advertiser's activities.

Digitized by Google

SEATTLE TIMES

GIANT OF WESTERN DAILIES

Highest Priced Circulation in America

Five Cents Per Copy Net When Taken by the Month or Year

Single Copies of Sunday Edition Ten Cents Each

Circulation Restricted to Greater Seattle and Suburbs by Arbitrary Limit On Press Runs

SEATTLE TIMES

GIANT OF WESTERN DAILIES

THE S. C. BECKWITH SPECIAL AGENCY

National Representatives

New York Chicago St. Louis Detroit Kansas City Atlanta

Digitized by Google

Illinois Master Farmer Is an Associate Editor of PRAIRIE FARMER

Frank I. Mann and his 500-acre farm at Gillman, Illinois, are known all over the United States. Thousands come to his place every year to learn the secret of his big yields. It is only natural that he is the dean of Prairie Farmer Associate Editors.

Mr. Mann says, "There's no secret about my big crop yields and I'm glad to tell other farmers how it is done. That's why I write for Prairie Farmer."

Mr. Mann's Soils and Crops Department in Prairie Farmer for many years has inspired thousands of our readers to begin the work of soil improvement, and has been the direct means of adding many bushels to the annual grain yield of Illinois farms.

Frank I. Mann *and a sample of his wheat. Sixty-two bushels to the acre is SOME wheat yield, but it's not unusual for Frank Mann.*

OF KNOWN VALUE STANDARD FARM PAPERS

CHAS. P. DICKSON,
Advertising Manager

SINCE 1841 **PRAIRIE FARMER**—Chicago

Burridge D. Butler, Publisher

First Farm Paper in the First Farm State

Digitized by Google

Offering Complete Campaigns to Dealers Instead of "Cuts"

Rumely Company Devises Plan of Presenting Newspaper Ad Cuts to Dealers in Form of Definite Campaigns

By C. E. Snell

Dealers Advertising Service, Advance-Rumely Thresher Co., Inc., La Porte, Ind.

EVERY manufacturer alternately loves and hates his dealers—loves them when they co-operate, hates them when they do not. But in ninety-nine out of any hundred cases, it is his own fault when they do not co-operate.

A salesman walked into a dealer's store in a southern Illinois town the other day. He had three important items in his notebook: The dealer's order for the coming season's requirements, a presentation of his company's national advertising plans which should certainly have some influence on the extent of those requirements, and local advertising to be paid for by the dealer.

The dealer was in an optimistic frame of mind. Business had been good, he had made money, and his outlook for the coming year indicated increased business at lessened effort. Enough to make any dealer soft and careless.

The salesman sat down, opened his portfolio, laid his order book near by and went back to a year ago as a convenient starting point.

"How much advertising did you do in your local newspapers during the year?" asked the salesman.

"Not much—didn't have to," replied the dealer, with the complacency of a man whose sales record will bear close scrutiny. He had a box-full of cuts, which the company had sent him. Yes, he had asked to have them sent, but then, business had been so good it wasn't necessary to do much local advertising. What was the sense of doing any more when he rarely had enough goods on hand to show?

Did he have proofs of the ads he had run? the salesman wanted to know. No, but he had sent copies of the papers containing them to the company.

Well. In a few minutes the dealer was a much surprised dealer. The salesman referred to a notebook he took out of his pocket and told the dealer that according to records compiled at the home office this dealer had only used three ad plates during the year, and that very early in the season. On the other hand, three dealers in the same town, handling competitive lines, had used, one of them 1280 inches, another 940, and the third 670.

The dealer knew his competitors had been advertising, but did not realize it amounted to so much.

"Oh, well," he said, "they have to advertise. I don't. Everybody knows me and besides, I've been practically sold out all season. What would be the good?"

FIGURES TO CONVERT THE DOUBTER

But the salesman had some other figures.

This dealer's sales for the year amounted to $17,825. The total amount of goods sold in the county, of all companies in the same line, was $116,257 for the year. Deducting $17,825, the sales made by his own dealer, the remainder, said the salesman, or $98,432, must have been made by the dealer's three competitors. Dividing this figure by three, the average would be $32,810.

At first the dealer refused to believe it, but the salesman's description of the source of his information closed that door.

"Last year," said the salesman, "when I showed you our national advertising plans for the year, I suggested that you place orders with us for practically three times

Digitized by Google

What Manufacturer

Will be wise enough to find out more about this man?

We know him. He is at present general manager of a large local motor company.

During the last three years, by his efforts alone, he has built the business, from failure to success.

His earnings average $10,000 per year.

It is *his* desire to change.

This executive has successfully held positions as advertising manager, sales manager, and general manager of large motor companies in the United States and Canada.

He is versatile enough to be of value to any manufacturer, although his experience has been mainly in the motor industry. He would make an excellent general manager, or sales director for some automobile manufacturer.

This man is in the prime of life, full of ideas, enthusiasm and energy.

May we guide you to him?

The Wright Advertising Co
UNION ARCADE
PITTSBURGH, PA.

the quantity of goods you actually ordered. Our national advertising, supplemented by your own advertising in the local papers, would have enabled you to sell such a quantity and more. Instead of securing 33 per cent of the business in this territory, which you could easily have done, you actually secured but 15 per cent of it. If you had used the cuts we sent you, even half of them, your sales would have been much greater than they were."

HOW TO MAKE DEALERS USE AD-PLATES

This problem of getting dealers to use ad-electros is not new. It raises its head once a year, in the life of most advertising executives, and asks tantalizingly for solution. Generally, a part of the advertising appropriation is set aside for "dealers' helps," a healthy proportion of which is expended for electrotypes of newspaper advertisements. Then a proof sheet of them is pulled, or they are incorporated in the advertising portfolio, and mailed or otherwise distributed to dealers. Sometimes letters are written to the dealers at intervals throughout the year in which they are urged to order cuts by number.

There is no such thing as making dealers use these cuts after they order them, as long as local advertising must be paid for by the dealer. Most concerns supply ad-cuts to dealers without cost. Plans so far devised to make dealers pay for them are not generally successful, for the reason already mentioned—the dealer pays for the space used. However, much more could be done than is being done to enlist the dealer's interest in the plan by presenting these cuts to him, not as "cuts" merely, but as "campaigns."

This year we have prepared and offered free to our dealers plated advertisements in the form of a choice of three complete campaigns, each designed to cover an entire year's advertising in local newspapers.

We came to this decision after

Digitized by Google

LOS ANGELES
Biggest City of the West

From an editorial in the New York "Times" of June 13, 1920:

"Los Angeles (present population 575,000) may look forward confidently to a whole million in another decade and a few years.

"Nowhere is there more luxury which the eyes of everybody may feast upon, and nowhere is cultivated nature more beautiful. It might be called the City of Flowers, the City of Palms, the Fairyland City.

"It is not usually thought of as a manufacturing city, but the investments in meat packing, foundries, machine shops, flour and grist mills, lumber, car construction, furniture, canning, confectionery and scores of other industries are vast. Oil and salt fields are not far off. With San Pedro as its port, Los Angeles dreams of a growing foreign commerce, the foundations of which have already been laid. Furthermore, all Southern California is its market."

Los Angeles industries and the neighboring agricultural region received for products last year $1,143,000,000.

The LOS ANGELES EXAMINER is the biggest Morning and Sunday Paper in the biggest city west of St. Louis

The Examiner's weekday circulation is 10,000 copies more than its weekday contemporary's, and 70,000 copies more than its Sunday contemporary's

Los Angeles Examiner

The Great Newspaper of the Great Southwest

M. D. HUNTON
1834 Broadway
New York City, N. Y.

M. F. IHMSEN
Publisher

WM. H. WILSON
909 Hearst Building
Chicago, Ill.

Digitized by Google

In Every One of These Chinese Cities

There is a demand for American merchandise

ANHWEI PROVINCE
Anking
Nanhsuchow
Hofei
Pengpu
Wuhu

CHEKIANG PROVINCE
Hangchow
Huchowfu
Kashan
Kashing
Klangshan
Ningpo
Shaoshing
Tungyang
Wenchow
Zahkow

CHIHLI PROVINCE
Changli
Fantai
Chentow
Hada
Kalchow
Kalgan
Paotingfu
PEKING
Shanhaikwan
Tangshan
TIENTSIN
Tunghsien

FUKIEN PROVINCE
Amoy
Chachang
Changchow
Diongloh
FOOCHOW
Futsing
Haitang
Hinghwafu
Kuilang
Mintsing
Niangkung
Santuao
Shaowu
Sienyu
Tingchow
Tingtao
Yengping

HONAN PROVINCE
Chikungshan
Chengchow
Honanfu
Hsuchow

HONAN PROVINCE
Kaifeng
Sinyeh
Suiping
Kwangshan
Chiaotso
Juning
Kwangchow
Sihsien
Sinyangchow
Yencheng
Yuchow

HUNAN PROVINCE
Changsha
Changteh
Chenchow
Hengchowfu
Shenchow
Siangtan
Yiyang
Yochow
Yuhsien

HUPEH PROVINCE
Fancheng
HANKOW
Hanchwanhsien
Hanyang
Ichang
Kingchowfu
Kingmen
Laohokow
Nanchanghsien
Shekow
Tayeh
Tsaochih
Wuchang
Yunyang

KANSU PROVINCE
Chenyuan
Pingliang

KIANGSI PROVINCE
KIUKIANG
Kuling
Nanchang
Nanfeng
Takutang

KIANGSU PROVINCE
SHANGHAI
Changchow
Chinkiang
Hsuchowfu

KIANGSU PROVINCE
Kiangpu
Kiangyin
Kunshan
Liu-ho
NANKING
Soochow
Sungkiangfu
Taitsang
Tsingkiangpu
Tungchow
Wusih
Yangchow

KWANGSI PROVINCE
Wuchow

KWANGTUNG PROVINCE
CANTON
Chaochowfu
Fatshan
Haifung
Heungshan
HONGKONG
Kachek
Kaying
Kochow
Kityang
Kiungchow
Linchow
MACAO
Nodoa
Pingchow
Yingtak
Pakhoi
Pingchow
Shonghong
Siulam
Swatow
Tak Hing
Ungkung

KWEICHOW PROVINCE
Tunjen

SHANSI PROVINCE
Fen-chow-fu
Kwehwating
Paotowchen
Ping Ting Hsien
Taikuhsien
Taiyuenfu
Yuencheng

SHANTUNG PROVINCE
Chefoo
Chowtsun
Ershilipu
Hwanghsien
Ichowfu
Laichow
Pingtu
Tai-an-fu
Tehchow
Tengchowfu
Tsinanfu
Tsiningchow
TSINGTAO
Yangchiaokou

SHENSI PROVINCE
Hanch'enghsien
Hoyang
Pehtungchen
Pucheng
Tungchowfu

SZECHUEN PROVINCE
Chengtu
Chungking
Santai
Suining
Suifu
Tzechow
Wanhsien
Yachow

YUNNAN PROVINCE
Szemao
Yunnanfu

MANCHURIA
Antung
DAIREN
HARBIN
Changchun
Kwangning
MOUDEN
Newchwang
Penchihu
Sin-yen

SINKIANG
(Chinese Turkestan)
Tihwafu

KOREA
Chairyang
Syenchun
Taiku
SEOUL
Unsankinko

American manufacturers who are sincerely interested in selling their products in China are fortunate in having an American Magazine *published in China* that is read in each and every one of these cities.

If you are wise and on the job you will immediately lay your advertising foundation in China—the greatest potential market in the world for practically everything produced in the United States.

Write for booklet, "Bringing 400,000,000 Chinese Customers to America's Doors."

MILLARD'S REVIEW

Shanghai, China.

Digitized by Google

several years' experience in sending out electrotypes to dealers upon their requests. We found that the average dealer who did actually insert all of the electrotypes he asked for made the insertions with little thought of continuity or seasonability. In other words, the dealer did not get the largest possible return from his investment.

It was *his* investment, for we have always been converts to the practice of furnishing all electrotypes free of charge and having the dealer pay for the space upon terms made by him with the publisher.

INSERTION DATES ORDERED FROM THE FACTORY

We launched our campaign proposition at our recent *dealers schools* and sold the idea to the majority of the dealers present. Since then we have employed a series of follow-ups to take care of the dealers who were not at the school. The plan was also carefully outlined and sold to the salesmen through our branches. By furnishing each salesman with an illustrated portfolio featuring the campaigns, we have made it very easy for the salesman to enroll the dealer while on his frequent visits. As a result, we have at the present time about 35 per cent of the dealers using these twlve-month campaigns. A large percentage of these were brought in by the salesmen.

We offer three separate campaigns. The first one contains thirty-three insertions ranging in size from four columns by twelve inches to two columns by five inches. The second one contains fifty insertions of the same range in size as number one. Number three is designed for dealers who have two newspapers in their town. It contains forty-three insertions for each newspaper, making a total of eighty-six insertions for the entire year. In each of the campaigns there are alternate cuts which permit us to fit the advertising to the individual conditions of the dealer's territory.

Advertising and Merchandising

We want two young men with merchandising and advertising experience, one especially familiar with dealer service, actual selling, promotion work, etc., the other who has had experience in advertising copy, layout and catalog work.

To applicants who can answer the above requirements the advertising department of a manufacturing plant producing a nationally known product can promise positions with splendid opportunities.

ADDRESS

R. K., Box 51,
care of Printers' Ink.

Digitized by Google

I Know a Salesman

I know a man who can sell things. He has sold things. He took hold of one business and made it the biggest in his line. He is now handling a National selling campaign that has attracted wide attention, brought editorial comment and produced results so satisfactory as to quadruple the appropriation for its continuance. He draws an entirely satisfactory salary, but sees opportunities for bigger work in bigger industries.

He has the merchandising instinct; he can nose out the fundamentals and strip the essentials of the barnacles of detail; he has a keenly analytical mind, a broad vision that sees the possibilities in a proposition and the initiative and energy to realize them.

He is well equipped; he is a college man of excellent family, well read and widely travelled here and abroad, affable and at ease with all sorts of men. His long suit is advertising and selling by correspondence; he is a fluent and convincing writer, a ready and graceful speaker and has addressed many kinds of audiences.

He is thoroughly familiar with the routine of business; office systems, cost-accounting and credits; he has been successful in handling collections in the tactful way that gets the money without losing the good will. He has written catalogues, circulars, booklets and advertising copy conceded by his competitors to represent the high-water mark in their industry. The National organization in his industry has honored him with its highest offices.

His interest is in advertising and selling goods in a big, country-wide way. He could go into some business house or advertising agency and make his own place and profits. In the three enterprises with which he has been associated he was an asset that never cost one of them a dollar.

Somewhere in this land of business there are business houses that have the big opportunity that that man could develop to their profit and his. He seeks neither job nor salary, but rather the niche in which to develop some latent opportunity.

Is yours such a business? Would a man like that be worth adding to your staff?

I will gladly put you in touch with him.

Address, "OPPORTUNITY"
Box 56
Care of Printers' Ink, New York

What Are the Duties of a Sales Promotion Department?

A Definition of the Duties of This Important Department As Given By the Sales Promotion Manager of the Greenfield Tap & Die Corporation.

By Ralph Barstow

[EDITORIAL NOTE—Mr. Barstow recently received a letter from the General Fireproofing Company making inquiry regarding the work of a sales promotion manager. The following article is his reply.]

SALES promotion work is at present defined in as many different ways as there are people who have created sales promotion departments, and there is no authority on the subject, so you will have to take my definition as purely a personal slant and only worth that much.

For a number of years it has been my conviction that the purpose of salesmen and the purpose of advertising were identical, and that advertising that didn't sell goods, like the salesman who failed to sell goods, doesn't properly belong in the realm of merchandising.

Every person has a tendency to be governed and limited by words, no matter how he strives to free himself from such a limitation. The word advertising has, through usage, come to embrace all of the ramifications of printing, illustrating and publishing, so that the man who is denominated the advertising manager day by day unconsciously surrenders to this fascinating detail and too many times looses sight of the ultimate purpose of his work and appropriation.

Call a man an advertising man and by implication you set him apart from the sales department. You confine him within the limits that I have set forth. Now I have no doubt that there are many businesses where that is the thing desired and desirable, but it was not so with our business. We seek to have no rivalry between

Digitized by Google

IN Great Britain old classifications and distinctions have vanished and forces that began to exist before the War, set free by that gigantic thunderbolt, are reshaping and re-grouping the best of the old elements into a compact and effective form.

¶ The old "classes" are gone. There emerges not a new social system which can conveniently be described by any customary terms, but an order compounded from the best elements of all and constituting a new people.

¶ Educational advancement, facilities for rapid travel, by destroying insularity, have had a momentous influence: the creation and redistribution of thousands of millions of money; the sudden expansion of commercial activity on an unprecedented scale, have brought riches, or at least comparative affluence, to great numbers.

¶ To the man with horizon the salesmanship possibilities are immense; but the key to success lies in a thorough understanding of British class-psychology. Many an American house in the past has been led astray by this misunderstanding, and for lack of a good guide to the British mind.

¶ Business Builders, Ltd., represents forceful scientific salesmanship. The policy of the House is to limit its operations to concentration upon the building up of a few selected businesses which offer prospects of rapid, profitable and unlimited expansion. It is this policy which has resulted in such remarkable success.

¶ A cordial invitation is extended to representatives of American business houses, when in England, to visit our Studios and Offices at 26, Great Ormond Street, London, W. C.

Digitized by Google

We are ready for a good man who is ready for us

HERE is a solid growing agency—strong in spirit—happy in atmosphere—with a splendid name now and determined to earn a greater one.

We have much man's sized work to do. We are ready with a welcome for another strong right arm to do a man's share of it. We have in mind a pillar position for him in our inside work.

A man with a broad, level headed comprehension of advertising practice—one who, from much experience, knows what a soundly planned campaign is both in its main and collateral phases—one whose perception of "policy of copy" is clear and can write copy (of character) that carries it out—indicates the type of man we seek. A real creative thinker and a real doer. Energies at a high point. In the thirties.

You will see we mean a thoroughly trained, well rounded, resourceful man. A real advertising man—ready for his next big step.

WE are quite sure that the man whom we think ready for this opening will be well pleased with it.

The square deal appeals to us—so do square men. We trust them. There are no barriers here to progress.

If you are interested, tell us frankly what you have done. You will wish your communication to be strictly confidential and may count on this.

Address P. A., Box 54
Care of Printers' Ink

Digitized by Google

sales and advertising departments, but to make them one and the same thing, and so that term Sales Promotion was adopted.

The other people, executives, directors and outsiders have the same notion of what advertising is and they are constantly holding the advertising manager within the unconscious boundaries of their definition, so if he starts out in a new direction the feeling goes forth that he is neglecting his job.

Our conception of sales promotion work includes the following sections:

1. PRINTING AND ILLUSTRATIONS

Here we focus our energy on our catalogues, stuffers, leaflets, photographs, retouching, photo-engraving, electrotyping, making of wood cuts, illustrations, etc.

2. DISPLAY ADVERTISING

Here our attention is focused on the national, trade and house publications, planning, writing, etc., turning over to Section 1 the mechanical production.

3. DEALER SERVICE

With us, because our dealers and their salesmen are our ultimate sales force and because of their number, we can profitably give a great deal of attention to certain known plans of serving dealers, to discovering new ways of reaching through the dealer and expressing the sales policy and spirit of GTD.

4. RESEARCH AND RECORDS

Here we have two separate works placed under one head because they mechanically relate to each other. Records of all kinds, customers' lists, addressograph lists, prospect lists, quotas, sales charts, graphic and figure, and other statistical matters are prepared, at the same time market analysis, investigations of new potential business, engineering research, etc., are operated.

The human side of selling, training of salesmen, sales manuals, educational work in public and higher schools, sales conferences, compensation of salesmen, are

Art Director

As an artist of reputation, layout and Ideaman, I have given evidence of versatility, distinction and originality.

With proven merchandising and selling ability, I combine thoro experience in reproduction processes, printing, typefaces and paper.

I know the art market—individual artists and art organizations.

I can organize my time and the time of others.

I can give concise and understandable instructions.

I am 35 years old, married; salary $9,000. I prefer to locate in New York or Chicago.

Address T. M., Box 53, care PRINTERS' INK.

$100 Reward

FOR BRIGHT THINKERS

WANTED—Eye-catcher lines, slogans, or phrases for use by a daily newspaper to attract interest in its classified advertising pages. Example: "L-o-s-t need not mean g-o-n-e if you advertise for it in this paper." Another example: "Protect your home, get a trusty dog by advertising in this paper."

These eye-catchers may be any number of words and may refer to a newspaper's entire classified department or any part of the classified department.

A committee will decide what entries are best without knowing the senders until awards are made. **Rewards** will be paid for eye-catchers found to be best for advertising use in a newspaper. $25 for the best; $15 for the second best; $5 each for the six next best, and $2 each for the fifteen next best. Also $1 each for all others that are found available for use; and we expect to use a large number. If two or more entries are equally best in any classification, the same reward will be paid to the sender of each.

One person is allowed to send as many as ten entries, but no exact duplicates. Each entry must be either on a separate post card, or card or slip, each about the size of a post card, each to have name and address of the sender. This contest closes July 31, 1920, and only such entries are acceptable as have been received or bear a post-mark prior to 3 P. M. (N. Y. C. time) of that date. Announcement of results will be made by mail to winners during August.

SCOTT & SCOTT, INC.,
Advertising Agency,
220 W. 42d St., New York City.

Digitized by Google

A $10,000 Salesman Wanted

The manufacturers of a high-grade but popularly priced household appliance are now selling their product in the larger cities through leading Department Stores. Prior to the war we did a very substantial business in the smaller towns with house-to-house canvassers, many of whom earned upwards of $2,500 yearly.

The condition of the market as regards competition and in all respects is now better than formerly, and we believe the time is rapidly approaching when it will again be possible to obtain agents in considerable numbers.

We need the services of two or three men to obtain and instruct local representatives. These men must have the resourcefulness and enthusiasm necessary to find and to interest the canvasser, and the ability to size up those who are likely to succeed. They should themselves be willing to canvass and should develop superior ability in this work, as "Example is stronger than Precept."

This is a job for men of sizeable calibre and decided initiative.

We can show by our records that the proposition we shall offer should mean upwards of $10,000 a year. This should be attainable by a few month's work, but while no capital will be required, the remuneration for the first few weeks will be limited.

An interview will be desirable, but some personal information as to business experience, etc., should be given in the letter asking this.

Address MANUFACTURER, Box 57, care of Printers' Ink.

likewise handled through sales promotional efforts. The sales promotion manager works in harmony with the sales managers of the various mechanical divisions, whose vital and important task is to keep track of a tremendous number of items of the line, their cost, production, suitability for the work, discounts and delivery.

Over us all, heading up into one harmonious policy is our general sales manager. He is likewise general manager of the business and vice-president.

You can see from the foregoing that our sales promotion division embraces all of the things that you have mentioned, advertising, research, education and then some. I am by no means belittling the work of the advertising manager, but I am seeking some way to free advertising managers from the bonds that have held them in the past. You know of men who are called advertising managers who have broken these bonds, but I maintain that they have done it in spite of the general conception of such a job rather than because of it. Our organization never forgets, if we can help it, that the purpose of its existence is to sell goods.

The Export Salesman's Expenses

The traveling expenses of export salesmen have gone up considerably over pre-war costs. The old average of $10 a day is a thing of the past; it is now more like $20, with modern entertaining. Hotel room rates have advanced 100 per cent in many cases, and at Havana have soared to ridiculous prices, although there is a promised decline now that the races are over. Bills of fare, too, are substantially higher, not only in the first-class hotels and restaurants but everywhere else. A moderate three-meals-a day can hardly be obtained under eight dollars per diem, and that without selecting the best dishes. Steamer rates have, of course, advanced, as may be illustrated in the increase of the New York to Havana rate from $50 to $75 and up; the New York to Kingston rate to $85, with the Kingston to Colon rate from $25 to $50—for a two-days' run. Fortunately, there is plenty of business to be had, and with the increased trade there seems really no cause to grumble. At the end of the year the percentage of travel cost to business obtained should be even less than formerly.—*The World's Markets.*

Digitized by Google

To An Executive Who Knows How To Build and Sell Tires

Out in the West is one of the best-equipped and modern tire building units capable of building five hundred casings and a proportionate number of tubes per day. This factory is equipped with modern and up-to-date machinery, same having been built on a special order and installed about one year ago. In addition there is an unfailing water supply drawn from wells.

Back of this plant is a big community which will lend its financial and moral support to the executive with thorough experience in the tire manufacturing business.

To the man who knows the tire building and merchandising from the ground up, this is the opportunity to become the head of a big potential business. He must have some financial backing, but absolute experience is the more important element.

Answers to this advertisement may be addressed in confidence to the

Advertising Agency of—
Botsford, Constantine and Tyler,
Portland, Oregon

Digitized by Google

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31 bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year. $1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, $100; half page, $50; quarter page, $25; one inch, minimum $7.70. Classified 55 cents a line, Minimum order $2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:
C. P. Russell — Albert E. Haase
Roland Cole — C. H. Claudy

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, JULY 15, 1920

Canceling Cancellations

An article in last week's issue of PRINTERS' INK told of the elaborate machinery being established to stem the tide of cancellations that has developed in some trades. From the standpoint of the advertising man, it is interesting to note that most of the cancellations are confined to raw materials and unbranded or unknown merchandise.

This is so because dealers know that manufacturers of advertised goods help them sell the merchandise. They realize that such manufacturers help them shoulder the burden rather than leave the problem of disposing of the merchandise entirely in the retailer's hands.

If the textile manufacturers could be shown the logic of this we would find them spending more time instructing the trade in methods of selling and advertising to create a strong consumer demand, rather than instituting cumbersome processes designed to force merchandise on the buyer's shelves which he cannot dispose of without their assistance. For after all merchandise is never really sold until it gets into the ultimate consumer's hands, and it is always to the manufacturers', as well as the retailers', own best interests to see that it gets there.

Advertising Changing Buying Habits

Advertisers seem to be reaching the conclusion that the change in people's buying habits brought about by after-the-war merchandising conditions is something that can be utilized to help smooth the peaks and hollows out of business.

The events of the last year or two have demonstrated beyond all argument that advertising can regulate people's buying habits as well as sell goods. This, of course, is only another example of the many sidedness of advertising as it has developed since the war threw so many unprecedented burdens upon everybody engaged in manufacturing.

Surveying the whole situation, one is surprised to see how easily people's buying habits, that were thought to be unchangeable, have been revised in some particulars. A lot of valuable lessons have been taught by stern necessity. Year before last, when the Government clamped the lid down on special holiday advertising effort and asked that holiday goods be placed on sale unusually early, retailers were alarmed. So were manufacturers and jobbers to a lesser extent. They were apprehensive that they would not get a fair chance to market their Christmas goods. But people took to the change with a readiness that

Digitized by Google

almost suggested that Christmas goods always had been displayed early. The result was an easier, less expensive and consequently more profitable Christmas selling campaign. Last year the thing was done in the same way. And jobbers and manufacturers are encouraging retailers to buy unusually early this year with the same object in mind.

Perhaps the most interesting effort to extend and change buying seasons in lines considered salable only in restricted periods is now working out in clothing and in women's ready-to-wear. PRINTERS' INK recently told of a determined advertising effort by Hart Schaffner & Marx to sell women's tailored coats through the men's clothing stores, one object being to break down considerations of seasons and thus elevate that branch of selling out of the feast and famine basis. PRINTERS' INK also told of how Rosenwald & Weil, Chicago clothing manufacturers, were revising their advertising methods in a deliberate effort to make clothing an all the year round rather than a seasonal proposition.

Some close students of merchandising whose opinions are worth something tell PRINTERS' INK that by all rules of the game these special advertising efforts should go over in good shape. They see in all this evidence that manufacturers and others are finding out that much of the peak and hollow condition in business has been due to their habit of accepting certain buying customs at their face value. This being so, it does seem that if advertising, added to other conditions, has caused people to bunch their purchases at certain strictly prescribed times, then advertising also can cause the people to spread these purchases out.

When clothing manufacturers found that on account of market restrictions they could not supply goods to dealers strictly on seasonal requirements they had to create a desire to buy outside the popularly accepted times. The people responded readily. Out of this has grown an indication, or, rather, a promise, that the business of selling clothing hereafter will be on a much simpler and a more easily executed basis.

Unquestionably big developments are in progress. Advertising men in general can well afford to watch them closely.

Will Mr. Wood Explain?

The public is very much interested in the news that all but three factories of the American Woolen Mills big chain throughout New England have been closed down. Several thousand people have been thrown out of employment, and no statement is forthcoming at the factories except that the plants are "closed indefinitely."

Mr. Wm. M. Wood, president of the company, attributes the shutdown, according to press reports, to the freight congestion and the action of the Department of Justice in bringing charges of profiteering against the company. These indictments, he asserts, were unjust and caused many cancellations of orders.

We wonder whether this move on the part of the American Woolen Company, without any more extended explanation to the public, is good business or a mistake. Mills usually close down because of over-production. It is frankly admitted that there are accumulations of certain classes of wooolen goods in some places. But what serious attempt to move the stock has been made? The average person surely has not known much about an over-production of wool. Many prominent advertising men at the present moment are wearing pants in which the seats are worn through, and are very anxious to buy a woolen suit, but not at a price which seems out of all reason. Is there any possibility that the American Woolen Company is closing its mill in order to restrict production and manipulate the piece goods market for the benefit of the mills in violation of the law of supply and demand? This

Digitized by Google

particular question, according to the *Daily News Record,* is one which clothing manufacturers in the Rochester Market are asking one another in discussing the closing down noted above. This is the question which the public will ask each other, and the American Woolen Company when they realize what it will mean to them to have a company with fifty-four mills, employing 40,000 people, closed down. Every man, woman and child in America needs clothes. If the mills have a big surplus on hand why not tell people and sell to those who are under-supplied? According to the same paper, it is the opinion in many quarters in the vicinity of Rochester that the closing down is part of the effort on the part of woolen manufacturers to control prices by limiting the supply. An ugly word is applied to this practice when it is done by workers. They call it restriction of production, sometimes sabotage, and the public rises up on its hind legs in many cases to brand men guilty of this practice as being guilty of an economic crime.

A few short months ago William M. Wood, president of the American Woolen Company, in a speech before the National Association of Clothiers, said: "It is my duty and the duty of those who constitute with me the management to hold the scales fairly and justly as between those three great interests—the worker, the investor, and the public. It is my duty to see that so far as I have power no injustice shall be done to either or any, but that the problem shall be fairly, or at least honestly, solved."

Surely a man who laid down a policy of this sort in a public speech could not have changed so quickly as to take an attitude toward the public, the worker and the investor which reduces the purchasing power of more than 40,000 people, causes the common stock in his company to sell off sharply, and deprives the public of a very appreciable amount of wool, without a better reason than Government investigation and freight congestion. The reasons sound too much like the story of a schoolboy who has been spanked. If a concern making a necessity can make a practice of shutting down at will, what will happen if the meat distributors, the milk people or any other similar class decide that they will not operate for a while?

The country as a whole will not make much real progress toward solving its problems until both capital and labor conclude that the solution lies in increased production. Mere words will have little effect on the public mind unless action is in accord.

A strike of capital in an essential industry will prove as dangerous as an outlaw railroad strike.

Would it not be good business for the American Woolen Company to correct the evidently erroneous impression which their action and unimpressive statement have caused?

The Sales and Advertising Tie-up

In explaining the success of the Cherigold campaign of the Hoefler Ice Cream Company, of Buffalo, Leon J. Loezere, vice-president of the company, recenty said to PRINTERS' INK: "The thing that counts is to tie your advertising and your selling so closely together that no one can tell which is which."

In that one sentence is summed up the advertising wisdom of the ages. The reason some advertising fails is because there is not enough selling in it. On the other hand, a great deal of sales effort is ineffective because there is no advertising mixed up with it. The ideal situation is to have selling and advertising go hand in hand. One cannot function properly without the assistance of the other.

Considering advertising as something apart from selling has caused no end of misunderstanding as to what advertising is and the purposes it is designed to accomplish.

Digitized by Google

"Transport"

In peace treaties, economic discussions and legislative debates, one of the four great essentials of economic and social activity is always recognized to be "Transport." The other three are usually named as "Food" and "Coal" and "Iron."

The H. E. Lesan Advertising Agency has been privileged to be more closely identified as advertising counsel to agencies of Transport than perhaps any other advertising organization in America.

In twenty years we have aided in formulating the plans and placed the advertising of twenty railroad systems.

In a dozen years we have aided in formulating the plans and placed the advertising of a dozen automotive concerns.

Since it began advertising two years ago we have aided in formulating the plans and placed the advertising of the largest American Aeroplane manufacturer.

We know the science of carrying goods and folks to and fro. We have advertised ocean liners, inland steamboats, buggies, telephones, wagons, bicycles—most every carrier but the submarine. We know the value of "Transport" to the present and the future.

In order to serve present clients we must keep up with transport conditions and study transport problems by rail, by public highway, by water and by air in every section of America and abroad.

We can give to any organization engaged in transport service the benefit of a highly specialized service based on this study and the experience of the other concerns in transport whom we serve. We feel that we have some particularly good ideas just now for a motor truck manufacturer and for a medium-priced motor car.

H. E. Lesan Advertising Agency, Inc.

440 Fourth Ave. New York City

Republic Building Chicago, Illinois

Digitized by Google

Do You Want to Hire a Mailing List of 400,000 Business Men?

Ideal for firm or organization seeking selective audience of high-class business men and moneyed men of large affairs in all parts of the country.

This list was recently compiled from highest class sources to promote the circulation of *THE NATION'S BUSINESS*, the official publication of the **CHAMBER OF COMMERCE OF THE U.S.A.** and has just been purchased by us. Duplicates eliminated.

Our recent announcement of the availability of this list brought numerous inquiries and engagements. Opportunity is still open for additional engagements for this Summer and Fall for the entire list or for a portion only.

Rates for the use of the list, and further information, willingly sent on request.

G. P. Putnam's Sons
Mail Order Department
2 West 45th Street, N. Y. City
Telephone, 860 Vanderbilt

Big Job Open

Clean, well educated, diplomatic man of broad experience in selling and advertising is needed by large manufacturing company in Cleveland. Applicant must know how to sell and advertise high grade motor cars. A knowledge of truck transportation and trailer operation is desirable. The position requires a very capable man, specifically trained in automotive fields, to function as Assistant Sales Manager in charge of advertising. Send photograph, exhibits of advertising, full statement of experience and salary—not the salary you want but the salary you can earn.

The Lees Company
420 Sloan Bldg., Cleveland, O.

Wholesale Organization Has Reduction Sale

The American Wholesale Corporation of Baltimore announced to its customers a July sale in which was offered a 10 per cent reduction on the regular catalogue prices of the entire stock "with the exception of a few minor reservations clearly specified wherever they appear in the catalogue."

In making the announcement the American Wholesale Corporation refers to John Wanamaker's offer of a flat discount and tells of its effect on the retail world in general, but says that prices at mills and factories have yielded only slightly and in many cases not at all, the reductions occurring chiefly in retail prices. The corporation therefore deems the time ripe for announcing reductions in wholesale costs.

Setting forth its reasons for the special sale offer the corporation says:

"We are glad to co-operate with merchants in satifsying the popular demand for lower prices, which has become very insistent, and in serving notice to manufacturers that the constant effort to advance prices must be checked; and therefore our sale comprises thousands of items on which there have been no reductions at the mills and factories.

"We feel also that merchants should have unlimited co-operation from us now because the unseasonable weather has retarded the spring and summer business of some merchants and, if they are to make up the lost ground, an unusually heavy volume of retail selling must be done by them in the next few months, and we are making it our business to help them do it."

Britain, Without Prohibition, Eats More Candy

THE DEVOUIAN PRESS
PLYMOUTH, ENGLAND, June 22, 1920.

Editor of PRINTERS' INK:

Recent writers in PRINTERS' INK have been crediting prohibition as the cause of increase in the sale of candy. But before this is definitely accepted by any manufacturer a close analysis should be made.

Here in the British Isles, though we have some war-time regulations still enforced on the drink trade, we are not yet "dry." Yet the sale of what you call "candy" has increased enormously in these isles. I roughly estimate that in my home city quite 50 per cent of the retail shops are now selling candy.

I may be wrong, but my own opinion is that this is a reaction result. For a long time previous to the armistice the shelves of the regular dealers in sweets were almost empty; very little was obtainable even if you wanted it ever so badly. Supplies are now much larger, and though prices are still high, demand —long kept in abeyance—has rushed out and is met by supply

F. MABIN.

Digitized by Google

An unusual opening for unusual artists

A large established New York Advertising Art Organization wants two or three more figure men of nationally recognized ability.

This is not an art "factory"—we are an association of art specialists, working under one management and sharing pro rata in the profits.

The atmosphere of our studios is appealing and allows fullest freedom for the expression of individuality.

Compensation will be adequate to attract the quality of talent we want.

If you are now available or will be by October 1st, write us in confidence.

Address "G. F.," Box 55, care of PRINTERS' INK.

AMERICAN CUTLER

Official Organ of American Cutlery Mfrs., 6,500 copies monthly, reaching hardware dealers and jobbers. Sample on request.

15 Park Row New York

POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. $1: 1 year $2.

POSTAGE 18 East 18th St., New York City

RAPID ELECTROTYPE CO. OF CANADA, LIMITED

CHARLES J. HIRT, Managing Director

ELECTROTYPES, STEREOTYPES and MATRICES

Save Duty, Time and Expense

Head Office: 185 RICHMOND ST. WEST - TORONTO, ONT.

Plants at: MONTREAL, TORONTO, LONDON, WINDSOR

CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & LIMITED

TORONTO MONTREAL

Digitized by Google

The Little Schoolmaster's Classroom

A MANUFACTURER of jewelry—rings of various kinds and patterns—told the Schoolmaster that he hit upon a new scheme for interesting the people on his books, in dealer electros.

Season after season he put out booklets of free electros, ranging from one column to three, and despite the fact that they were well written and cleverly illustrated, the jeweler would not use them as he should.

Repeated inquiry always brought about the same response: "We do not think it necessary for us to use much local advertising or to run these cuts, except on special occasions."

It was hinted that of all tradesmen the jeweler is apt to be the most unprogressive in the use of newspaper space and in warming up to material supplied him by the manufacturer.

* * *

This concern, growing somewhat discouraged, finally made arrangements with a clipping bureau to send in clippings of attractive, illustrated jewelry store advertising from all over the United States. From these clippings it would be seen that there are wide-awake jewelers, although scattered far and wide.

This service from the bureau was continued for two weeks and then stopped.

The pick of clippings were grouped on large sheets of cardboard and then photographed on eight by ten plates. Fifty sets of these were printed and made into portfolios.

The list was combed over for names of dealers who had been stubbornly backward, and to every one of these the portfolios were sent, together with a form letter, suggesting that the really live jewelers of the country were using newspaper space, taking advantage of bright illustrations and proving their worth along practical lines. Perhaps the jeweler who received the photos would be interested in seeing who was doing this type of advertising and how it appeared.

Results were noticeable from the very start. Pride seemed to enter into the scheme, for each jeweler on the list was adverse to being behind the times, unprogressive and to be regarded as out-of-date.

The orders for electros came in after that in considerably increased volume.

* * *

The Schoolmaster was reminded the other evening of how far modern business houses have gone in the matter of giving broad, unqualified guarantees when he was inspecting an old clock that had been in a friend's family for three generations.

Instead of the modern sweeping, "guarantee for —— years," or "guaranteed without time limit," or even just plain "guaranteed," or "warranted," the maker of this clock cautiously stated, *"Warranted if well used."* The fact that the old clock is still ticking away after all these years and keeping fairly good time suggests that this manufacturer might safely have been less cautious. However, probably our grandparents were more particular about demanding their money back if an article failed than are we in these days when everything —from socks to steam shovels—is "guaranteed."

* * *

Members of the Classroom will recall the recent compilation of articles in PRINTERS' INK describing unusual uses to which advertising has been put. The Schoolmaster has just come across another which is certainly unique. This advertisement appeared in the London *Morning Post,* and was as follows:

WANTED A PRIME MINISTER

Must be honest, sober-minded and re-

Digitized by Google

Advertising That Costs No More Than a Cigar

AN Oplex Electric Sign tells your story to people just at the moment they are passing your door—tells it to them day and night, for the raised, Oplex glass letters make them day signs as well as electric night signs.

To run an Oplex sign 24 hours costs no more than a good cigar, but for this trifling amount you tell your story to thousands, just at the time they are right there to buy. Where else can you get such advertising at ten times the cost?

Among other Opl advantages are greate reading distance, lowes upkeep cost and mos artistic designs.

Let us send you a sketch showing how *your* Oplex Sign will look.

THE FLEXLUME SIGN CO.

Pacific Coast Distributors
Electrical Products Corp.
Los Angeles, Cal.

Canadian
The Flexlume
Toronto

Digitized by Google

A MAN!

For Your Organization

A COPYWRITER—and more—an advertising executive of ideas, of force and of personality.

A man who would become an integral part of a young, virile agency.

Thoroughly seasoned in advertising from the viewpoint of the agency, the publisher and the manufacturer.

Address M. B., Box 58, P. I.

Opportunity Is Knocking

for some advertising man who is an optimistic, stout-hearted, driving, self-starting advertising salesman and a man who can write good advertising sales letters and organize an advertising office. The proposition is this: A young engineering magazine with a large circulation (net paid of 20,000) has just completed a preliminary analysis of its circulation prior to intensive solicitation of advertising. It is an absolutely virgin proposition with a wonderful promise. Expect 30,000 circulation in 1921 and 50,000 the following year. We will get it, too. Want young man who can see opportunity to take hold of advertising end on salary and commission. Addres G. C., care of Printers' Ink, 833 Peoples Gas Bldg., Chicago.

New York Representative Also Wanted

ADVERTISING AGENCY WANTED

Located in New York City. To merge with large interests entering agency field with unlimited resources.

Wonderful opportunity for young agency with limited capital..

Will buy for cash or stock in new corporation. Will assume business and personnel, with officership for owner. Immediate. Address "L. C.," Box 59, care of Printers' Ink.

liable. A good knowledge of English history and a general knowledge of European history essential, also a sound knowledge of men and affairs. No encumbrances of political or social nostrums. Preference given to a plain, blunt man who is no orator. References as to past experience and character required.

Your pedagogue admits this is an advertisement permitting of a considerable amount of speculation. Who inserted it? An irresponsible undergraduate who parted with good money to have it printed? Or was it some hoary-headed, keen follower of the political game, who did it to relieve his feelings? The Schoolmaster cannot answer these questions, but he does know that the anonymous advertiser has at least discovered a new way of using advertising.

* * *

Whenever the Schoolmaster sees a crowd surging around a store window he immediately concludes that another enterprising seller has "rung the bell" and immediately proceeds to investigate. On this particular occasion your pedagogue, after much twisting and squirming, found himself in the front row of a large audience gazing upon a section of a window in a prominent New York drugstore. A special push on Edgar Rice Burroughs' book "Tarzan of the Apes," and others of the same series, had been instituted. Two leopard cubs were caged in the window as attention-getters. To those ac-

SALES MANAGER

Through a change in business control a sales manager becomes available who has been unusually successful. Doesn't deal in "ginger" or "pep," but gets results by bringing out the very best in his men through wise encouragement and placing of responsibility.

His success in picking good men and getting results from them comes from an uncommon understanding of human nature.

Address

STROUD AND BROWN, INC.,
303 Fifth Avenue.
New York City.

Digitized by Google

quainted with the book, the idea, because of its close tie-up with the story, will seem quite plausible.

In fact, the Schoolmaster himself thought well of it. For one thing it served the original purpose—that of attracting attention to the book. But as the Schoolmaster remained a while he noticed that all was not well. For one thing, it was a real hot day—New York's warmest for that date for twenty-six years. The cubs were lying stretched out to their full length, panting heavily. Their breaths were coming in gasps. It was plain that they were suffering from the heat. Secondly, the enclosure itself was so small and narrow that the animals could barely turn about. Also the background of the window was boarded nearly to the ceiling, meaning that the cubs were not getting sufficient air.

All this was noted by the onlookers and commented upon The display was creating a distinctly negative feeling on the part of the bystanders. Several women voiced as their opinion that the Society for the Prevention of Cruelty to Animals ought to be notified. Your tutor feels that it is not necessary to tell his bright scholars that the moral of this is, don't overlook those little things in your selling appeal which are likely to cause an unpleasant feeling capable of nullifying the entire sales effort.

* * *

IN
LOS ANGELES
IT IS THE
LOS ANGELES EVENING HERALD
MEMBER A. B. C.
Government Circulation Statement
April 1, 1920
134,686
The Giant of the West
REPRESENTATIVES
New York: Lester J. Clarke, 604 Times Bldg.
Chicago: G. Logan Payne Co., 432 Marquette Bldg.

Harry Simmons

There is a time
For fine writing
And a time for
Syncopated verbiage;
But most often
The need is for
Straight-shouldered
Everyday English.
The Copy Writer
Who can sense the need
And "carry on"
To a "write"-ful ending
Should be in demand
By many organizations.

29 South La Salle Street
Telephone State 5499
CHICAGO

Why not have Simmons write it?

We're Looking for a Copy Writer

25 to 30 years or thereabouts—to be first assistant in a "one-man agency" which is rapidly outgrowing that classification. Besides writing good copy, he should possess ability to develop along other lines, as his work will touch many phases of advertising. Experience in agency work, house organ editing, and printing will prove valuable. Location is Chicago. In applying, be complete as to experience, salary requirements, samples, etc.

Address R. F.
833 Peoples Gas Bldg., Chicago, Ill.

YOU CANNOT BUY OUR IDEA
UNLESS IT WILL SELL YOUR GOODS
B&B SIGN CO. INC
341-347 Fifth Ave. N.Y.
Advertising Signs Window Displays
Counter Displays

Digitized by Google

A PROGRESSIVE, clean-cut, constructive farm paper published strictly in the interests of *better farming.* Let us carry your message to 135,000 farmers, 67,201 in Iowa.

CORN BELT FARMER, DES MOINES, IOWA

GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000	4-page Folders, 3¼x6¼ in.	$10.00
	Each additional thousand	3.50
1000	4-page Folders, 4x9 in...	12.50
	Each additional thousand	4.50
1000	4-page Folders, 6x9 in...	16.00
	Each additional thousand	6.00

FREE—our large package of samples

ERNEST A. FANTUS CO., Printers
525 So. Dearborn St., Chicago

More than 3,000 Haberdashers

in the Philadelphia territory subscribe to the

RETAIL [illegible] LEDGER

Twice a Month; Sub. $1.00 a Year

Office Appliances

The one journal which covers the field of office equipment

More than 315 manufacturers making use of every issue. Send 25 cents for sample copy.

417 So. Dearborn St., Chicago
New York Adv. Office, 508 Tribune Bldg.

Advertising Electros

Ask for Prices
General Plate Co.
Terre Haute, Ind.
Marquette Bldg. Chicago

Mail Order ADVERTISING

It is an open secret that while we operate a well-equipped advertising agency, numerous prominent advertisers, under contract with other agencies, find it feasible to pay us to produce their mail-order advertisements and literature. Pleased to have you write to or talk with us. 220 West 42nd St., New York. Bryant 5907.

SCOTT & SCOTT

"Subdivided lists," said a direct-mail advertising expert, "enable you to specialize your appeal and increase returns." And then he related the case of a cigar manufacturer doing a mail-order business who had "three lists and a hospital division." The first three were the inveterate smokers, the moderate smokers, and the occasional smokers; while the "hospital division" was made up of those names from whom he found difficulty in getting returns or replies.

To the hospital division his appeals were therefore of special bargains—odd lots of cigars put up in bundles and sold at a very low price, special combinations, special inducements of various descriptions. These offers did not go to the first three classifications because they responded to the appeal of regular merchandise. Transfers from one classification to another were of course being constantly made.

"Every mailing list," said this advertising man, "should have its hospital division."

Unique Baltimore Cigar Campaign

A campaign now being run in Baltimore newspapers for "Flor de Moss" cigars is attracting quite a bit of attention due to its originality. Each advertisement contains the picture of a prominent citizen to whom the copy is directly addressed telling him among other things that he is being sent a box of "Flor de Moss" cigars.

GEORGE SETON THOMPSON CO.

Direct Advertising that Produces Sales Results

608 So. Dearborn St., Chicago

TREBLE YOUR MAIL ORDERS

By using Pallen's Double and Triple "Master" Mail Order Device. A wonder for Subscriptions, Renewals, etc.

Write for Samples

J. PALLEN & CO., Columbus, Ohio

Digitized by Google

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

ARTIST—Good on figures and design line and color work; also lettering. Freelancers invited. Bring samples. Aker Studio, 303 Fifth Avenue, New York.

WANTED
ARTISTS—PHOTO RETOUCHERS
HOWARD-WESSON-CO.
ENGRAVERS
WORCESTER, MASS.

Printing salesman, having record of making three to five thousand dollars a year. Excellent opportunity; wide, open field for operation. Apply Grolier Craft Press, 229 West 28th St.

Commercial Art Studio fully equipped in doing all classes of Layouts and Drawings, wishes to employ an experienced Solicitor. For further particulars write Box 471, Printers' Ink.

SALES MANAGERS—One of the largest and most rapidly growing manufacturers of paints and varnishes is open to receive the applications of men who have successful records as sales managers to take immediate charge of branch offices and sales districts in Michigan, Ohio, Pennsylvania and Indiana. In replying state past experience, qualifications, age, references and salary desired. Box 463, Printers' Ink.

THE HECHT CO., of Washington, D. C., requires the services of a high-grade man as Advertising Manager.

Every facility and environment surrounds this position to help produce the most effective copy.

The store holds exclusive franchises for the distribution of finest and best-known commodities produced in America. From this can be judged the caliber of the organization.

Address application, stating previous connections and experience covering the past five years at least, to H. H. Levi, The Hecht Co., Washington, D. C.

District Salesmanager

We require the services of three successful specialty salesmen to act as State Managers in the following territories: Missouri, Wisconsin and Iowa. Our tax and business services are a business necessity to commercial concerns, banks, lawyers and accountants. Our district managers average $5,000-$10,000 commission first year. Income second year increases due to renewals $10,000-$15,000. Must be between 30 and 45—accustomed to earning at least $5,000. Willing to sell personally as well as being capable of training sales force. Very little travelling necessary. Give complete details and telephone number in first letter. Box 472, Printers' Ink.

Young lady wanted for make-up position on prominent weekly trade paper. Knowledge of stenography essential. College graduate preferred. Apply, giving references, experience and salary expected. Box 474, Printers' Ink.

SOLICITOR WANTED

An agency wants a young man to work on Commission; must be well educated, with thorough knowledge of English. Monthly settlements. Write, giving full particulars. Box 476, Printers' Ink.

WANTED—EXPERIENCED ADVERTISING MANAGER AT ONCE. Must be able to supervise circulation—not solicit, merely direct. Must be good layout man with ideas and initiative. Steady position and good salary to right man. Afternoon daily and Sunday morning, in town of 10,000. Bowen Publishing Co., Huron, S. D.

Wanted: an advertising
VISUALIZER

Mature in big agency production, in the planning and direction. Visually, of large national accounts; familiar with artists and techniques, with ability roughly to sketch out ideas.

Combined with this ability to put advertising ideas into good form, applicant should possess a sound analytical sense, a "merchandising" sense, that will enable him to dig these selling ideas out.

Please submit proofs of campaigns and salary desired. Address:
A NEW YORK AGENCY,
BOX 479, PRINTERS' INK

Composing Department Executive

We want a man to manage our Composing Department. There are three things he must know how to do.

1st. He must be an Executive and know how to deal with men so they will work with him and for the mutual benefit of themselves, this company, and the craft.

2nd. He must know good composition and what constitutes an honest day's work.

3rd. He must have a proper sense of proportion in regard to promises, in relation to the customers' requirements and requirements of other departments of the business.

Approximately 35 people are at present employed in this department—Linotype and Monotype equipment—but the department is capable of enlargement.

Plant located in large Ohio city.

Would like to correspond with right man and will treat absolutely confidential. Box 478, Printers' Ink.

Digitized by Google

ARTIST—Colorist and figure work for high-grade lithographic art requirements. Address A. W. Hutaf, Vice-President of Einson Litho, Inc., 71 West 23rd St., New York.

Advertising solicitor wanted by leading Special Agency, representing daily and Sunday newspapers; man to specialize on Rotogravure; must be young, full of pep and with his future before him. Permanent position and splendid opportunity for the right man. Address, giving experience and salary wanted, E. G. G., Box 462, Printers' Ink.

WANTED—In Audit Department of established Adv. Agency, Assistant Bookkeeper, familiar with Audits and Customers' billing. Preferably one who has had some experience in similar position in an Advertising Agency Office. Applicant must be accurate and good writer. Excellent opportunity. State experience and references. Address Box 6, Room 213, 44 Broad St.

WANTED
THREE ADVERTISING MEN

Young men, full of ambition and energy, with the capacity for taking infinite pains, to develop into Service Executives. If you have had Advertising Agency experience, that is to your advantage. Advertising men with engineering training preferred. But if you have had advertising experience of any kind, it is worth your while to write us in full about yourself and your experience. Ours is not an old business where the opportunities are all occupied. We are growing with great rapidity, and our business, like a new country, is full of opportunities for young men who can deliver. All communications confidential. Address K. B. C., Street & Finney, 171 Madison Avenue, New York.

EDITOR WANTED

for "The National Clothier," the leading trade paper covering the retail clothing field, owned and published by the National Association of Retail Clothiers, issued twice each month, published in Chicago—national circulation.

This is not the sort of position usually advertised, but a real opportunity open to some man of marked ability, education and vision. The opening is made possible because tremendous recent expansion has made it necessary for us to place our present editor in charge of another important division of our work.

The man we seek must be a forceful writer, a clear thinker, and be a man of original, progressive and practical ideas. Experience is, of course, important, but real ability will be the main consideration.

Don't apply unless you can prove that you have the necessary qualifications.

Apply only by letter and give in first letter full details regarding your qualifications, experience, etc., and, where practical, send samples of your work. Arrangement will be made for personal interviews with those whose applications interest us. Address

NATIONAL ASSOCIATION OF RETAIL CLOTHIERS,
233 W. Jackson Boulevard, Chicago, Ill.

Wanted—Advertising representative in New England Territory. Must be a seasoned advertising man and be able to show a record of successful selling. Want one who can qualify as our New England Manager. The Novelty News, 9 South Clinton St., Chicago.

Copy and Layout Man Desired by Foreign Advertising Agency—The J. O. S. will use another good copy and layout man in their production department. We prefer a man of substantial agency experience and if possible one who has had experience in connection with foreign advertising. Salary based on value of services offered. Appointment by letter only. Write, stating age, experience, salary desired and other confidential matter of this sort. **Jonhston Overseas Service, 277 Broadway, New York City.**

Writer for Publicity Division

Large National Bank

Man with experience and viewpoint of magazine writer and with sufficient knowledge of economics and finance to prepare articles that would make desirable publicity for a large financial institution. The man must not only be able to recapitulate material, but he must above all have the creative imagination to visualize constructive articles and the initiative to translate these visions into finished products. Box 467, P. I.

MISCELLANEOUS

Victor Erlenmeyer Advertising Agency, Quakertown, Pa., distributors of catalogues, booklets, magazines, samples, at leading fairs, N. J.; Del.; Pa.; Md. Arrange immediately.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

Southern Sales Manager

has well-appointed offices and sells auto specialty in sixteen states. $12,000 yearly profit. Wants southern account of manufacturer to succeed present factory. Adams, 926 Empire Building, Atlanta, Ga.

MAGAZINE OPPORTUNITY

Long established, National standing. Best quality circulation. Good advertising patronage. Now on paying basis. Half interest can be secured by experienced man who can raise capital needed for development, or Capitalist who seeks magazine investment. Best opportunity in publishing field. Box 473, P. I.

FOR SALE—A new Duplex Tubular Plate Press in 16-page Frames with Folder, capacity to print 4, 6, 8, 10 or 12 pages and to which can be added units up to 24 pages, pages of 7 columns 13 ems or 8 columns 12½ ems in width, length of columns 21¼, sheet cut 22¾, width of webs 16¾ and 33 inches. A complete stereotyping equipment is offered with the press. Immediate delivery can be made at present market price. Box 460, Printers' Ink.

Digitized by Google

HOUSE ORGANS — MARKET LETTERS — PROSPECTUSES — FINANCIAL, COMMERCIAL WRITING, PRE-EMINENCE 30 YEARS. GILLIAM'S BUREAU, BOSTON, MASS.

POSITIONS WANTED

Expert publicity man has spare time and will create and manage your sales or publicity campaign. No salary wanted. Pay after you see results. Write at once. Box 469, Printers' Ink.

Space buyer wants to make new connections Sept. 1st. Has had nine years' experience and understands all departments of agency work. Wants $4000.00 to start. Address Box 464, P. I.

ARTIST with exceptional experience on agricultural and animal drawings desires position in New York 3 days a week. Accurate knowledge of points required by live-stock men. Box 470, P. I.

RESEARCH MAN—38, long experience, desires to establish and operate research department for representative firm; preference given permanent connection offering good future. Box 468, P. I.

A PRODUCER

A man with broad experience in selling and advertising desires to make connections in Phila. territory with a manufacturer, trade paper, or agency. He is a producer. Address 876 N. 22d St., Phila.

Circulation Manager—Seven years' experience direct, agents and newsstand. 283% increase during past seventeen months. Knows type, layouts, copy, purchasing, etc. An executive systematizer and producer. Write Box 481, P. I.

COPY WRITER AND ARTIST

Located in downtown New York. Wishes part-time work in houses using class journals. Particularly manufacturers, freight forwarders, exporters and importers. Can produce many ads which have actually sold as evidence of ability. Box 466, P. I.

Somewhere Outside of

New York and Philadelphia there is a business which needs a capable advertising manager. This business offers a permanent position and a chance for growth to a man who has plenty of copy, catalog, and printing experience. Is yours the business that needs me? Box 465, Printers' Ink.

Boston and New England Representation

Publishers considering a change in their present methods of covering this territory will do well to get in touch with this successful solicitor-manager, with over 10 years' experience and favorable acquaintance with their trade and general advertisers. He seeks new connection offering opportnuity to grow and expects remuneration accordingly. Present salary $6000. Address Box 461, P. I.

Advertising Man—Some experience, college graduate, original, forceful copy, layouts. Expert stenographer-secretary. Opportunity more than financial consideration. New York or vicinity. Box 483, Printers' Ink.

BUSINESS MANAGER

For past three years had charge of circulation and advertising departments and managed foremost financial publication. 283% increase in circulation and over 70% increase in advertising at greatly increased rates. Does your publication need new ideas and a man to make them work out successfully. Then write Box 480, Printers' Ink.

PROLIFIC VISUALIZER AND AGENCY COPY CHIEF

Man of force and ideas; quick reactions in picture form or story to merchandising problems. Analyst, organizer and executive. A fertile originator of agency service. Desires agency position only. Box 484, Printers' Ink.

Executive Sales

A college man with ten years' business experience in sales, production, finance and engineering would like a position in sales work in or near New York. Available immediately. If you are looking for a pusher in your business communicate with Box 485, care of Printers' Ink.

ADVERTISING MANAGER OR ASSISTANT

Woman, 30, of wide department-store experience, proven ability and best of reference, desires to make a change to more progressive and stimulating position. At present in full charge of advertising in old eastern store.

Originality, executive ability, ambition, knowledge of merchandise, ability to write good, forceful copy and make attractive layouts, thorough understanding of advertising technique and a willingness to work hard are qualifications which references and samples of work will verify.

Would like position as Advertising Manager of high-class Specialty house or as assistant to really big executive in well-organized store or agency. Box 475, Printers' Ink.

Eastern Representation

A successful, well rounded experience as Adv. Mgr. of Trade Papers qualifies me to serve some one very profitably in the Eastern Territory. Young (33), enthusiastic, analytical and know the value of intelligent work. My record of RESULTS will impress you. If you have a high-grade publication and want high-grade representation I want to hear from you. Changing because present position does not offer sufficient possibilities. Address Box 477, care of Printers' Ink.

Digitized by Google

Table of Contents

PRINTERS' INK, July 15, 1920

A Campaign to Keep the Farmer's Restive Boy at Home.....*G. A. Nichols* 3

When Titles Add Authority to Letters..... 12

Our Next President—A Publisher..... 17

Getting the Customer Younger..... 19

How the Gates Rubber Company Snatched Victory from Defeat..... 25
Paul Findlay

Boston Marketmen Advertise to Justify the "Middleman"..... 33

Selling the Consumer Via the Dealer by Direct Mail.....*Albert E. Haase* 35

Next to Advertising Matter..... 41

Hitching the Advertising to a Fad..... 49

Why Small Appropriations Often Fail.....*Richard Walsh* 57

How Beaver Board Stages a Sales Convention.....*C. B. McCuaig* 65

New Products Keep Sales Force on the Jump.....*Allen McCutcheon* 73

City's Sweater Manufacturers to Tell About Their Product..... 81

Advertising That Crosses Lots in Getting Product to the Consumer..... 85

Are Copy Writers Cowards?.....*By One Who Admits It* 91

Suggesting That We Work Like Blazes.....*C. W. Garrison* 96

The Small-Town Merchant Needs an Adjusted Selling Appeal..*H. E. Miles* 101

The New Business Conscience Is Good Business.....*Roy Dickinson* 109

"Sampling" Pipe Fittings and Tools to Create Demand for the Dealer.... 120
Donald Kirkland

What Kind of Advertising Do Women Read?.....*Elsie B. Johns* 137

Some By-Products of Advertising.....*J. M. Campbell* 145

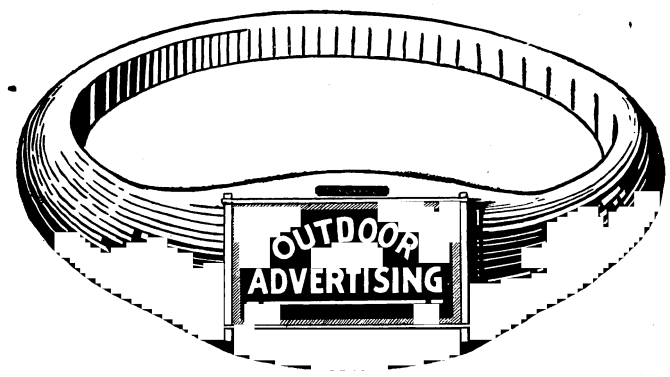
Offering Complete Campaigns to Dealers Instead of "Cuts"....*C. E. Snell* 149

What Are the Duties of a Sales Promotion Department?...*Ralph Barstow* 154

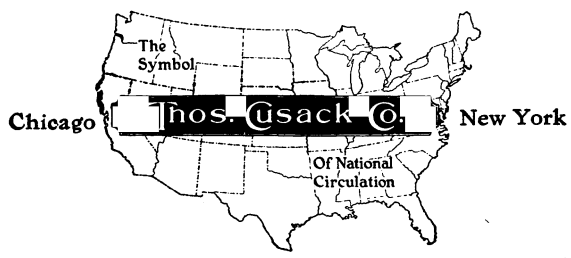
Editorials 160
Canceling Cancellations—Advertising Changing Buying Habits—Will Mr. Wood Explain?—The Sales and Advertising Tie-Up.

The Little Schoolmaster's Classroom..... 166

Digitized by Google



THE KOHINOOR
OF PUBLICITY



Digitized by Google

The Chicago Tribune Leads 144 Magazines

THERE are 150 "general" magazines listed by The Standard Rate & Data Service. Of this number only 11 exceed The Chicago Daily Tribune in circulation, and only 5 (3 weeklies and 2 monthlies) exceed The Chicago Sunday Tribune.

FURTHERMORE, The Chicago Tribune has a great advantage over even those few magazines which exceed it in circulation, because its tremendous influence is concentrated on one rich, compact market. The Chicago Territory (Illinois, Indiana, Iowa, Michigan and Wisconsin) has one-fifth of the wealth of the United States distributed among twice as many people as live in all Canada. In this most desirable territory, The Chicago Tribune (reaching one family in five) has a larger circulation than any other medium.

THESE are some of the reasons why The Tribune is recognized by advertisers as one of the greatest mediums available for national advertising.

The Tribune's 1920 BOOK OF FACTS will be sent free to any selling organization if requested on business stationery.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation more than 400,000 Daily, 700,000 Sunday

Digitized by Google

GENERAL LIBRARY
JUL 6 1920
UNIV. OF MICH.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXII, No. 4 NEW YORK, JULY 22, 1920 10c A COPY

MOST women look upon jewelry as just—jewelry. But in the advertisements we have prepared for The E. A. Bliss Company, of Meriden, Conn., makers of an attractive and exclusive line of jewelry novelties, we have endeavored to drive home the fact that in Bliss jewelry a woman can find an individual chain or bag that will harmonize with her costume. Thus we make of Bliss jewelry a valuable dress accessory rather than merely a piece of jewelry. The influence of this new thought is already beginning to be felt.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK BOSTON CLEVELAND CHICAGO

Digitized by Google

The Man Who Buys

In the Purchasing Departments of more than 25,000 important concerns in the U. S. and abroad, this illustration is typical in this respect—while numerous papers, circulars, etc., daily come and go, one reference book *(Thomas' Register)* stands in front of the buyer every day in the year. At any moment it gives him the sources of supply for anything he wants. It is the first thing he consults—usually the only thing. Likewise the foreman, superintendent and all others having to do with ordering, go to it for information.

Descriptive and other advertising matter therein automatically comes to the attention of the above buyers at the important moment when they are interested. It costs for only one time, but lasts for at least a year, producing the highest class of inquiries continuously throughout the year in as large volume as though repeated every issue in weekly or monthly periodicals.

Ask any of the 2315 advertisers in last edition.

THOMAS PUBLISHING COMPANY, 129-135 Lafayette Street New York City

4500 Pages, 9 x 12

Price $15.00

5980 Advertisements

2315 Advertisers

Digitized by Google

PRINTERS' INK
Registered U. S. Patent Office

Issued weekly. Subscription $3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXII NEW YORK, JULY 22, 1920 No. 4

Making the Rest of the Line Follow the Leader

A Leader, When Created by Advertising, Can Kill the Rest of the Line or Carry It Along—Story of the Whitman Sampler

By Roland Cole

THERE comes a time in the life of almost every sales and advertising executive when he takes himself aside for a while and asks himself this question: Is my line too extensive? Would it be better for me to concentrate my efforts on one or two leaders and drop the rest of the line, or keep the line intact and add to it?

Several years ago Stephen F. Whitman & Son, Inc., candy makers, of Philadelphia, decided to put out a leader and to advertise it extensively. They had a great many different packages in their line and thought it would be a good idea to make up a new package by taking a few samples from each of their other packages, and to call the new combination a Sampler. Thus two purposes would be served: The Sampler would be something new in the way of a package, like the "Pink of Perfection" or the "Super-Extra," and in addition it would introduce the other packages.

The Sampler became a leader. So much so that there was danger of the public forgetting about all the other packages and thinking only of "Whitman" and "Sampler." Pelleas, in love with Ettarre, sent Gawain to plead his suit for him. But Gawain fell in love with her on his own account and forgot all about his friend Pelleas. That is what happened in the case of the Sampler. It was necessary for Whitman to decide whether they wanted to let the Sampler crowd the other packages out of public notice or to make use of its popularity to pull the others into the limelight.

A situation like this always raises an interesting question. Advertising is like life. If it could be thought out in advance in accordance with a set of rules, what use would there be in living? Just what Whitman did with this question may help a great many other advertisers to know what to do with theirs.

Some time ago, one of the officers of the Whitman Company, who is also in charge of production, made the remark that the candy business was one of unnecessary complication. "Just look at the things we have to make and carry in stock," he said; "taffy, nougat, cocoa, marshmallow whip, cocoanut bar, caramels, fruits, nuts, and an endless line of chocolate creams. There simply is no limit to the new forms and varieties in which candy may be placed before the public. If we could only have a leader, a specialty, something that we could concentrate on and make in large quantities, I'd feel as though many of my troubles would be over."

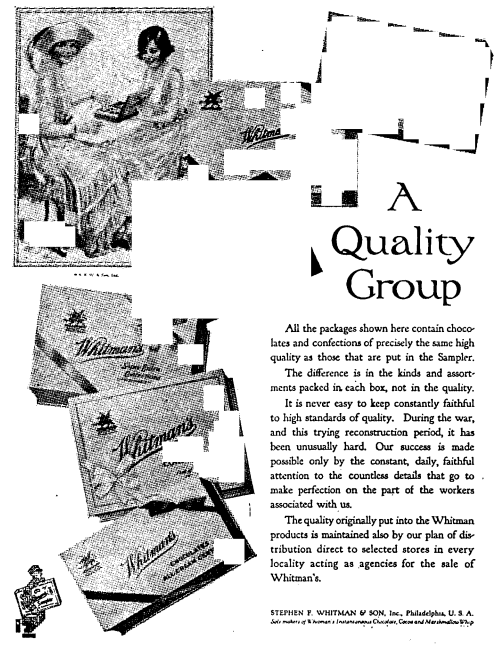
In this manner was the Sampler born.

A well-known shoe polish is

Table of Contents on page 182

Digitized by Google

manufactured by a concern which several years ago made a wide variety of goods. Shoe polish was one item out of an extensive line. The company was only moderately successful, until one day its officers conceived the idea of picking out the shoe polish for a leader and headlining it in the advertising. In a very few years shoe polish dominated the business and all other items were dropped. But unlike candy, the buying mood for shoe polish is not sentimental. It is extremely practical and utilitarian. Advertisers must never forget this buying mood. The frame of mind in which the consumer approaches the purchase of an article must be the angle from which the advertising is written. This is what makes a consideration of the Whitman campaign especially interesting. This company did not chose to let the leader dominate the business. The decision to add a leader proved to be a most excellent thing. But it developed into an unsuspected power for good in an unexpected way.



ONE OF THE NEW ADVERTISEMENTS WHEREIN THE LEADER IS SHOWN AS A MEMBER OF THE FAMILY

DANGER AND ADVANTAGE IN THE NAME

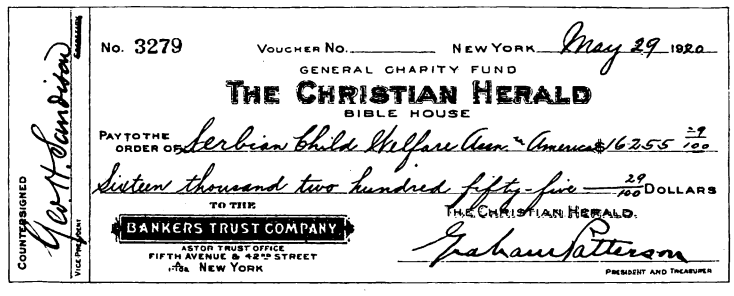
The Whitman business was established a long while ago, 1842. Sometimes age is a good sales argument. In the candy business it is not apt to be. Reference to the age of the business may get into the candy.

The Whitman company sought a good name for its leader—a name that would mean many things, including age and sentiment. The only suggestion of age wanted was that implied in the word experience. If there was danger that the use of the line "Established in 1842" might suggest old candy, emphasis must be laid on the long experience of the company as candy makers.

The selection of the name Sampler was particularly happy. In the first place the popular meaning of the word is "one who tests or samples," and this was exactly what the company wanted the name to mean before any other meaning. The Whitman line already comprised a fairly complete number of packages, for every one of which a good demand existed. The new Sampler package would be made up of samples taken from all the other packages—the packages for which the greatest demand existed. This would permit the company to say in its advertising:

"The candies in the Sampler were really selected by the millions of Americans who have en-

Digitized by Google


No. 3279 Voucher No. _____ New York May 29 1920
GENERAL CHARITY FUND
THE CHRISTIAN HERALD
BIBLE HOUSE
Pay to the order of Serbian Child Welfare Assn. America $16255 29/100
Sixteen thousand two hundred fifty-five 29/100 Dollars
To the
BANKERS TRUST COMPANY
ASTOR TRUST OFFICE
FIFTH AVENUE & 42ND STREET
NEW YORK
THE CHRISTIAN HERALD
Graham Patterson
President and Treasurer
Countersigned
Vice President

Terrible as were the war sufferings of Serbia, war's aftermath is even worse.

Henry P. Davison, as head of the Red Cross, and Dr. Francis E. Clark, as head of the Christian Endeavor movement, gave Christian Herald readers graphic first-hand pictures of the frightful conditions in Serbia—of the call for help in the desperate effort to restore some vestige of her normal civilized life.

The above check is typical of the remittances from the funds instantly supplied by our readers to meet the direct need of the situation—prevention of the spread of typhus epidemics which are exacting so tremendous a death toll from the exhausted population.

As in the past 42 years, their contributions come direct to Christian Herald, to be disbursed and accounted for under Christian Herald management.

This is another of the humanitarian undertakings supported by 300,000 big-hearted and prosperous Christian Herald readers through contributions totaling millions of dollars.

THE CHRISTIAN HERALD

GRAHAM PATTERSON, Publisher

New York City

Digitized by Google

joyed Whitman's since 1842. We packed selections from ten of our best-liked packages in the Sampler—sweets assorted just right for most people, and a charming introduction to ten separate Whitman products."

This was all right so far as it went, but might not the public think two or three things about the new box that it should not think? The word "sample" implies "a small specimen" or something made up for a special use. How could a new meaning be put into the word?

Why, the word already had another meaning. The dictionary shows that a sampler is also "a piece of embroidery or needlework consisting of one or more patterns formerly often worked as a sample of a beginner's skill or for the preservation of the pattern or patterns."

L. W. Wheelock, advertising manager of the company, said the company's interest in samplers brought to light many valuable and interesting specimens of this kind of work.

"A sampler, as near as I can make out," he said, "is a record of a person's progress in needlework. We have collected some fine ones. Just the other day, at a sale of the personal effects of ex-Governor Pennypacker, we picked up this one." The sampler he referred to was about the size of a table napkin, of a material resembling burlap, only finer in texture, with a number of designs worked into it in yarn or thread of various colors. A number of these samplers have been framed and hung on the walls of the company's offices. One bears a date as old as 1811, and following the name of the young or old lady whose work it was are the words, "Her Sampler."

Here was the very idea of age wanted—the suggestion of experience—and a thought of sentiment. As a sampler was a record of a person's accomplishment in the art of needlework, as well as a specimen of their skill, so would the Whitman Sampler be the record and result of experience in the art of candy making. Sentiment arises from personal contact and interest. If that thought could be got into the Whitman Sampler!

An attempt to do this was made by the creation of a character in the advertising—a girl, representing the reader or purchaser, with the ten Whitman packages open before her. She is shown making up a Sampler box *for herself* by selecting the candy pieces she wants from the ten open packages. The caption of the advertisement was, "Just as if *You* Selected the Sweets in the Sampler from Ten Different Packages of Whitman's."

A great deal of care was given to the design of the package which carries out perfectly the idea of the needlework sampler. The background of the box appears to be of brown canvas, with a number of designs worked therein in silk thread of various colors. The name of the package and all lettering is carefully carried out in imitation needlework.

LEADER BECOMES OVER-ZEALOUS

In the history of the Whitman business new packages have been added from time to time and many of them attained large sales. That of course is one of the things hoped for when a new package is added. To have a package strike the popular fancy and create a furore is never a calamity.

The national advertising campaign on the Sampler brought it into favor almost immediately. For awhile one of the ideas put into the Sampler, namely that it would serve as an introduction to other Whitman packages, seemed to be working in full harmony with expectations, and the sales of other packages were noticeably helped by the sales of the Sampler. Then about eight or ten months ago it began to be noticed that sales were flagging slightly on the rest of the line, while Sampler sales went right on mounting. This condition led to an investigation.

The discovery was made that

Digitized by Google

When father was a boy–

he rarely traveled on the "steam cars". When he did, he was ticketed through like a piece of freight.

The modern boy is more self-sufficient. He stands on his own feet. He can handle himself more confidently. He travels more to distant schools or relatives, and manages the ropes himself. When vacation time comes, he usually has a pretty good idea of where to go and how to get there.

Better current reading for boys has given them a broader outlook. They know more about what's going on. They see beyond their own back fence. THE AMERICAN BOY has played a big part in helping boys to find themselves. A definite editorial policy treats the boy mind with respect. In this its publishers reckoned wisely. For twenty years its circulation and influence have multiplied tremendously.

More than 500,000 active, thinking American boys read THE AMERICAN BOY regularly.

These boys are a power in the home and nation. They have wide buying power for "boy" goods. The decisive influence they have in the family purchases makes them a direct sales factor to reckon with in your advertising plan.

When you advertise to them in THE AMERICAN BOY you sell them for today and for tomorrow.

THE AMERICAN BOY
"The Biggest, Brightest, Best Magazine for Boys in All the World"

THE SPRAGUE PUBLISHING CO., DETROIT, MICH.
(Member A. B. C.)
Branch Offices:—286 Fifth Ave., New York—1418 Lytton Building, Chicago

Digitized by Google

Selling a new basic principle in design to 64 firms

How one manufacturer won rapid increase in volume against unusual resistance

FOR most firms, the closing of an order is only an incident in the work of the sales department.

Others have on their books one or two entries that mark really historic achievements in selling. The record of dramatic moments, of serious obstacles met and overcome, usually centers around a few big accounts.

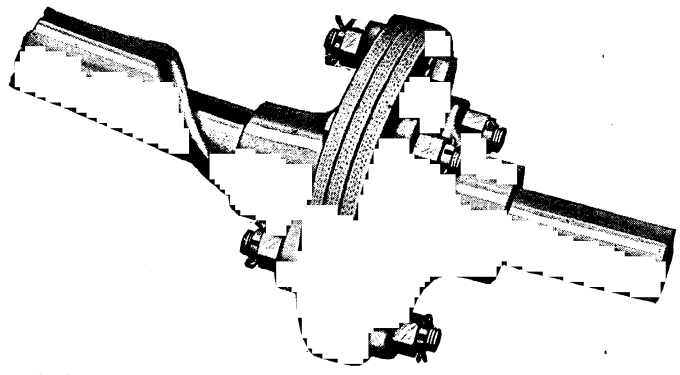
But one firm recently found that such big accounts offered the *only* avenue to orders. Every sale had to be made on a large scale against heavy resistance.

The product itself was a remarkable new type of universal joint for passenger cars and trucks. Its coupling was made of *fabric* instead of *metal.* It eliminated many familiar troubles caused by the old type of *metal* universals.

But for years the old type of joint had been a standard part of motor car construction. It was accepted by manufacturers, by the trade and by the public.

To secure a market for the new Thermoid-Hardy Universal Joint, it was necessary to sell to manufacturers a new basic principle in design. The sale depended not merely on one or two executives, but often on directors, engineers, superintendents, even foremen

Digitized by Google



Shaft twisted—joint unharmed: tested under tremendous stress, the steel shaft gave way, but the new fabric joint was uninjured.

—on many men who were entirely beyond reach.

Not only was it vital to influence all these men who directly determined the purchase—but also to educate the trade and the public to the advantages of this new, highly technical product.

To win sales rapidly, the new joint had to become a real selling point for the firm that adopted it. Manufacturers, the trade and the public all had to be reached and influenced. It was this resistance to every sale that created at once unusual problems and unusual opportunities in co-ordinating sound advertising with the work of the sales department.

In 1918 the story of this product was told only in trade and technical papers. Beginning with 1919, national campaigns have been released in general publications.

Already 64 leading makers of trucks and automobiles are using the Thermoid-Hardy Universal Joint.

It has been the privilege of the J. Walter Thompson Company to co-operate with the manufacturer in working out the problems of selling and advertising this new product.

J. WALTER THOMPSON COMPANY

NEW YORK CHICAGO BOSTON CINCINNATI LONDON

Digitized by Google

the impetus of the advertising campaign was selling the Sampler to the public so fast that they were not stopping to consider the idea represented by the Sampler. The Sampler made a hit. They liked it. It may have been designed as an ambassador for ten other perfectly good packages. All this was printed on the inside of the package. When the Sampler was new, the public evidently enjoyed the ceremony of sampling the Sampler, reading the directions and then going out and buying first one of the ten packages and then another. But the national advertising went right on talking about the Sampler. One advertisement read:

"The Message of the Sampler—The man who sent me thinks you will enjoy my beauty and appreciate my quaint bit of needlecraft. He thinks you care for color and form and dainty arrangement, and also that you have the cultivated taste to discriminate the delicate flavors which distinguish chocolates and confections of the better kind. The fellow certainly has a flattering opinion of you, but I am not permitted to say any more at this time—The Sampler Messenger."

The danger was that the public began to think that the Sampler was all there was to the Whitman line. No harm in that, one might think. But with thousands of pounds of candy going through the factory and the dealers carrying stocks of other packages which could not be allowed to go stale, there might come to be a great deal of harm if the public confined its buying exclusively to the Sampler. The leader could not be discontinued or told to hush. It had been a fine introducer and it could still be used for that purpose, if some way could be found to curb its activity without dissipating its strength.

The leader had plunged so far ahead of the field that there was only one horse in the race. Hitching a wagon to a star was not any more difficult than harnessing the line to the leader. A situation of this kind might be anything but serious when the factors involved are only dozens or hundreds of boxes and the distribution covers a narrow territory. To make a mistake in the daily rations of one soldier's ammunition or food seems so insignificant as to be scarcely worth notice. But multiply that soldier by a million, and a fine young debacle could start at any time in the direction of these soldiers and they might just as well not be there.

This problem is interesting to advertising executives because it is a fundamental thing and liable to happen in the most carefully regulated business families. The lessons to be drawn from the Whitman experience reflect no discredit on Mr. Wheelock and his associates, because the end was not discernible at the beginning, and are valuable to other advertisers as showing some of the wholly unexpected things a pampered and petted leader can kick up when it gets the bit in its teeth.

If experience in advertising proves anything at all it proves that it does not always pay to try and look too far ahead. The Whitman Company is glad now that it was not able to see in advance what the leader was going to do when it was advertised alone. The company has learned that a leader, and no other goods, would not be a desirable thing in the candy business. A gift line should not consist of one individual but of a family—for variety's sake.

FOLLOWING THE LEADER

So here is what the company did in order to preserve its advertising bank balance and earn full interest on every deposit made. Copy in the July publications was changed to feature the Sampler in reduced size with other well-known packages featured also. The Sampler appears at the top of the page, with five other packages beneath it—Nuts, Fussy Package, Super-Extra, Pink of Perfection and Chocolates All Cream Centers—and the heading, "A Quality Group." The copy reads:

Digitized by Google

REPRESENTATIVES:

I. A. KLEIN.....Metropolitan Tower, New York
JOHN GLASS.....Peoples Gas Bldg., Chicago
W. R. BARANGER CO.....San Francisco—Los Angeles—Seattle

Digitized by Google

"All the packages shown here contain chocolates and confections of precisely the same high quality as those that are put in the Sampler. The difference is in the kinds and assortments packed in each box, not in the quality."

The singular thing about this copy is that the candy offered to the public in the "other packages" is claimed to be of the same quality as the candy in the Sampler. When the Sampler was first advertised it was recommended because it contained the same quality as the other packages.

Copy for the next few months will hammer away at the problem of identifying the rest of the line with the leader—certainly a curious and interesting development in an advertising campaign. Underlying the whole scheme is the well-known and often-tried idea of sampling—except in this case the samples were not given away but sold. Then came the avowed purpose—a package which would introduce other packages to the public—and the advertising of that package, followed by the unexpected development of the sample package being mistaken for a new package (which in another sense it certainly was) and after that the complete usurpation of public attention by the Sampler, and finally, using the Sampler as a kite to lift the packages it was originally designed to introduce up again to the public gaze.

The candy business is an interesting one to the general public, because its mere mention suggests pleasant things, and it is a fascinating business to those engaged in it, though never at any time have the manufacturers felt it to be an insane riot of unrestrained joy. The war imposed many hardships and the shortage of sugar to the candy maker is what a haunted house is to a darky. But if fortune never comes with both hands full, neither does calamity. The war may have been responsible for the present shortage of sugar, but the war did a great deal to advertise the candy business.

About the time when candy manufacturers began to wonder what they could do to avoid being classified as a non-essential industry, the public went down to Washington in a body, figuratively speaking, and asked to have candy supplied to the boys in camp and at the front. It was done, and candy surely played its part in keeping the boys sold on America's part in the war.

Just what lessons are other manufacturers to draw from the experience of the Whitman Company and how may they best cash in on this experience? Adding a leader to a line is always a profitable field for mental speculation, and more often than not it has proved to be the turning point in a business enterprise. There are so many sides to the question. Is your line a diverse and extensive one? Have you a family of products, or several families? What do you want the leader to do—introduce the rest of the line merely, or eliminate it?

Perhaps your business is going along like a tired out swimmer, just picking up enough orders this week to keep the factory going next week. You hesitate to undertake a national advertising campaign, for your line is a varied one and you do not understand how to feature it. Picking out one article, concentrating on that one and forgetting all the rest, might be the solution of your problem. On the other hand, such a procedure might prove to be a boomerang, and eventually do you more harm than good. How is a company to tell?

A LESSON FROM THE MARINE ENGINE FIELD

The experiences of others always throw light into dark corners. Not many years ago a concern in the marine engine business struggled along in an uncertain way with an array of twenty or thirty different styles of engines. The sales were better on a few than on others, but none of them seemed to possess the qualities of leadership. At last it was decided to design an entirely new type—a

(*Continued on page 163*)

Digitized by Google

Another Forward Step

Through the years we have pursued an unalterable policy—to make our publications better and continue to merit the respect and confidence of our readers and advertisers. And now as an added stimulus to reader interest, we announce as a regular feature of the Providence Sunday Journal, beginning with the issue of August 1st, an

Eight-Page

Artgravure

Section

This section will be characterized by an excellence of reproduction of both pictorial and type matter that will at least be the equal in artistic character of anything of the kind yet attempted in this country, thus conforming to the high standards that have been maintained by The Providence Journal for more than a century.

Rate 35 cents a line — no time or space discount. Page size 15x20 inches Column width 2 inches. All advertisements must carry an illustration.

The Providence Journal Co.

PROVIDENCE, R. I.

CHAS. H. EDDY CO., REPRESENTATIVES

New York Boston Chicago

Digitized by Google

Digitized by Google

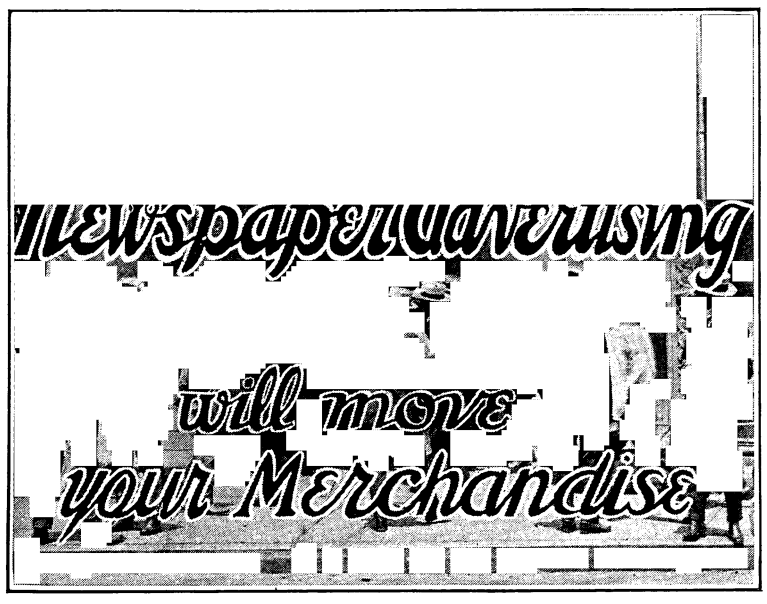
Hamilton and Collier's

The Hamilton Watch Company has chosen Collier's as the one weekly publication to carry its national advertising.

Collier's
THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

Digitized by Google



ARE you in the same boat with some manufacturers we have heard of lately—stocked up to the gills with products made of materials purchased at abnormal prices and manufactured at high labor costs?

If you are confronted by such conditions wouldn't it be wiser to resort to an effective method of immediately moving that merchandise by honest-to-goodness advertising before the present situation hardens against you?

Powerful definitized NEWSPAPER ADVERTISING will do it! Spend your advertising money on heavy newspaper campaigns, supporting dealers in territories where you can get 100% selling co-operation. Summer, 1920, conditions call for specific advertising through an all-powerful specific medium of dense and intensified circulation such as the newspaper offers in such territories as you decide will absorb your stock.

Baltimore should be one such market. Never in its history has it been in such shape to take quantities of worth-while goods at fair prices. Move your merchandise in Baltimore through intensified NEWS advertising that gets close to the people, creates consumer action, effects ever-increasing demand and distribution, promotes dealer co-operation and, co-ordinated with active sales effort, dominates the market with a force and intensity that permits of no worth-while product standing still. Net paid circulation, 100,000.

The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Digitized by Google

Advertising That Uprooted a Foolish Prejudice

The Palm Beach Mills, in a Remarkable Campaign, Quietly Changes a State of Mind

A NUMBER of years ago, a Southern gentleman came North in March, and while it was still a trifle cool, wore his Palm Beach suit on the streets of New York.

He thought nothing of it, because that was the conventional warm-weather garb down where he came from.

But he awakened suddenly to the fact that people are strangely sectional and clannish in their views and habits and modes of dress.

On his way down the street small boys whistled and grown-ups grinned. People stopped and stared.

"Who let him out?" someone yelled.

A policeman laughed and winked.

At his hotel the Southerner found that he was a side-show for the corridor crowd. Waiters tried to conceal their amusement as he dined.

And a friend said: "Jim, for th' lovva Mike, take off that underwear you have on before somebody with a gun shoots you."

"What's the matter with the suit?" was asked.

"Matter! Up here they never wear anything like that. During July and August, at the beach, you'll occasionally see a pair of white duck or flannel trousers. But nix on the B. V. D.'s for general street wear."

"But what happens when the weather warms up?" demanded the Southerner. It was his first visit to New York.

"Oh, lightweight clothes, but not of light colored material. You are not in South America, you know."

"What has that to do with it?" insisted the other. "These Palm Beach suits are cool and comfortable. Everybody puts them on where I live."

"Can't do it up here," returned his friend; "New York won't stand for it."

But the Southerner was disgruntled and unconvinced. The explanation was painfully inadequate to him. He looked upon the prejudice as a very stupid one indeed. Before his return he made a prediction.

"You fellows will yet come to wear these suits. I'm certain of it. Laugh at women for wearing furs in summer. Men are just as bad when they wear dark, heavy clothing in summer. The other sort *look* cooler. And looking cool is a benefit to humanity."

Manufacturers of lightweight materials for men's clothing have had a somewhat serious and stubborn prejudice to overcome. The Palm Beach suit, while popular in the South, ran against popular suspicion and false pride in New York and many parts of the North. Simply because it had never been done before, it was quietly frowned upon.

ADVERTISING ALWAYS PROGRESSIVE

From the very start, these manufacturers have believed in the most progressive forms of advertising. First they exploited the idea of style. These suits were well tailored. They had essential style lines. They were washable. They were economical. And still the fool prejudice persisted.

There was one original Palm Beach Cloth registered as a name in the United States patent office, although as the idea took hold other manufacturers stepped into the field with kindred lines.

Realizing that the very light shades were open to existing prejudice, the manufacturers produced Palm Beach cloth in a really wonderful array of patterns and shades. Men who thought they were "conspicuous" in the light suits could have the

Digitized by Google

same summer comfort in darker fabrics.

However, it was still noticeable, and aggravatingly so, that men allowed petty, ill-founded vanities and prejudices to interfere with the Palm Beach idea. They were afraid of what the other fellow might say.

A few hardy, independent souls accepted the suits in true tropic shades, criticism or no. Bravely they went forth into streets and offices. But they were good little arguers and they had common sense on their side.

ADVERTISING HAS HELPED TO WIN FIGHT

And so the fight has gone on, until, with the assistance of wise advertising, culminating in a truly remarkable campaign this summer, the Palm Beach suit has at last won its battle. More and more are being worn. The objectionist is giving ground.

This season Palm Beach cloth advertising has concentrated on the comfort idea. Both in magazines and newspapers the cause of the fellow who wears them has been espoused. The advertising takes his side and does his talking for him. The copy and illustrations flat-footedly poke fun at the man who does not wear the fabric and who has always made fun of those who did.

In spirit, each picture is a cartoon in which a good-natured fling is taken at the man who punishes himself on a torrid day by wearing the conventional suit. The constant wearing down process of these illustrations must surely have its effect.

It might not have been wise to say: "Palm Beach suits are all right. Wear them. There is no reason why you should feel ashamed or embarrassed in them." This would introduce the unpleasant negative. It would be admitting that not all men are sold on the idea.

But it was permissible to talk comfort. There could be no comeback, no controversy. Palm Beach cloth is lighter in weight, and it does fight off the sun.

These little human dramas have been drawn from real life and there have been a great many different ones. There is the scene in the "last coach on a suburban train heading for a hot day in the city." The Palm Beach suit man, looking cool and comfortable and well dressed, stands looking down upon a friend, dressed otherwise, who is mopping his brow and complaining of the intense heat. The text is as breezy as the idea:

"What the smiling chap's thinking goes something like this: why will they suffer? Certainly a heavy suit in summer is a handicap to the day's work, and means a notch of discomfort for every jump of the mercury."

It is the man who once laughed at the Palm Beach suit idea that comes in for banter, just as a reversal of form. This advertising will make the fellow who wears them feel more at home. It is Mr. Obstinate who is the laughing stock.

It has not been an easy matter, apparently, to make men realize that you can have a Palm Beach cloth suit in dark shades, if that happens to be the preference. Special advertisements and illustrations have had to be devised to correct this false impression.

Change in the buying habits of people has always been a difficult and complex problem.

It was true of asking women to forsake old-fashioned sad irons for the new electric type.

It was true of the washing machine, because women insisted that no machine, however perfect, could get clothes *really* clean.

It was true of powdered coffee and the suggestion that a cup of the real beverage could be made, quickly and easily, without boiling, in a coffee pot.

It was true of the safety razor.

In fact, it has been true of a wide variety of things. Advertising has had to prove its case here as nowhere else. The cleverest copy, the most ingenious and persuasive arguments and the most carefully thought out illustrations have been necessary.

Clothing men say that New

Digitized by Google

York and other cities where strong prejudice against tropic weight light garments existed have finally yielded to the constant persuasion of advertising.

And the advertising has shrewdly conveyed this idea:

"No matter what some misguided men say against the Palm Beach suit idea, it's sensible and it's right, and the man who talks against it talks very stupidly. You have every right to laugh at him. And you can be stylishly garbed in these suits. They are not ugly and ill-fitting."

"La Touraine" Account with Ruthrauff & Ryan

The W. S. Quinby Company, Boston, producers of "La Touraine" Coffee and "La Touraine" tea, has put its advertising account in the hands of Ruthrauff & Ryan, Inc. New York. This agency is also handling the advertising of "Cereal Meal," manufactured by the American Health Food Corporation, Denver, Colo.

The advertising account of Sanuel Goodman, "Goody" middies, Baltimore, Md., is being handled by this agency through its Baltimore office.

Warner Bates, Advertising Manager, H-O Company

Warner Bates, a former newspaper man, has been appointed advertising manager for The H-O Company, "H-O" oat food, "Force" wheat flakes, and "Presto" flour, Buffalo. For the last year and a half Mr. Bates has been secretary of the Wholesale Merchants and Manufacturers Association of the Buffalo Chamber of Commerce.

New Orleans Agency Has New York Office

The Chambers Agency, Inc., New Orleans, has opened a branch office in New York. This Eastern office will be operated under the personal direction of Stuart O. Landry, president, and Morton Caldwell, vice-president, but will be in charge of T. W. D. Weaver, formerly of the New Orleans office.

Grape Ola Account With Rankin Agency

The Grape Ola Products Corporation, manufacturer of a number of soft drinks, New York, has put its account with the Wm. H. Rankin Company, Chicago. The work will be done by Chicago and New York offices. Newspaper and magazine space will be used.

National Cash Register Has New Advertising Manager

E. B. Kemble has been appointed advertising manager of the National Cash Register Company, Dayton, O. Mr. Kemble succeeds Mr. Haig, who is now with the Delco Light organization as its Latin-American representative. Mr. Kemble has been with the National Cash Register Company for the last year and a half and was formerly manager of its art service department.

"Asia" Account With Thomas F. Logan, Inc.

The American Asiatic Association, New York, publisher of *Asia*, has put its advertising account in the hands of Thomas F. Logan, Inc. A campaign, which will probably include magazines and newspapers, has been planned.

R. C. MacLellan, Baltimore & Ohio, Advertising Agent

R. C. MacLellan has been appointed advertising agent of the Baltimore and Ohio Railroad, with headquarters in Baltimore. Mr. MacLellan has been associated with the Baltimore and Ohio for a number of years.

New Advertising Manager of Baker Food Products Co.

C. Radcliffe Haffenden, recently with the advertising department of the National Biscuit Company, has taken up the advertising managership of the Baker Food Products Company "Delicia" package meats, Chicago.

George Frank Lord Joins Liberty Agency

George Frank Lord, formerly advertising director of E. I. Du Pont de Nemours & Co., Wilmington, Del., has recently joined the Liberty Advertising Agency, Inc., New York.

Briggs & Stratton Account with N. W. Ayer & Son

The Briggs & Stratton Company, maker of automobile accessories, Milwaukee, Wis., has put its advertising account in the hands of N. W. Ayer & Son.

Fleischmann Yeast Account With J. Walter Thompson

The Fleischmann Company, maker of compressed yeast, New York, has put its advertising account in the hands of J. Walter Thompson Co., Inc., New York.

Digitized by Google

Right-of-Way Advertising

What It Is. Not Handled By the Railroad Company, but By an Agent Acting for the Railway. No Fixed Rental Charges, Since There Are Many Varying Factors That Enter into Rental Determination

OMAHA, NEBR., June 29, 1920.

Editor of PRINTERS' INK:

Some time ago there came tc the writer's notice a new branch of advertising being used by several railroads with considerable profit. The originators of this kind of advertising have called it "right-of-way" advertising.

As a subscriber to PRINTERS' INK, I have been so much surprised in not seeing any articles dealing with or explaining the benefits and plans of this new class of advertising. Of course I realize that it is very much like poster or outdoor advertising, and possibly you might believe it to be the same thing.

I would appreciate any information you may give me as to the name of railroads having such a source of revenue, or whether or not they favor a railroad department or an independent agency to market the space, how long has this class of advertising been used and whether or not in your opinion it is worthy of an advertiser's consideration for purely publicity purposes. I also would appreciate names of any firms handling this advertising, so that I might get in touch with them regarding original cost of installation, space, charges and cost of upkeep.

F. A. CHICKERING.

RAILROADS that make a practice of leasing right-of-way space along their lines for billboards generally handle it through their real estate departments. The real estate departments usually do business with the poster companies which make a specialty of erecting, painting and maintaining billboards. Seldom, if ever, does a railroad have anything to do with the erection of signs or the maintenance of them, preferring to have the business come to it through a regular and responsible agency, just as a newspaper wants to do business through established advertising agencies.

There is no fixed rate upon the part of railroads for the rental charged for the space occupied by the boards. In practically all cases the ground is leased for a year at so much per running foot. The minimum is about 25 cents per foot. Density of travel on the railroad, location, etc., are factors which affect the price.

As to the value of right-of-way publicity, the number of careful advertisers who use this medium indicates they must achieve satisfactory results from it. There are a number of consistent advertisers—the familiar Horlick cows, the Ingersoll watch, many of the paint companies, etc.—who continue to take space on the more heavily traveled lines.

Right-of-way advertising is, of course, entirely different from railroad station advertising. This refers particularly to suburban stations about the larger cities. In these cases the railroads have generally appointed special representatives to handle station publicity along with the advertising in their coaches.—[*Ed.* PRINTERS' INK.

D. G. Clark Heads Canadian Advertisers

D. George Clark, of the McClary Manufacturing Co., as been made president of the Association of Canadian Advertisers., Inc. Mr. Clark succeeds W. C. Betts, who has resigned. Other changes in the directorate of this association include: W. G. Steward, of the Goodyear Tire & Rubber Co. of Canada, Limited, vice-president; H. E. Mihell, of the Imperial Varnish & Color Co., Toronto, director. Mr. Mihell succeeds E. G. Hogarth, who has resigned.

Direct-Mail Convention in October

The Direct-Mail Advertising Association will hold its annual convention in Detroit next October. The Adcraft Club of that city will make all preparations for the gathering. On September 3 the officials of that club and members of the Association will meet to discuss plans for the convention. It is expected that 1,500 delegates will attend.

Advertising Manager of Fire Insurance Company

Edwin L. Sullivan has been appointed advertising manager of the Home Insurance Company of New York. He was formerly assistant to the advertising manager of the American Motors Corporation, and was recently with the advertising department of the Atlas Portland Cement Co.

Digitized by Google

You Need

Philadelphia

The third largest market in the United States.

National advertisers and advertising agencies who are now planning for Fall and Winter advertising campaigns in the daily newspapers will naturally think of "The Bulletin" first when they think of Philadelphia.

Practically every home, office, store and factory in Philadelphia and its vicinity is visited each day by "The Bulletin."

"The Bulletin's" reputation for the quick, careful and complete telling of the day's news makes it Philadelphia's preferred daily newspaper.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

Net paid average circulation for the six months ending April 1, 1920, as per U. S. Post Office report:

466,732

copies a day.

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

424,845 Philadelphians have an average of $530 in the Savings Banks of Philadelphia.

Digitized by Google

Scripps Newspapers Scripps Newspapers Scripps Newspa

Little Dots on the Map

—indicate communities of buyers—consumers—of your product.

Dominant newspaper circulation spreads your advertising barrage and creates and stimulates demand—*induces sales* in the territories you select.

The 2,500 dots on your map of the Cincinnati territory represent as many towns in which lives the buying population of this prosperous trade area.

The Cincinnati Post

is the direct route to the homes in this productive territory—it most effectively and thoroly covers the Cincinnati market, both dealers and consumers.

Include The Post in your 1920 schedules.

Daily average net paid circulation for six months ending March 31, 1920, was 177,768.

The Cincinnati Post

Largest Circulation of Any Cincinnati Newspaper

Scripps Newspapers Scripps Newspapers Scripps Newspa

Digitized by Google

ps Newspapers Scripps Newspapers Scripps Newspapers

THE newspaper which is efficiently managed is better able to cope with rising costs.

To the advertiser, the importance of Scripps methods of economical operation is at once made evident upon examination of Scripps rate cards.

The twenty-two Scripps newspapers are:

Akron Press
Cleveland Press
Cincinnati Post
Columbus Citizen
Covington (Ky.) Post
Dallas Dispatch
Denver Express
Des Moines News
Evansville Press
Houston Press
Los Angeles Record
Memphis Press
Oklahoma News
Portland (Ore.) News
Sacramento Star
San Diego Sun
San Francisco Daily News
Seattle Star
Spokane Press
Tacoma Times
Terre Haute Post
Toledo News-Bee

Scripps Newspapers

Foreign Advertising Department
Union National Bank Building, Cleveland, Ohio

New York Office: MARBRIDGE BLDG. *Chicago Office:* 1ST NATL. BANK BLDG.

pps Newspapers Scripps Newspapers Scripps Newspapers

Digitized by Google

Without Reservation

SPRING a startling or unusual bit of news on a Chicagoan and he immediately wants to "see what The Daily News has to say about it."

What he reads about the story in The Daily News is what he finally accepts *without reservation.*

"Seeing what The Daily News has to say about it" is more than a habit with seven out of nine Chicagoans. It is a fixed attitude of mind toward all matters that occur outside of their limited personal experience.

And it is this literal acceptance of its inherent reliability that makes Daily News advertising so wonderfully profitable to all who advertise good merchandise to its great army of readers.

The Daily News

***First* in Chicago**

Digitized by Google

Honest Photographic Tricks

Stunts You Will Want to Know About When the Occasion Demands

By C. H. Claudy

FAR be it from the present scribe to suggest even momentarily that trickery be resorted to for other than legitimate ends. A pocket-knife is a good companion, the peaceful uses of which are no less happy because a villain might use it for the purpose of maliciously puncturing an automobile tire, or scratching a highly finished desk top. And just because photographic trickery *may* be used to deceive, is no reason why the same art should not be used to produce better photographs for legitimate sales methods.

With which apology let us examine for a minute into the how and why of the falsity of that most ancient of doctrines, "The camera cannot lie."

If a camera be pointed up toward a tall building, the resulting picture seems to make that building lean backward, away from the beholder. If the camera be pointed downward (say from the roof of an adjacent building) the structure so photographed would seem to lean inward, toward the beholder.

The camera does not care whether it be a building, a tree, a person or a road—the distortion caused by tilting the camera forward or backward is the same. Therefore, if it is desired that a street normally level be pictured as a hill, the camera is pointed somewhat downward, and if a grade in a street is to be flattened out the camera is tilted up in making the picture.

There are factors which govern the apparent size of objects in a photograph—the distance at which the camera is placed from the object, and the focus of the lens. The greater the distance, other things being equal, the longer the focus of the lens, the larger the object in the photograph. With a six-inch lens and the camera twelve feet away, the image is just half the size it would be were a twelve-inch lens used at the same distance. But the two images would be identical, although differing in size. Now suppose the twelve-inch lens is put in a camera twenty-four feet from the object, while the six-inch lens is left in a camera twelve feet from the object. The result will be two pictures identical in *size*, but differing considerably in their "drawing" as the artists call it. And if the distance were, instead of twelve and twenty-four feet, six and twelve feet, the distance would be mightily in favor of the picture made with the longer-focus lens.

The reasons are found in photographic optics, too abstruse to go into here, but it can be set down as axiomatic that a long-focus lens at a greater distance away gives a more true-to-life drawing than a short-focus lens at a near-distance. In a word, the reason is that our eyes "see" images at normal distances as if said retinal images were formed with a lens of about ten inches focus. If we use a camera lens of five inches focus and get twice as close as we would normally stand to view the object, we get a photograph the "drawing" of which is not the "drawing" we see with the eye.

MAKING SMALL ROOMS APPEAR LARGE

There are places where only a short-focus lens *can* be used. Normally, in making interior views of rooms of moderate size, a very short-focus lens must be used, otherwise we don't photograph the room, but only one wall or corner of it. The short-focus lens exaggerates the "drawing" so that a small room seems larger than it really is. From this deduce the rule that to magnify the *apparent* size of interiors and produce spaciousness in the picture where spaciousness isn't in nature, use a short-focus lens.

Digitized by Google

While on the subject of interiors, let it be said that the process of photography doesn't contemplate the making of pictures of outdoors and indoors at the same time. The light outdoors may be anywhere from one to one hundred thousand times stronger than indoors. The interior picture may take minutes to expose, while the exterior view may need a fraction of a second. Consequently, when making an interior view which includes a window or a door, the "outdoors" showing through said window or door is so vastly over-exposed that it comes out as a blank white space, if indeed it doesn't blur all over the surrounding window or door frame, with what the photographer calls "halation," meaning "too much light in the wrong place."

The clever photographer knows a simple trick which, while a little trouble to perform, is worth much in the beauty of results it affords. He *covers up* his window or door, preferably from the outside, with a black cloth. He makes his interior view with whatever exposure is necessary. Then, without moving the camera, he carefully caps the lens or closes the shutter, and removes the black cloth, after which he gives a second, supplementary exposure, lasting for whatever small fraction of a second is necessary to "take" the outdoors showing through the window or door. The result is a picture so unusual and yet so natural as to excite comment—which is more than is done by the photograph with a blank white window or door in which the "artist" has *drawn* a tree or a meadow or something, for he is a clever artist indeed who can draw accessories in the photograph and make them photographic.

There is another place where double exposure can be "faked," to use the photographer's term. Rooms which have open fireplaces in them make better-looking photographs if the fire is burning. But an *actual* open fire will produce a blurred white patch, just like a window or door, if combined with the long exposure necessary for interiors. The solution of this riddle is simple enough. Make the time exposure for the room with the fire laid, *but not lit;* then crumple a single sheet of newspaper, lay it on top of the firewood, light, and expose during its few seconds of burning. The firewood will show in the resulting picture as just nicely lighted.

COMBINATIONS USED IN ADVERTISING

The combination photograph is a result of making two pictures into one. Its uses are infinite, and if cleverly done the work frequently results in a picture which could not otherwise be obtained. For instance, let us suppose a large building, situated on a couple of narrow streets. There is no point of view from which the front and side of this building can be well seen at once. Two photographs are made, one from one point of view, of the front, the other from another point of view, showing the side of the building. These prints are carefully cut, and pasted together on a single mount. The resulting photograph, which should be large, is then photographed, the copy being smaller than the original. The result is a picture of the building as it would look if the operator were able to back off from it a much greater distance than the surroundings really permit.

It is easily possible to combine two photographs of such unrelated objects as airplanes, balloons and other aerial crafts, and a landscape. This is done by the process known as "double printing," in which the landscape is first printed, after which the negative of the aerial object is used, printing in the dirigible or whatever in the otherwise blank white, sky of the landscape. Such "fakes" have been used often to illustrate magazine stories: they are of little interest to the advertiser except as illustrating a principle. But there are numerous cases where an advertiser wants a picture of his product in use, where such pictures cannot be easily obtained without difficulty. In such cases the combination photograph is resorted to, in which

Digitized by Google

the thing advertised is photographed to scale and pasted upon the place-photograph, where it is supposed to be used. In this way an automobile can be put where no automobile was in the landscape, a hoisting machine may hoist where a block and fall and man-power did the work, or the head of a celebrity may adorn a body doing something the celebrity cannot do—climb a mountain, skate or turn a flip-flop.

As to the ethics of such photographs, it seems clear that if the intent is not to deceive, but merely to illustrate; if in the case of the transposed head permission has been obtained to use it, there is no reason why such pictures should not be made and used.

The technique of making such photographs is largely concerned with having the two "drawn" to scale, and put together with due regard for the correct apparent distances in the picture. To illustrate, suppose a picture of the sea, taken from shore, in which the actual photograph of water from sand to horizon line is three inches. These three inches represent three miles of space. Now take a picture of a small boat, a rowboat. Put close to the shore edge of the water, it appears natural. Shift it upwards one inch, and it immediately becomes a huge mastodon of a rowboat such as never was on any sea. This is an exaggerated example; there is no such opportunity, for instance, to misplace a motor-car upon the road, yet the principle is the same, and a car which was pictured from a distance of twenty feet, and placed upon the landscape in a position which was forty feet from the camera when the landscape was "taken," will look out of all proportion.

Particular care must be exercised in the substitution of heads on bodies, for motor-cars vary from 100 to 140 inches wheel base, but heads vary in size less than 10 per cent for each sex. An inch too long or too short is nothing

The
George L. Dyer Company
42 Broadway
New York
Western Offices
76 W. Monroe St.
Chicago

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

Digitized by Google

in a pictured boat, railroad train, motor-car or building, but on the end of a nose an inch is amazingly enormous.

The mechanics of pasting up two or more photographs to make one contemplate the smoothest of cardboard mounts, the sharpest of knives and scissors and invariably as large-scale photographs as may be possible, that the reproduction may be as much smaller than the pasted-up whole as is feasible.

"NATURAL"-APPEARING GHOSTS

The motion-picture screen has made us all familiar with the "ghost" picture, now usually used to show a fond memory of the thoughts of some character. The same process used to produce such motion pictures is used in "still" photography. An example used some time ago was in a life-insurance advertisement, delineating a husband, smoking before the fire, and seeing a vision of wife and small children begging in the streets, because, presumably, he had not taken out enough insurance. As commonly made, such pictures are unattractive, because the one is obviously an inset in the other. But if the two are made by double printing, in which the vision picture is merely printed *over* the background picture, so that the vision is but little more than a suggestion, and the background *clearly shows through,* the impression of reality is very strong. To do such work well it is only necessary to remember to have the background *dark,* the "vision" rather *light* in tone. Reversing this, and having a light background and a darker vision does not give any effect of reality. The reason is psychological —we associate ghosts, visions, half-thoughts, with *light, white, misty,* foggy tones. We do not associate them with dark silhouettes. Whoever heard of a black shroud on a ghost?

The familiar large picture of a small object, shown large by comparison, is most easily accomplished by the camera. A picture of a shoe of huge size, over which climb, crawl and gambol a horde of children, for instance, is made by photographing the shoe, on a table, with a long-focus lens and a close view-point, then getting a picture of a crowd of children playing on a hill, cutting out their small images and setting them in or on the large shoe picture. Such efforts are merely matters of proportion; and proportion, as has been stated, is a matter of distance from object and size of lens.

Many advertisers show growth of their scales or plants or industry or something by comparison pictures: a little house for the first factory, a bigger one for the factory ten years later, a huge building for the factory of to-day, or a little cow for the milk product, then a whole flock of cows for the sales of the milk product to-day.

Such comparisons can be most entertainingly shown by comparison photographs *printed the one on top of the other* rather than side by side. It is a peculiarity of the photographic process that one picture may be printed on top of another and both show plainly even if inextricably intermingled. The less the complication of the picture, the less the resulting tangle, of course. Thus, in printing three cows of assorted sizes one on top of another, the relative size will show the more plainly if they all stand upon the same basic plane. The same is true in showing the growth of an industry by the sizes of buildings, printed one on top of the other, and most true of all in printing one-, two- and three-inch-high human figures—superimposed they should all stand on the same block.

Altogether, trick photographs offer a most inviting field for the advertiser looking for something different in the way of illustrations, and, as already elucidated, the process has nothing in it of trickery, so far as the ethics are concerned, so long as the end is illustration and not deception. Of course, trick photographs can be used to deceive, but so can words, which is no reason against the employment of either words or trick photographs for a legitimate purpose in a legitimate way.

Digitized by Google

A Service

of increasing proportions and unique importance is being rendered by the JOURNAL in the following departments:

Care of Children
By Marianna Wheeler

Home Building and Decorating
By Minnie Francis

Fashions and Dressmaking
By Martha Evans Hale

Knitting and Crocheting
By Margaret Kingsland

Cookery Problems
By Marion Harris Neil

Food
By Dr. C. Houston Goudiss

Entertainments
By Esther White

Little Gardens
By Lewis E. Thiess

Wild Life and Bird Protection
By Thornton W. Burgess

The People's Home Journal
NEW YORK

For 35 Years the Magazine for every Member of the Family

Digitized by Google

Ask Leslie's

GLANCE over the typical questions listed here—you can ask Leslie's anything like them. It is the new Leslie's service to Leslie's readers.

Only the other day, one of the greatest laboratories in the country wrote us as follows: "We are familiar with the advice and service you have rendered in your Investment Department and do not doubt that you will do equally as well in the practical lines of building material and supplies." And building is only one field that we shall cover.

This famous laboratory is one of the agencies that will co-operate with us in supplying the information you want. In every case we shall go right to headquarters for the material which we shall supply to readers free of charge. Ask Leslie's anything.

FRANK L. E. GAUSS
Advertising Director

THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST

LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S

Digitized by Google

TEN TYPICAL QUESTIONS

What kind of a bonus system can I install to get greater efficiency from my trucks?

Will it pay to buy adding machines for use in my wholesale hardware business?

What are the different kind of sprinklers and how do they affect insurance rates?

Will a furnace regulator reduce my coal consumption this winter?

The masons are on strike here. How can I make a necessary addition to my factory?

Is the individual drive more economical than the larger power unit in a large machine shop?

In view of the high price of coal, should I install an oil burner under my boilers?

What is the best kind of roofing for my summer camp in Canada?

Can paint intended for interior work be used for porch floors?

Would it pay me to install my own water pump and electric lighting system at my home, located ten miles from the city?

Leslie's

Illustrated Weekly Newspaper

Half a Million Guaranteed

THE FIRST 500,000

THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST

LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S

Digitized by Google

Try it out in Representative Milwaukee

Pulling Power Plus

In buying newspaper space base your judgment in selecting the right medium on 1—Circulation—quality and quantity, 2—Character of paper, 3—Rates, 4—Amount of advertising carried, and 5—***Probable pulling power.***

Select a newspaper in Milwaukee on this basis and it is bound to be The Journal. The Journal has a greater circulation than any other Milwaukee newspaper which shows its character. It reaches 4 out of every 5 of the English-speaking families of Milwaukee. So you cover the city at only one cost. The Journal prints more advertising the year 'round than the other newspapers combined which gives an idea of its tremendous pulling power. It is ***pulling power plus.***

The surest, quickest, and most economical way of steadily increasing sales for your merchandise in Milwaukee is by concentrating your advertising in

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.
Special Representatives
New York Chicago

Digitized by Google

The Condition of Our Railroads: The True Story

A False Light Has Been Shed Upon the Condition of the Railroads Since They Have Been Returned to Private Ownership—Railways Are Doing More Work To-day Than Was Done a Year Ago

By J. G. Condon

QUERY ONE—Is there reason for panic among business men because of the present railroad situation?

Executives of the larger lines, in an excellent position to know the answer emphatically reply in the negative.

QUERY TWO—Is the railroad situation as bad as it has been painted?

It depends upon who does the painting. Some pictures of conditions, done by propagandists with a purpose, make matters much worse than they really are. There is no question but that American railroads need bolstering, but there is a reason for their present condition, and the men who made them what they were in the old days—or men who studied under the Harrimans, the Hills, the Cassatts and the other mighty builders—are on the job again, and it is unlikely they will fail at the task of restoring to the nation its great transportation industry. As to why the situation is what it is, more anon.

QUERY THREE—Can business men help better the situation?

Yes, and in a most important way, but perhaps it would be proper to go more into detail regarding the answer to the second query before discussing this phase.

During Government control business men who found railroad service far from what it had been in the years preceding the war blamed the deficiency—with some reason—upon the methods in vogue at Washington and the experiment in which the Government was engaged. Since the return of the railroads to their owners, a new class of protestants has taken the floor. Those who believed that the Government should not have returned the roads, but should have continued the experiment for at least five years longer or kept them permanently, have become vocal, spreading far and wide their cry that private ownership has failed utterly. Experienced railroad executives are astonished at the attention given this class. One of them recently dug up an old *Saturday Evening Post* editorial as describing the situation. Here is what he read:

"There is nothing about a Washington job, beginning with the Presidency and working on down, that changes the character and competency of the man who fills it, though it may and often does shackle him to outgrown tradition and outworn precedent. A bungling, bone-headed private citizen is not transmuted by election or appointment into a competent servant, though he is often press-agented as one.

"All this, of course, is the obvious; but this is a time to state and restate the obvious, because almost every scheme of world-saving that is receiving consideration ignores the simple and proved facts of life and character. The obvious is too plain, too unexciting, too much like the well-settled middle years of matrimony for a world that wants jazz, hokum and soulmate economics.

"Oftener than not, the obvious course is the right one. But once that is admitted, a lot of lawyers and deep thinkers will be out of a job."

There has been no effort upon the part of managers to deny that railroad conditions are unsatisfactory. Innumerable strikes, a severe winter, greater traffic without any increase in the facilities for handling it, have seriously hampered and retarded the various lines. Daniel Willard, president

Digitized by Google

of the Baltimore & Ohio Railroad, addressing the Interstate Commerce Commission in connection with the application of the companies for increased revenues, made no bones of this when he said:

"It is undoubtedly true that under existing conditions the railroads as a whole are not able to furnish, or at least they are not furnishing, the transportation necessary to meet the present requirements of the commerce of the United States. This situation presents a serious and difficult problem which must be dealt with; but like all other problems, it can be dealt with more effectively, if first of all there is a full understanding of the entire situation."

Mr. Willard's statement, while intended for the members of the Interstate Commerce Commission, merits the attention of every business man. Efficient transportation means much to everyone of them, but none can grasp the significance of the present situation without a knowledge of the immediate causes for it. Here are some features of the problem admitted by Mr. Willard and his associates.

THE FREIGHT CAR PROBLEM

When President Wilson took the railroads over they owned approximately 2,260,000 freight cars, of which 128,780, or 5.7 per cent, were in need of repairs and unfit for service. During Government control, the Railroad Administration bought 100,000 cars, but this purchase covered a period of twenty-six months and represented a total such as the railroads usually bought every twelve months. When Government control ended, the railroads found themselves with 2,362,000 cars, about 102,000 cars more than when the Railroad Administration began to function. The Government had not retired aged and infirm cars as regularly as the railroads previously had done, and the number of bad order cars had increased to 6.7 per cent, or 153,727, some 25,000 more than before they were taken over.

The situation, it is contended, is considerably worse, however, than the figures indicate. Rules made by the Master Car Builders' Association previously had governed the condition of cars moving from one line to another. The Administration changed this and made it possible to interchange cars, if they were safe to run, without regard to that part of them which carries the lading. It is the general impression among railroad officers that from one-fifth to one-third of the box cars of the country have been permitted to deteriorate from the floor upward to such an extent that they are actually unfit to carry a general merchandise business, such as grain, flour, etc. The same condition obtains to a considerable extent with regard to coal cars.

The latest figures show that the bad order cars are now 7.4 per cent of the total owned, an increase of 50,000 cars unfit for use and actually out of service as compared with the beginning of Federal control. This increase undoubtedly is due to the recent re-establishment of the old rules regarding the condition of cars offered in interchange between railroads.

Under ordinary circumstances the number of bad order cars should be below 4 per cent. If that could be brought about today it would mean that more than 75,000 cars would be placed in service that are now unfit to run. How to bring this about is one of the most important problems confronting the carriers. Notwithstanding every effort it will probably be six months or a year before existing equipment can be gotten in as serviceable condition as it was at the beginning of Federal control, or in as good condition as it ought to be under existing circumstances.

Another phase of the problem is the use that is made of the car when it is fit for service. This is measured by the average loads carried and by the average miles per day cars traveled. In 1916 freight cars on American railroads made an average of 26.9

Digitized by Google

miles per car per day. This was the best showing for the last ten years. Under Federal control, the average miles made in 1918 was 24.6 and in 1919 it was only 23.1. Making 23 miles per day means that if the total miles made by any given car in a year are divided by the number of days in the year the result would be 23.

The average freight car is loaded at least twenty-five times a year. A shipper generally has 48 hours free time in which to load a car. If the movement is all on one railroad ordinarily there is no great delay in transit, but when a haul is over several lines there are always delays incident to the transfer from one to the other. At destination the consignee also has forty-eight hours free time to unload it, except in the case of certain commodities, such as coal at tidewater or the lakes, and export freight at tidewater points, when a greater allowance is permitted because of conditions.

Calculations indicate the average freight car is actually in a train moving between terminals 2.6 hours out of the twenty-four, or about 11 per cent of the time; that it is at the service of the shipper or receiver about 37 per cent, and that the rest is consumed in switching to or from the place where it was loaded or unloaded to the terminal where it is made part of a train, or else it is on interchange tracks or being repaired, etc. Undoubtedly much can be done by the railroads to bring about a better use of cars fit to run, but maximum efficiency can only be realized by effective and sympathetic co-operation between transportation men and the users of the cars.

DECREASED EFFICIENCY OF LABOR ANOTHER PROBLEM

These conditions, which have hampered railroad executives as they resumed control of their properties, are ones upon which they can put their fingers definitely. In addition, however, there is that great elusive trouble-maker, the decrease in the efficiency of labor, the extent of whose depredations it is difficult to determine. That it has done much to affect the situation is readily agreed by all the executives. Elisha Lee, vice-president of the Pennsylvania, described it the other day when he pointed out that while the total freight and passenger traffic of his railroad increased by 18 per cent in 1919 over 1915, to handle it required 31 per cent more men and 129 per cent more dollars in wages. Abolition of piece work by the Railroad Administration, he said, immediately revealed a reduction of 34 per cent in the production per man per hour in the Altoona shops. Similarly, he asserted, the average efficiency of track laborers decreased more than 40 per cent.

"A study of this, which was completed last fall, and which was based on the actual cost of track work done on the lines east of Pittsburgh during the five years from 1914 to 1918 inclusive," he said, "showed that, in considering the amount of track material applied, with the number of men employed and the number of hours consumed, at the close of the period wages per man per hour were doubled, while it required twice as many men to do the work. In other words, where the railroad paid out $1 in 1914 for accomplishing a certain unit of track work, it paid out $4 in 1918."

The one encouraging feature in this was that Mr. Lee found conditions improved in 1919 as compared with the year before, and expressed the opinion that improvement will continue.

A month ago, in discussing car efficiency, reference was made to the need of effective and sympathetic co-operation between the railroads and users of their cars. That brings us to Query Three and its answer.

Statistics show that the average car load is only 70 per cent of the car's capacity. Every extra pound loaded into cars, accordingly, is going to increase their efficiency and eventually is going to make more cars available for us.

Aid from business and the pub-

Digitized by Google

lic, such as the railroads need, however, goes far beyond this one item. Fortunately for the executives, in this time of emergency, they have found a spirit of friendship manifested toward them which has gone a long way in helping them fight their battles. It has manifested itself in many directions—words of encouragement, widespread advertising of the importance of this spirit upon the part of other industries, suggestions for co-operation, etc. Continuance of this attitude and a willingness to combat the agitators and theorists, informed and otherwise, who prate loudly that the railroads have collapsed under private management and cry for a return of Government control, will insure a better morale among railroad men and accomplish much.

WHAT DO THE RECORDS REVEAL?

But has our transportation system collapsed, and is the disability as great as some would have the world believe?

In spite of car shortage, strikes and other difficulties between May 1 and June 19 the railroads reduced the quantity of last year's grain crop remaining in elevators at the six principal shipping points from 44,275,000 bushels to 21,821,000 bushels. This latter figure is 4,100,000 bushels less than the amount of grain held in storage at the same time last year. Also—

Between March 21 and June 12, the principal roads moved 8,264,485 carloads, an increase of 555,518 carloads over the same period of 1919. In the single week ending June 12 these roads achieved an increased car movement amounting to 26,681 car loads.

This hardly sounds like paralysis.

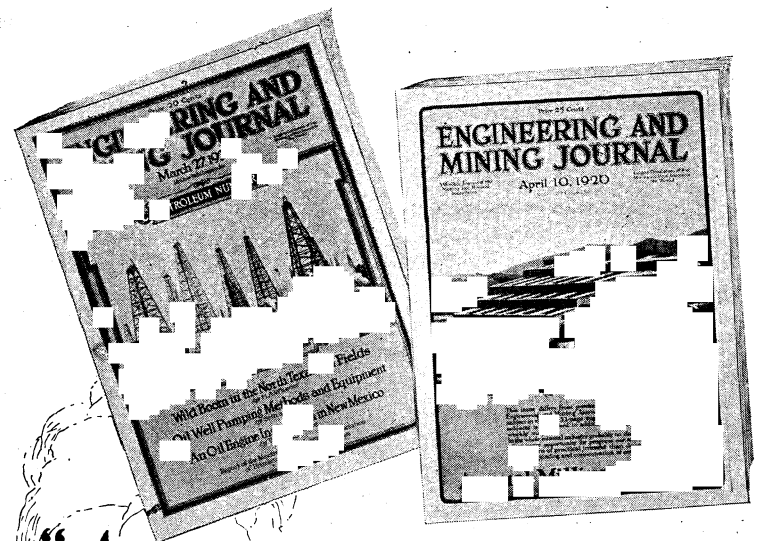
And as to coal. There has been a great deal of talk on that subject and it is always emphasized that the production of bituminous coal depends entirely upon the quality of transportation service offered by the railroads. Yet, Mr. W. H. Williams, vice-president of the Delaware & Hudson Company, recently has pointed out to the Interstate Commerce Commission that during the first six months of 1920 approximately 255,000,000 tons of coal were mined, indicating a total production for the year of 510,000,000 tons, or the third largest output in the history of the country. Mr. Williams makes no allowance for the falling off in tonnage due to the extended labor troubles in April and early in May which affected railroad operations over the greater part of the United States, but adds:

MAY PASS THAT RECORD

"In the absence of further labor trouble, the railroads can undoubtedly handle a greater tonnage in the last six months than during the first six months."

The future largely is in the hands of the Interstate Commerce Commission. It is to be hoped that labor will be satisfied with the increases in wages awarded it by the Labor Board. The Interstate Commerce Commission, however, has several tasks ahead of it. Already it has begun the allotment of loans to various railroads from its fund created for the purpose of enabling important lines to purchase new engines and cars, repair old equipment, enlarge yards and terminals, build shops and generally to expand that the growing commerce of the nation may be handled efficiently. This will be followed by the commission's decision on the application of the railroads for increased revenues. Congress, through the Transportation Act of 1920, has decreed that the companies must have a living wage. In the eyes of their executives much depends upon the way the commission interprets this. If it is broad, and with an eye to infusing new health and vigor into the industry, they see a stabilized railroad credit naturally following, and this, they believe, means renewed interest upon the part of investors, money to build and expand, and a general development of our transportation system for the benefit of the business of the nation it serves.

Digitized by Google



"A Pack Train of Eagles"

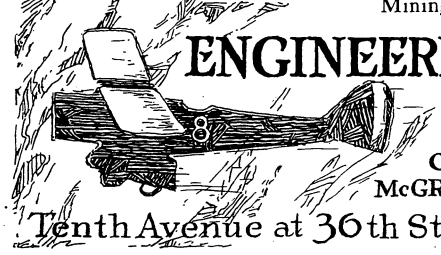
A certain mining company some time ago sent a young mining engineer to report on a property in Idaho. After a month or more this telegram was received:

"Vein all right; samples correct; ore is there. *To get the stuff out would take a pack train of eagles.*"

Times have changed. Aircraft have already been used in mining. A "pack train of eagles" may not be an uncommon sight in mining sections before many years.

The mining industry uses a surprising variety of manufactured products—machinery, construction equipment, power plant equipment, machine tools, transportation equipment—even airplanes.

What does this field offer you?
Engineering and Mining Journal will carry your sales message to the buying power of the Mining Industry.



ENGINEERING & MINING JOURNAL

ONE OF THE ELEVEN
McGRAW-HILL PUBLICATIONS

Tenth Avenue at 36th Street, New York, N.Y.

Digitized by Google

FRANKLIN JOHNSTON, Publisher of the AMERICAN EXPORTER, sailed this week to make a personal study of trade conditions in Holland, although brief visits will be made also to England, France and Belgium.

While Holland is particularly noted for her exports of diamonds and tobacco, her ports are among the most important gateways to continental Europe. Millions of dollars worth of merchandise annually pass through Rotterdam and Amsterdam which have ranked since the middle ages as two of the principal commercial clearing houses of Europe.

The volume of American exports to Holland, one of our most important European markets, up to May, 1920, was 3 times greater than a year ago.

Digitized by Google

Mr. Johnston will study business conditions in Holland for the benefit of our clients, and it will give us pleasure to send you the report of his trip.

Start Now Selling Your Goods Abroad—

not alone to Holland, but to the hundreds of profitable and substantial markets from South America to the Far East.

Foreign business will come to those firms who go after it. Many manufacturers are finding export outlets for their products without sending salesmen abroad and without incurring any unnecessary expense. You can do it too.

The simplest way to reach the buyers of American manufactured goods in every foreign country is through the advertising pages of the AMERICAN EXPORTER. For 42 years the AMERICAN EXPORTER has transmitted the sales stories of America's leading manufacturers—to-day, it is referred to by the foreign merchant as an authoritative guide of goods offered for export.

The advertiser in the AMERICAN EXPORTER buys more than advertising space—a Foreign Trade Service that is based on years of practical experience backs up his publicity. This service includes assistance in formulating policies, research work on any foreign trade subject, credit reports on foreign firms and names of buyers visiting the United States.

May we send you a copy of our latest book, "Serving the Export Department"?

AMERICAN EXPORTER

THE WORLD'S LARGEST EXPORT JOURNAL

17 Battery Place New York

Digitized by Google

WHAT DOES "JOBBER INFLUENCE" OF A NEWSPAPER MEAN?

Indianapolis Electrical Jobbers do Business *Regularly* in Eight States

It would surprise the average advertising man to find how many retailers of electrical supplies in Kentucky, Tennessee and Alabama buy from Indianapolis jobbers. The five electrical jobbers of Indianapolis travel fifty-nine salesmen in eight states. These jobbers did approximately $6,000,000 business in 1919. This is an index to the dominance of Indianapolis in this jobbing line. Of course the advertising medium which the heads of these Indianapolis houses know best is The News. A "News advertised" product is something they know about. Through its jobber influence, The News produces sales results far beyond its circulation radius.

Send for booklet—"Seven Studies in Distribution"

The Indianapolis News

First in America in National Advertising 6 Days a Week

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS.

Digitized by Google

Wanted—A Sense of Humor

This Must Precede "The Light Touch in Advertising"

By T. Harry Thompson

MORE power to Frank Williams in his plea for the light touch in advertising! Unquestionably, much of our present-day advertising is so heavy that a cork suit and a pair of water-wings will not keep it from sinking into the murky depths, whatever *they* are.

Too many advertisers say: "Our advertising must be dignified." When I hear that kind of talk, I am usually reminded of the reply one advertising man made, which was to the effect that the most *dignified* thing in the world is a *corpse.*

But, of course, we must distinguish between the light touch and bald buffoonery. There is a great gap between the kind of advertising that puts the prospective purchaser in a good and receptive humor and the kind that makes him say: "Ridiculous!"

What do *you* look for first in *The Literary Digest?* I know a great many people who consider the Topics in Brief the most interesting department. I have watched vast movie-audiences (or *opti*ences, if you wish) roar with delight when these same humorous paragraphs were flashed on the screen.

And the Topics are certainly not "ridiculous." They are pointed, pertinent paragraphs that get under the epidermis of the readers and give them the news of the day in a laconic and extremely interesting fashion.

The advertising pages reach the same audience as the news-columns. Is it necessary to become solemn when the same pair of eyes jumps the column-rule into our advertising message? No!

Of course, there must be exceptions. A plea for starving Armenians would not get across in jazzy, custard-pie, Chaplinesque diction.

But there are thousands of propositions that could be lightened up considerably with that deft, humorous touch of the trained copy-writer who knows the smile-stuff.

I have a notion that tons of good selling copy have been "canned" because the advertiser was afraid of buckling his boiled shirt.

Why are there S. R. O. signs in thousands of American theatres that get $3.30 and upward for a single seat? Isn't that proof that we Americans want to be lifted out of drab, morose actualities?

And I contend that the mere fact that the advertiser seeks to untie the reader's purse-strings is no excuse for becoming too matter-of-fact in copy.

The Liberty Loans were the greatest single *sales*-propositions this country or any other ever saw. Yet our greatest *clowns,* Charlie and Doug, toured the country and helped put the loans over.

A big oil-refining company sought to dominate the gasolene market in a certain territory. The advertiser had a sense of humor and did not burden the copy-man with don'ts.

One of the newspaper ads showed an animated gasolene can carrying a big touring-car over the brow of a steep hill. The caption was: "Atlas was a piker."

BUT THE SALES INCREASED

Flippant? Perhaps. But the cold fact remains that the gasolene sales-chart of that refiner showed a decided curve upward immediately following the appearance of that copy and other copy along the same lines.

You are familiar with a certain publisher's own copy now running in the newspapers. It is usually about six inches double-column, all-type, with the captions in upper and lower Caslon Bold.

You probably know also that so

Digitized by Google

many advertising men have enjoyed that copy that it has been put into pamphlet-form.

Why is this particular copy interesting—even to case-hardened copy-writers? I believe it is interesting because it isn't cluttered with a lot of dull statistics, but instead is written in that human, humorous vein that *gets to* the great body of Americans.

"Jim Henry," Mennen salesman, gets under your beard with a double-meaning caption, "Don't rub it in." He knows men as well as men-nens. I know lots of copy-writers who would have headed that advertisement: "The Scientific Way to Lather" or "Modern Methods Applied to Shaving" or some equally commonplace caption.

A spark-plug manufacturer offers a booklet in his copy. The title of the booklet is "Hit or Miss?" A "dignified" advertiser would probably have titled the brochure, "Correct Ignition for Motor Cars."

The first paragraph of a paint advertisement reads: "This is a photograph of a veranda post from which the paint has been allowed to wear off." And the caption is—what? "The Protection Paint Affords?" No. Simply: "Post-Mortem." A legitimate pun in a very serious campaign.

Why can't we have more of this humorous touch in advertising? Certainly there are enough dull, drab things in life without draping the advertising columns with funereal phraseology.

SOME QUIET ADVERTISING FOR A QUIET TYPEWRITER

An advertisement of a typewriter whose biggest claim is quiet action is captioned: "Hush Money Well Spent." I'd like to shake hands with the person who wrote that. No five-cent candy or chewing-gum, but a writing-machine that sells for more than $125. That advertiser has a sense of humor.

Lots of serious business men and women prefer certain newspapers largely because Briggs or Fox or Goldberg has a comic in them every day.

Tell me that B. L. T.'s "colyum" in the Chicago Tribune or F. P. A.'s in the New York *Tribune* or Don Marquis' in the New York *Evening Sun* do not help sell these papers. You *know* they do. And they *do* because they are bristling with that subtle, intelligent American humor that never finds its way into the Drummer's Yarn Book or the custard-pie comedies.

WHAT ABOUT THE FORD JOKES

Have the thousands of jokes and near-jokes that have been sprung about a certain little Detroit gasolene-vehicle helped or hindered the sale of that car? If they have *hindered,* only the Ouija board could tell us how many additional traffic-cops we would need if the jokes had never been!

Even mild Robt. Burns gets a little humor into a recent headline. A man is clipping the tip from a Robt. Burns cigar and the caption is: "Take a tip from Robt. Burns." Not bad, eh?

At regular intervals, more or less, some one comes forward with the suggestion that Irv Cobb or Ring Lardner or Rupert Hughes should write a series of advertisements. Well, for one, I'm in favor of trying it out.

I would trust, say, H. C. Witwer for doping eye-flagging headlines. Recall his "A Word to the Wives," "The Nights of Columbus," "The League of Relations," etc.

Hazel V. Carter, writing of "those shivering early bathers," in the New York *Globe,* shows the copy-writer bent in such sprightly phrases as: "The early bird catches the cold" and "The spring *dive* is on." I would trust her, I think, with certain advertising subjects, also.

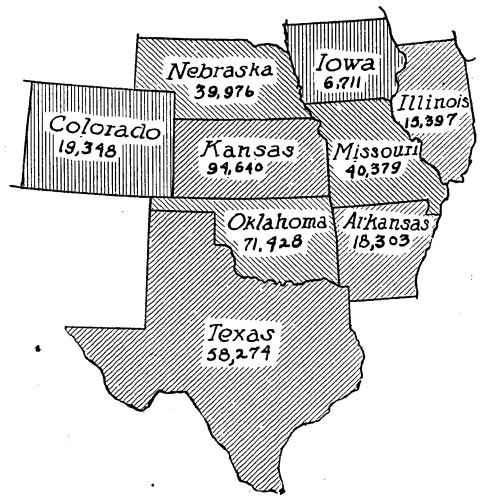
But it all gets back to whether the advertiser himself has a genuine sense of humor. The "Yu-Chu-Gum" line in the Wrigley advertisement would no doubt never have passed the censor if the man-behind-the-gum hadn't a sense of humor.

I heard an agency-representative say not long ago that he

Digitized by Google

These Nine States Produced Over 1/3

or 36.64% of the total value of all crops and live stock in the United States in 1919.



CAPPER'S WEEKLY is the great human interest news digest of the Mid-West reaching over 425,000 rural and small-town people. Eighty-five per cent of the subscribers live in these nine states—the most prosperous agricultural section of the United States. The intense interest of these reliable, substantial folks, as attested by the thousands of voluntary letters that come in praising its contents, in this Big Western Home Paper coupled with its concentrated circulation spells RESULTS in large letters for the advertiser.

425,955 SUBSCRIBERS ON JULY 3, 1920, of which 364,456 ARE CONCENTRATED IN THE ABOVE STATES

ADVERTISING RATE—$1 a line to September 1st, then $1.50. Discounts: 20% on page copy; 15% on half-pages; 10% on quarter pages

CAPPER'S WEEKLY

THE GREAT WEEKLY OF THE GREAT WEST

Member A. B. C.

Home Office, Topeka, Kansas

ARTHUR CAPPER, Publisher **MARCO MORROW, Assistant Publisher**
CHAS. R. KETCHUM, Advertising Manager

BRANCH OFFICES

CHICAGO, 109 N. Dearborn St.....J. C. Feeley, Manager
DETROIT, Ford Bldg.....Ray H. Haun, Manager
NEW YORK, 501 Fifth Ave.....Joseph Kunzmann, Manager
PHILADELPHIA, 1121 Liberty Bldg.....J. S. Boyd, Asst. Manager
ST. LOUIS, Chemical Bldg.....C. H. Eldredge, Manager
KANSAS CITY, Graphic Arts Bldg.....R. W. Mitchell, Manager
OMAHA, The Iron Bldg.....W. M. Temple, Manager
OKLAHOMA CITY, 631 Continental Bldg.....M. L. Crowther, Manager
ATLANTA, Candler Bldg.....Geo. M. Kohn, Manager

Digitized by Google

dropped into a movie with a prospect one time. The little man of the bamboo cane, the baggy trousers and the funny walk flashed on the screen.

To quote the representative: "That fellow sat there like a Sphinx—never even cracked a smile. I said to myself, 'This man is hopeless as an advertiser—he hasn't a sense of humor.'"

There is something *in* that.

St. Louis Retailers Advertise and Buy Co-operatively

Retail grocers of St. Louis have undertaken a co-operative advertising campaign designed to combat the invasion of the chain stores. It is proposed to continue this action throughout the year. An entire page was used for the first advertisement, which will be followed by quarter pages once a week hereafter.

One hundred and fifty grocers are identified with this movement. An appeal to patronize the neighborhood grocer is made, and it is also stated that these grocers have combined to purchase in car lots in order to be in a position to sell at lower prices. Seven specials at close prices are featured and a list of the members is given in each piece of copy.

Indianapolis to Have Advertising School

The Indianapolis Advertising Club voted to adopt the report of its survey committee recommending the establishment of an advertising school in Indianapolis. Permanent headquarters will be in the Chamber of Commerce building and a paid manager will be retained. This school will supply members of the advertising club and others an opportunity for the study of advertising.

H. O. Stone Joins Seattle Agency

H. O. Stone, recently publicity director for the Western Department, National War Work Council, Y. M. C. A., and formerly publicity assistant in the Department of State, Washington, has become associated with The Izzard Company, Seattle, Wash.

W. O. Woodward Company Incorporates

The W. O. Woodward Company, window display and direct-by-mail advertising, New York, has been incorporated. The officers are: W. O. Woodward, president and treasurer; Robert S. Lemmon, vice-president; and Everard P. Meade, secretary.

Otis May Resign Presidency of Associated Clubs

CHARLES A. OTIS, JR., it is reported, will soon resign the presidency of the Associated Advertising Clubs of the World. Mr. Otis was elected president of the Associated Clubs at the annual convention of that organization in Indianapolis last June, succeeding Reuben H. Donnelley. Mr. Otis is head of the firm of Chas. A. Otis & Co., investment bankers, and is publisher of *Finance & Industry*, Cleveland.

If Mr. Otis resigns before July 26, it is probable that action regarding his successor will be immediately taken by the executive committee of the Associated Clubs, since a meeting of that committee is scheduled to take place in New York on July 26.

Arthur G. Newmyer and T. W. Le Quatte have been boomed as possible successors to Mr. Otis.

Mr. Newmyer, who is associate publisher of the New Orleans *Item*, has been deeply interested in the work of the Associated Clubs for a number of years and was especially active in the convention of the organization held at New Orleans in 1919.

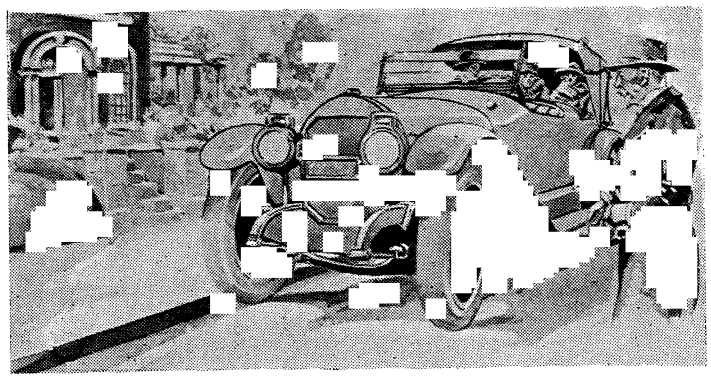
T. W. Le Quatte, advertising manager of *Successful Farming*, Des Moines, Ia., is a vice-president of the Associated Clubs, and is one of the governors of the advertising Club of Des Moines.

Both Mr. Newmyer and Mr. Le Quatte were mentioned for the presidency of the national organization at the last convention in Indianapolis.

New Grand Rapids Agency

George R. Cullen, for the past two years with the Brearley-Hamilton advertising Agency, Grand Rapids, Mich., has recently established an advertising agency in that city. Before going to Grand Rapids, Mr. Cullen had been successively assistant advertising manager of the Studebaker Corporation, publicity manager and publications editor of the Hudson Motor Car Company and the Chalmers Motor Car Company.

Digitized by Google



A circulation is no larger than its value is to you.

Automobile Owners in Chicago Are Readers of The Evening Post

The great majority of Chicagoans who are in any way interested in automobiles, whether manufacturers, agents, salesmen or owners, are readers of The Chicago Evening Post.

Those who have to do with the advertising of automobiles in Chicago learned long ago that The Post was their most productive medium, with the result that for the past five years The Chicago Evening Post has led all Chicago evening newspapers in automobile advertising.

The reason for The Post's lead in automobile and other high-class advertising is the quality, not the quantity, of its circulation. It is pre-eminently a class circulation.

Some newspapers have said that there is no class in America, due to the ever-changing financial status of its people. This is, of course, absurd and needs no argument. The class to whom The Post appeals is not essentially one that is measured by dollars, but one that has appreciation of the better things of life, and the financial ability to purchase them.

It is this class of people who compose the great majority of Post readers; the class to whom quality is paramount; the class that any dealer in merchandise of the better sort likes to see in his establishment. If you are considering the Chicago market, your investigations will show that the bulk of better-class business goes first in

The Chicago Evening Post

Eastern Representative—Kelly-Smith Co., Marbridge Building, New York

Western Representative — John Glass Peoples Gas Building, Chicago

THE SHAFFER GROUP

Chicago Evening Post **Louisville Herald**
Indianapolis Star **Muncie Star** **Terre Haute Star**
Denver Times **Rocky Mountain News**

Digitized by Google

THE JEWISH

DEALER co-operation to-day looms large in advertising plans for the reason that the aftermath of war has disorganized our distribution system.

National advertisers have time and again demonstrated that dealers in exclusively Jewish neighborhoods give enthusiastic response to appeals for dealer co-operation.

The Jewish retail merchant is liberal with his window space, counter and store displays. Properly instructed, he is a tireless "booster" for advertised goods.

Digitized by Google

BUT practically only one kind of advertising reaches his ken—the advertising done in the Jewish press. The Jewish newspaper is his newspaper and that of his customers. He knows that the advertising message in the Jewish newspapers "gets across" with his customers because it is *perfectly understood.*

The proper interpretation of your advertising message to the Jewish buying public, dealer and consumer, is perhaps the most important service of the four great Jewish daily newspapers published in New York City and read throughout the country.

For sound and impartial advice on securing dealer co-operation and consumer prestige in the Jewish market, consult the Big Four of Jewish Journalism in America.

Jewish Daily Forward
Jewish Daily News *The Day-Warheit*
Jewish Morning Journal

Digitized by Google

The LARGEST PAPER
In the State of Connecticut

The
HARTFORD
Sunday
COURANT

The LARGEST
MORNING PAPER
In the State of Connecticut

The
HARTFORD
Daily
COURANT

Gilman, Nicoll & Ruthman
REPRESENTATIVES
World Bldg. New York
Tribune Bldg. Chicago.

Digitized by Google

Manufacturer Builds on Past Performance When Line Is Broadened

Incidentally the J. Leckie Co., Limited, Capitalizes Its Reputation, Made in Loggers' and Miners' Boots, for Comfort and Service

IS a logger at work among running logs or a prospector with loaded burro toiling in silent mountain vastnesses an unusual illustration in the advertisement of a dress shoe? Or is he not? As a peruser of footwear advertising, as most of us are, do you recall ever having seen any such copy?

Probably you haven't. Yet a Canadian shoe manufacturer, J. Leckie Co., Limited, of Vancouver, has used just such sketches in its advertising of recent months. The shirted logger and the bearded prospector, outfitted in sturdy Leckie loggers' and miners' boots, have helped to put over effectively the sales appeal for the Leckie dress boot.

A rather interesting merchandising story is involved.

As regards footwear, the Canadian Far West is an exacting region. In physical geography it is much given to mountains. The tourist, indeed, gets the impression that it is pretty much all mountains. Climatically, British Columbia has the extremes of dry belt conditions in the interior and typical rainy belt precipitation along the coast. In Vancouver, for example, it rains right through the winter, and the average annual rainfall is something like sixty inches.

Besides these conditions—particularly trying to shoes—certain great provincial industries, in particular lumbering and mining, demand shoes unusually strong and sturdy. It was to supply this peculiar local market that years ago the Leckie company began the manufacture in Vancouver of boots and shoes.

Now, Vancouver isn't a logical shoe manufacturing centre, in the sense that American cities like Haverhill, Mass., or St. Louis, Mo., are. As regards both labor and materials, the British Columbia firm is apt to be at a disadvantage beside the Eastern manufacturer. The Leckie company, however, carved out a niche for itself, and a niche which developed size, because it closely studied the peculiar local need, and cannily built a shoe adapted to it. From the first, the company made quality of materials and workmanship an inflexible characteristic of its shoes, and by adapting itself to the local need it found a permanent, profitable market. The Leckie boot came to be famed throughout the province. This reputation was built primarily on the loggers' boot and the miners' boot, very heavy shoes worn under special conditions of environment and work.

These shoes were manufactured for a somewhat restricted market. With growth, additional lines were inevitable, and the company branched out into the heavier grades of high-cut and low-cut Goodyear welts. Then it branched out still further, and began to make the finer Goodyear welts, but of solid leather throughout.

The Leckie company found itself ultimately selling an out-and-out dress boot, a kind of shoe which its consuming market never had associated with the name. The name Leckie was linked up with heavy shoes, and in particular with loggers' and miners' shoes—favorably.

ONLY SEEMINGLY INCONGRUOUS

Inaugurating an advertising campaign on the Leckie Dress Boot in 1919, in this general situation, Leckie departed radically from conventional dress shoe advertising. To the uninformed person, there might seem some-

Digitized by Google

thing almost incongruous in the idea of a manufacturer who had specialized for many years in loggers' and miners' shoes coming into the market with a dress shoe, incorporating style. Analysis, in the case of the Leckie company, indicated that there was no actual incongruity, because of the intrinsic importance in the dress shoe of certain practical considerations—comfort and service—which the company was already well known for in connection with its heavy shoes. Unusual qualities of comfort and service were determined on by the advertiser as the major note of the campaign.

In other words, the company meant to bank on the fact that shoe wearers are interested in style, but that comfort and service count with them, too, and count a great deal. The company, therefore, thought it best to use practical considerations to advertise its dress shoe.

Early advertisements in the series introduced the Leckie Dress Boot as the "little brother" of the Leckie loggers' and miners' boots, and made capital of the company's reputation in the older lines. The advertisement in which the prospector was pictured was headed, "From Mountain Trail to City Street."

The message ran:

"It is hardly conceivable of any greater test of endurance than that which the Leckie Prospector's Boot has to withstand. So, when we tell you that in the evolution of this finer boot we have embodied the same principles of sturdiness and thoroughness, you'll know that for wear and comfort there's none to equal the Leckie Dress Boot.

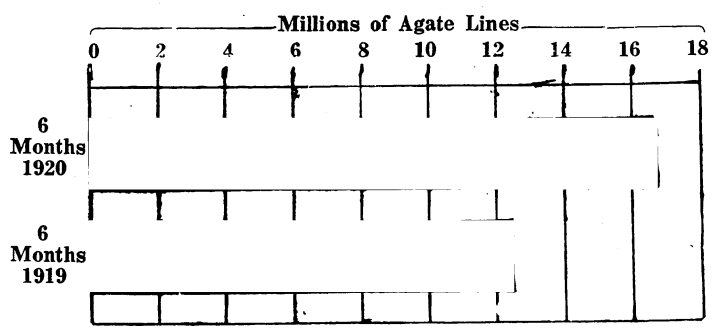
"In this shoe you are getting more than all leather. You are getting the close fibred, fine-grained, water-tested sole as against ordinary open-fibred leather. And uppers that have been selected by expert workmen of twenty years' training or more, for balance, color, weight and quality; something which in these days of leather scarcity is worth considering. As for style, you have only to ask to see 'The Haig' at your dealer's."

AN ADVERTISEMENT THAT BRINGS ATTENTION TO LASTING QUALITIES

This advertisement pictured "The Haig."

In later advertisements, the background of the heavy-shoe reputation was toned down, until in some instances it was not present at all. The copy was given an intensely practical twist. "How Will Your Shoes Look Three Months From Now?" was one advertisement head. The advertisement showed "open-grained leather that gives" and "close-grained leather that holds" under the microscope, and the Leckie Dress Boot after three months and another but inferior shoe. This advertisement used the

Digitized by Google



4,313,110 Agate Lines Gain by the Three *Sunpapers* in the First 6 Months of 1920

During the six months ending June 30, 1920, THE SUN—morning, evening and Sunday—carried 16,898,739 agate lines of paid advertising as compared with 12,585,629 lines during the same period of 1919—an average gain of 2,300 columns per month since January 1st.

The three *Sunpapers* in the six months of 1920 published 509,239 agate lines more of advertising than their total for the twelve months of 1917.

This growth is truly representative of the growth of Baltimore as a commercial and industrial center.

If you are interested in the Baltimore market write to our Service Department for information. We will be glad to help you in your local distribution and sales problems.

You can talk to the people of Baltimore in their homes by using the *Sunpapers* alone because

Everything In Baltimore Revolves Around THE SUN

Morning **Evening** **Sunday**

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"

Digitized by Google

slogan, "More Miles Per Dollar."

Another advertisement was headed, "The Foundation of a Boot Is Its Insole." It told how leather was selected for a Leckie Boot insole, and how the upper was attached to it.

The Leckie company has used daily newspapers and other mediums, including weeklies. Three columns by eight inches has been a preferred space.

The company has demonstrated that it can sell a quality dress shoe against the background of loggers' and miners' shoe experience. "The Haig," its leader, it calls "The easiest walking and fastest selling shoe in the West to-day"

In the way of advertising benefits—happily or unhappily—the company is compelled now to take a large part of its orders for future delivery. This is because the firm's capacity has become inadequate to the volume of business flowing to it, and it believes it would sell its entire output without difficulty now were no advertising campaign running. The firm's big problem is how to increase production. It has continued to advertise under these conditions, however, which suggests something regarding the company's foresight and vision.

Poster Advertising Has Important Convention

THE thirtieth annual convention of the Poster Advertising Association, attended by members from the United States, Cuba, Canada, Hawaii and Alaska, was held in St. Louis on July 12, 13, 14 and 15.

Two of the most important features of the convention were brought up in the speeches by Albert de Montluzin and Louis St. John. Mr. de Montluzin suggested that the Association act on the plan of setting aside a one-half showing in every city having a poster plant for twelve months every year. This one-half showing would be at the disposal of philanthropic organizations and municipal, State and Federal authorities when publicity for some movement aiming at public betterment is desired.

Mr. de Montluzin's plan was put in the form of a resolution, and this resolution was accepted and passed by the Convention. It is planned to immediately use this space to display the Ten Commandments. The cost of the space will be borne by the poster plant owners. It is estimated that this cost will run in the neighborhood of one million dollars a year. The paper for the space will be donated. All other incidental expenses in connection with this plan will be taken care of by the Poster Advertising Company, Inc., of New York.

Mr. St. John brought forth a plan which aims to stimulate and foster the development of poster art in the United States. Mr. St. John's plan, which was accepted by the Convention, calls for the offering of money prizes in every town in which a poster plant is located, to students of high schools and schools of art for poster designs. In each town the board of award will be composed of poster advertising men.

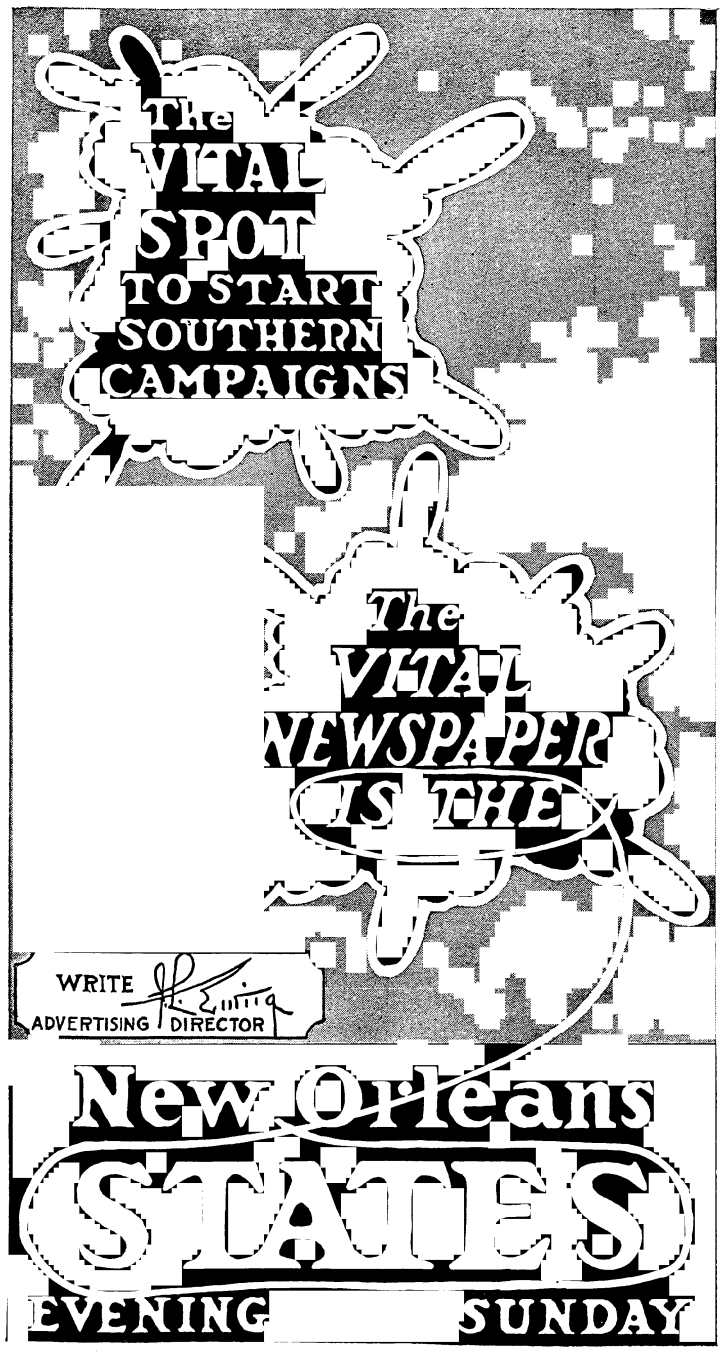
Each winner's design will be sent to the next Poster Advertising Convention. At that Convention a neutral board, composed of artists, advertising men, etc., will decide upon the national winner. The entire contest, it is reported, seeks conscientiously to bring the American standard of commercial art to the level of the European standard.

E. Allen Frost, counsel for the Association, put before the Convention a summary of the work that had been accomplished by the Association.

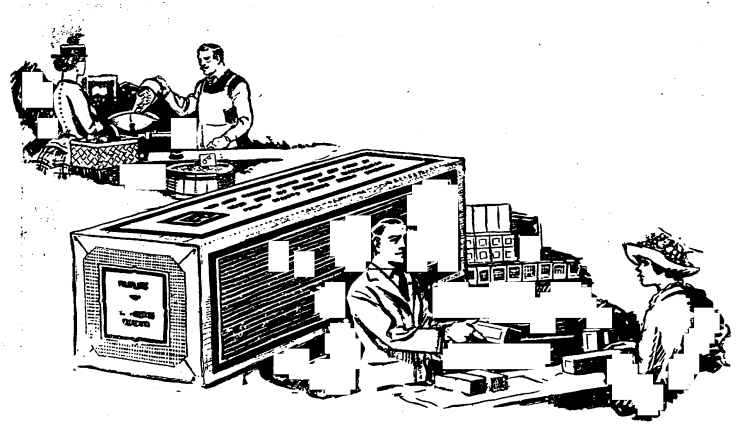
The next convention will be held in October, 1921. The city has not been decided upon.

E. C. Cheshire retired as president of the Association, and Milburn Hobson of Dallas, Texas, was elected to succeed him. W. W. Bell was re-elected secretary, and J. H. Brinkmeyer was elected vice-president. A new board of directors was also chosen.

Digitized by Google



Digitized by Google



Changing the buying habits of a nation

A GENERATION ago the American people bought anonymous goods in bulk.

Today they demand the product by name — "Uneedas" — "Yuban" — "Domino" — "Dromedary" — and by hundreds of other names that are heard across the counter.

The modern manufacturer has been enabled to individualize his product—to establish a national reputation—and to build up a constantly increasing consumer demand.

This great change would have been impossible without one thing—the scientific creation of individual packages by craftsmen who believed in them. Foremost among these craftsmen was Robert Gair.

Inventor of the press which made possible the production of folding boxes in quantity, Robert Gair early saw that package merchandising could be made commercially profitable.

But it was not until 1898 that an opportunity came to prove his convictions. In that year the National Biscuit Company had decided to test package merchandising on a

Digitized by Google

large scale. Upon the qualities of their first package would depend the success of the whole plan.

The package that revolutionized modern merchandising

They took their problem to Robert Gair. Side by side these two manufacturers perfected each detail. Folding box—In-er-seal—red and purple inks of a shade that never varies—every single element was carefully worked out to produce the now famous Uneeda Biscuit package.

The immediate success of this achievement meant that the individual package was no longer an experiment; it became an essential in modern merchandising.

From the earliest development of scientific box manufacture, the Robert Gair Company have continued as pioneers. Today our plant is the largest of its kind in the world.

With its facilities, we offer a complete service for packaging and displaying your goods—Folding boxes, Labels, Shipping cases, Window display advertising—giving unity to your product from factory to consumer.

We serve the greatest package merchandisers of the country. Among our clients are:

National Biscuit Co.	Bauer & Black
Arbuckle Bros.	Palmolive Co.
American Sugar Refining Co.	American Chicle Co.
	Andrew Jergens Co.
Beech-Nut Packing Co.	Colgate & Co.
Kirkman & Son	Lehn & Fink, Inc.

Johnson & Johnson

ROBERT GAIR COMPANY
BROOKLYN

Folding boxes Labels Shipping cases
Window display advertising

Digitized by Google

A CHANGE in our telephone number.

It is now

Longacre 2320

Please tell *her* about it.

Charles Francis Press
461 Eighth Avenue
New York

Digitized by Google

Classified Advertising Substituted for Mail Order Price List

The Stockgrowers' Wholesale Supply Company's Method Reveals That Nationally Advertised Goods Do Not Need Description in Mail-Order Advertising

By John T. Bartlett

SEVERAL attempts to substitute newspaper advertising for the mail-order catalogue have been described in PRINTERS' INK within the last year. Uncertainty over merchandise prices, and growing catalogue costs, have been moving causes. A somewhat different situation in the case of a Western mail-order house has produced a method in which the substitute for the catalogue is perhaps the longest regular classified advertisement in the country.

It is published under the "For Sale—Miscellaneous" heading, and runs to nearly three columns. It is a listing of articles and prices —hundreds of them—set solid like the run of classified advertisements. Revised and brought up to date, it is published each Sunday.

The concern is the Stockgrowers' Wholesale Supply Company, of Denver. This company deals in groceries, meats, fruits, vegetables and some general merchandise, and specializes in the mail-order trade. It sells in large retail quantities — soap by the box, canned goods by the dozen or case, coffee in five-pound packages and twenty-five-pound boxes, whole spices by the pound, and so on. In the Rocky Mountain region, where homesteading is still in progress, and where many ranchers are isolated and compelled to buy groceries in comparatively large quantities, this method takes advantage of a favorable local condition.

Moreover, the method effects an economy in distribution which enables the company to offer lower prices. It appeals to the thrifty family in town as well as the farm family on thinly-settled plains. As with the chain stores and the large mail-order houses, the attractive price is a fundamental feature of the sales plan.

GROCERIES ALWAYS A PROBLEM FOR THE CATALOGUE

The catalogue has always presented a problem in the mail-order sale of groceries. Some mail-order concerns issue a regular monthly catalogue, while in certain other cases the general semi-annual catalogue is made to serve, the understanding with customers being that price differences determined by the general market will be recognized in adjustments on orders. Neither method can be called perfect. The solution is only approximate. It is probable that the catalogue condition caused by constantly shifting prices is responsible to a considerable extent for the fact that many families that regularly buy clothing by mail never buy food products that way.

The less frequently a catalogue is issued, the more elaborate it can be. There can be more description, more illustrations, a freer exercise of printed salesmanship. On the other hand, the more frequently the catalogue is issued, the more flexibility it possesses with respect to prices. Prices can be figured more closely, in keeping with the close buying which is an integral feature of mail-order policy. If the catalogue is issued often enough, the concern will be in the same position as the ordinary retailer, so far as setting prices is concerned.

Incidentally, when this result is reached, the catalogue probably won't be a catalogue any longer —it will be a price-list.

The plan adopted by the Stockgrowers' Wholesale Supply Com-

Digitized by Google

pany does not comprehend a catalogue published weekly as a classified advertisement. Its advertising is unillustrated, and there is little description. It is really a price-list, run as a weekly advertisement. Its scope as a price-list, however, is greatly enhanced by a device which modern merchandising science has made possible.

This device is the appearance on the list of well-known advertised brands. There is a numerous family of these, sprinkled in among articles the brand names of which are not given. Del Monte in canned fruits, and Libby in canned berries, Hershey and Walter Baker in cocoa, and Ghirardelli in chocolate, Silver Leaf in lard, Swift, Armour and Morris in hams and bacons; Libby, Van Camp, Campbell, Del Monte in canned vegetables, Carnation in canned milk; Lucky Strike, Tuxedo, Bull Durham and other well-known names in tobaccos; Ivory, Pearline, 20-Mule Team Borax, Fels Naptha, and others in soap; Cross & Blackwell, Lea & Perrin, Heinz, in pickles and sauces; Kellogg's, Post Toasties, Quaker, Pillsbury, Aunt Jemima and others in cereals and flours; Skookum in apples and Sun Maid in raisins; Brer Rabbit molasses, None Such Mince Meat, Royal, Dr. Price's and Calumet baking powders, Price's vanilla, Certainteed roofing, Mason jars, Knox gelatine, and others.

ADVERTISED GOODS WIN CONFIDENCE

The entire mail-order business, whether in food or clothing or farm implements, is built on the buyer's confidence. The appearance of such well-known branded merchandise in a price-list is sufficient in itself to win a prospective customer's confidence. A still more important function is performed, however, in the case of a catalogue which through frequency of issue has necessarily become another creature—a price-list.

These advertised brands supply pictures and description. They reinforce the price-list with the liberal national advertising of many advertisers. A great majority of readers will be familiar with these brand names. They know what they stand for. The names conjure up mental pictures of cans and packages, of enticing printed description. The reader's knowledge surrounding one of these brands couldn't be expressed, oftentimes, in several hundred words. Moreover, he has a favorable attitude toward them, even though he has never used them. Advertising has done that.

ADVERTISED GOODS GIVE PRESTIGE TO UNBRANDED GOODS

PRINTERS' INK has often pointed out the fact that well-known nationally advertised brands sell more readily than unknown brands. The same principle obtains in a mail-order price-list. This Denver concern lists the advertised brand without any additional description. When it lists merchandise of unknown brand, it does not name the brand, but describes the merchandise with an adjective or two indicating grade, such as "especially selected," "fancy," "good," 'choice," and so on. It does not use brands of its own, and in connection with unknown brands acts on the principle that it is better to sell them unnamed in the advertisement, but on the house's indorsement and description, than to try to make the brand known. Here again the influence of the advertised brands listed is felt. An unadvertised article, described in one paragraph, gains prestige from the appearance of advertised brands in the next. The consumer who expects the concern selling much advertised merchandise to exercise unusual care and judgment in the selection of the balance of his stock may be jumping to a conclusion, but the conclusion is one often verified in common experience.

Copies of the price-list are available to other than Sunday newspaper readers, but the bulk of the company's mail-order business is built around the Sunday classified advertisement. The company has used the method for a number of

Digitized by Google

SOME people are more important to the average retailer than others.

When you interest these *influential* consumers you are doing a lot to get the dealer *actually sold* on your product.

New York Theatre Programs reach all the important people in this market.

Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.

New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO 406 Tower Bldg. *BOSTON* Little Bldg. *SAN FRANCISCO* Crocker Bldg.

Digitized by Google

years. At one time it bought what constituted position, on the first page of the classified section, but discontinued this and uses space exclusively in the "For Sale —Miscellaneous" department.

Incidentally this mail-order advertising method is another proof of a changing condition in the mail-order trade. At one time, the consumer invariably associated unknown brands with his mail-order purchases. There may even have been a suspicion that advertised brands, in their nature, were unsuitable for mail-order sale, because advertising added costs which the mail-order method of merchandising could not stand.

This was wrong, of course. Of late years mail-order houses have realized more and more the advantages for their purpose of advertised brands, and their adoption of many of them, as well as their appearance in the chain stores, is about as convincing proof of the advertised brand's sound economic position in commerce as could be imagined.

Canadian Company Uses Airplane for Delivery and Advertising

BRANDRAM-HENDERSON, LTD.
MONTREAL, July 16, 1920.

Editor of PRINTERS' INK:

After reading the article by Robert R. Updegraff on "The Airplane and Advertising of the Future," in your issue of May 27th, 1920, we feel sure that you would be interested to know that there is a firm in the Dominion of Canada which has given this matter considerable thought and at the time your article appeared had purchased an aeroplane for delivery of merchandise and incidentally for advertising purposes.

We were very much struck by the article appearing in your publication, especially as it so closely linked up with what we were doing at the time.

We have now concluded some eight or ten flights without the slightest hitch, our principal difficulty being to locate suitable landing places in the various towns visited by our aeroplane.

For advertising purposes we have had the upper wings painted with our three can color display and the name of the firm prominently painted thereon, but owing to the restrictions of the Canadian Air Board we cannot use the lower wings for this purpose.

From a letter received from the Boston Varnish Company of Everett Station, Boston, congratulating us on our enterprise in adopting modern measures, they inform us that they are carrying on the same sort of aeroplane delivery, having made several flights, the most notable one being to Fitchburg and Greenfield, Mass. We felt that after publishing the article which you did, it might be of interest to you to know that the future of the aeroplane for delivery purposes had already received the attention of certain firms.

Any information we can give you in regard to the success of the movement from our point of view would be cheerfully given.

FRANK H. SMITH,
Advertising Manager.

Censoring Salaries Mentioned In Advertising

The Worcester County (England) Council recently advertised for ten physicians at salaries of $2,250, in connection with a medical tuberculosis and school inspection plan for the county. Two were obtained, and it was proposed to repeat the advertisement. Then the copy was sent to the *British Medical Journal* and the London *Lancet*. However, they were told that no copy could be run which offered less than $2,500 for such positions. A letter was also received from the Ministry of Health, in which it was stated that tuberculosis officers should possess special qualifications and experience, and doubted whether the salary offered would procure men with such qualifications.

Three New Accounts with Joerns Agency

The Arnold Joerns Co., Inc., advertising agency, Chicago, has obtained the accounts of the Charles A. Krause Milling Co. "Badger" stock feeds, Milwaukee; Eagle Lye Works, Milwaukee; and the Iron Springs Company, tobacco, Cave City, Ky.

S. T. Leaming, Secretary, Richmond Bureau

S. T. Leaming has been appointed secretary of the Richmond, Va., Better Business Bureau. Mr. Leaming was formerly advertising manager of Kaufman & Company, Richmond.

Vanderhoof Agency Has Soap Account

Vanderhoof & Company, Chicago, advertising agency, have secured the advertising account of the Graham Bros. Soap Co., Chicago. A general campaign is being planned.

Colorado School Advertises in South America

The Colorado School of Mines, Golden, Colorado, is sending out copy through the Conner Advertising Agency, Denver, to South American publications.

Digitized by Google

Get the Facts!

About the LOUISIANA-MISSISSIPPI MARKET

TRADE EXTENSION BUREAU

300,000 pounds of OLEOMARGARINE and NUT MARGARINE are being sold in New Orleans at the present time. However, there's a market here for 830,000 pounds monthly, not including the sales possibilities in the "outside" Louisiana-Mississippi territory.

Who wants to cash in on this opportunity?

THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

JAMES M. THOMSON
Publisher

National Advertising Representatives
The JOHN BUDD COMPANY

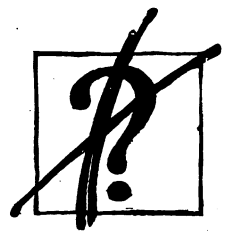
A. G. NEWMYER
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle.

Digitized by Google

Street &

Take the *Guess* out



Street & Finney, *Inc.* (*Est. 1902*) Advertising Agents

Digitized by Google

Finney
of *Advertising*

News:

Duratex—"Nothing Like it but Leather"—is to be advertised nationally by Street & Finney.

171 Madison Avenue, New York

Digitized by Google

THE LONE STAR RANCH

DRAPER BROTHERS
I. A. DRAPER E. W. DRAPER

HAY, GRAIN AND LIVE STOCK

RED LODGE, MONTANA

The Farmer, 7-3-20.
St Paul.
Gentlemen:

We have repeatedly threatened to write you a congratulatory letter for your Market and Business page recently added to your paper.

You also ask for criticisms or suggestions and from the make up of your paper as well as this last and MOST improtant additional feature we fail to see where any one can offer the FARMER any suggestions as it is without qestion or doubt the leading agricultural, stock and farm paper of the world, barring none and we take tehm all. Just keep this page or department and we might suggest one thing that you use one or two more pins or a little glue in binding then one can read the xx paper without it falling to pieces and file away with every page preserved.

Hoping you unlimited success and assuring you that this Market and Business department is just what we hayseeds have long been looking for and positively know that it is a winner.

We are,

Yours truly,

Draper Bros

Editorial service of this nature is one of the factors which gives The Farmer its dominant position in the Northwest.

THE FARMER

A Journal of Agriculture

WEBB PUBLISHING CO., Publishers, ST. PAUL, MINN.

Eastern Representative:
WALLACE C. RICHARDSON, INC.,
381 Fourth Avenue,
New York, N. Y.

OF KNOWN VALUE STANDARD FARM PAPERS

Western Representative:
STANDARD FARM PAPERS, INC.,
1341 Conway Bldg.,
Chicago, Ill.

Member Audit Bureau of Circulations

Digitized by Google

How Audit Bureau of Circulations Is Helping to Conserve Paper

Discourages Circulation Schemes—Helps to Cut Down Duplicate Mailings—Points Out Mistakes of Newspaper and Periodical Merchandising

By Stanley Clague

Managing Director, Audit Bureau of Circulations

IN our various ways we have endeavored to point out the means by which newsprint might be saved, and to give you the benefit of whatever experience we had in order to accomplish this object.

Perhaps more than ever before should our voices be turned in this direction. The steadily advancing cost of wood pulp and the continued uncertainties of the future make this topic even more important now than it was last year, the year before or three years ago.

At the hearings in Washington during the past few months, several of which I attended, I was impressed more and more with the fact that the solution of this problem so vitally affecting the publishers and advertisers of the United States lies not with Government regulation, but in the hands of the publishers themselves.

As evidence of the fact that no real relief can be expected from Governmental sources, the only tangible result so far of the agitation and hearings of the past five or six months in Washington has been, according to a trade paper, a bill known as the Summers Bill, which, among other things, provides that proofs for advertisers and advertising agents be transmitted in the mails as second-class matter.

This, as the paper states, is the latest remedy which had been proposed at Washington for the relief of the paper shortage, and it is one which is scheduled to have the attention of Congress promptly upon reassemblage of that body in December.

It is not definitely stated whether these proofs shall be tear-sheets or merely proofs of the advertisements. In either event, what does it accomplish? What proof is there that the ads appeared in any full edition of the paper or appeared in all editions of the paper? This, again, is an indication that little hope can be expected for practical results from Washington.

HOW PAPER SAVING MIGHT BE ACCOMPLISHED IN THIS CASE

If the object is to accomplish a saving of paper and the avoidance of printing the tons of newsprint sent to advertisers and agents to-day, why not establish central offices in New York and Chicago, to which newspapers and magazines can be sent and checked? The advertiser would send to these central offices a copy of that part of his contract which refers to size, position and location. The report of this body would definitely determine whether the contract was being lived up to and, in fact, could go even further than is done at the present time, because every edition of the paper could then be checked. In this way it would be necessary for a paper to send only two copies, or, if another office was established in San Francisco, three copies of each edition of the paper for the purpose of checking advertising.

This idea is submitted solely for the purpose of suggesting that the real practical solution of these problems must come not from legislators who are unfamiliar with the intimate problems of the busi-

---

Portion of address delivered before members of Southern Newspaper Publishers' Association at Asheville, N. C.

Digitized by Google

ness, but from the practical men who are daily dealing with them.

Personally, I have very definite ideas as to the solution of this problem. I believe that the merchandising of newspapers and periodicals is the most glaring example of wasteful merchandising methods in the entire realm of business. Can you point to any other business in the world where the finished product is sold at a lower price than the price of the raw material alone? And yet today there are some newspapers and some magazines—this is particularly true of the North—being sold on the streets for less than it costs the publisher to purchase the newsprint delivered at his back door.

BUSINESS PRINCIPLES LOST SIGHT OF

In the craze for circulation, business principle seems to have been lost sight of, and the most lamentable part of the whole thing is not the waste of paper alone, but the resort to every conceivable form of journalistic extravagance which may add a few hundred or a few thousand to the circulation.

I believe one solution of the problem is to increase the price of your commodity to something near the equivalent of its value. Newspapers that are sold to-day for two cents should be sold for five cents. Sunday papers now sold for five cents should be sold for at least ten cents.

It is true that such an increase would restrict the circulation. But would it not at the same time, to a very large extent, decrease duplication? It has also been asserted that such a decrease in circulation would mean a decrease in advertising rates. I do not believe it. I believe, with my experience as an advertising agent, that an advertiser will more readily pay for a decreased circulation which has increased in quality resulting from an increase in price than he will pay an increase in rate resulting from an increase in circulation due to forced methods.

One of the hardest problems the bureau has to face is to determine when a bonus is used for legitimate purposes and when it is used for forcing illegitimate circulation.

There are cases where bonuses and other inducements are reasonable and good, sound business policy, but sometimes a publisher oversteps the bounds of discretion and plainly states in his circular matter to newsboys and dealers that these bonuses provide a sufficient amount of money to take care of any papers the boys may be unable to sell and are obliged to "eat." In the case of the latter, of course, the duty of the Bureau is plain.

By discrediting such practices the Bureau is contributing, to the best of its ability, to the conservation of paper. Sometimes progress in this direction is not made as fast as a few publishers would like to see, but it is the constant thought of the board of directors of the Bureau to make haste slowly in order that no possible injury shall be done to any individual newspaper by the adoption of radical rules.

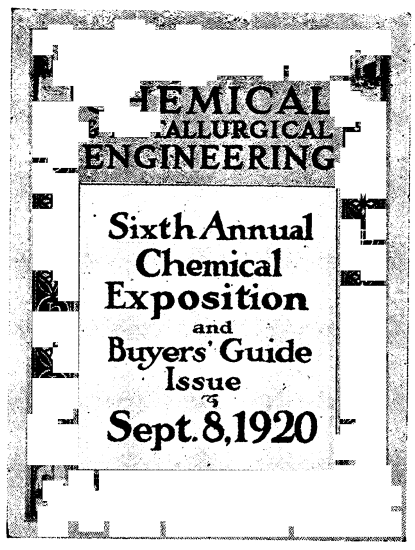
Take, for instance, the matter of cutting down arrears to six months. Among the many communications I have received on this subject within the last few days is a letter from the editor of the Austin *American,* a member of this association, as follows:

"The Austin *American* is in favor of defining a paid subscription as one in arrears not over thirty days, and everybody will be better off when you get this thirty-days' ruling into effect."

This would be an ideal condition to be in, and we certainly congratulate the Austin *American* on being in such a position that it would be able to put the rule into immediate effect.

I can assure you that he is not alone in this matter. I wish I had time to read to you a twelve-page diagnosis of the situation written by Mr. A. F. Seested, of the Kansas City *Star,* in which he urges the adoption of a ruling cutting out arrears entirely—also a letter from Mr. E. Lansing Ray, of the St. Louis *Globe-Democrat*—both

Digitized by Google



All the Advertising Space in this Annual Issue has been sold

It's the big annual which is published each year just prior to the National Exposition of Chemical Industries. It is a "permanent exhibit" of manufacturers of apparatus, equipment, supplies and materials for use in those industries where the manufacturing processes are rapidly becoming chemically controlled.

Circulation of this issue

16,000

Send for new booklet, describing and illustrating the chemically controlled industries

CHEMICAL
& METALLURGICAL
ENGINEERING

A McGRAW-HILL PUBLICATION

Tenth Avenue at 36th Street
New York City

Some Products of the Chemically Controlled Industries

Air Conditioning Apparatus
Belting—Conveying and Transmission
Blowers
Castings, Bronze, Brass, etc.
Chemicals
Centrifugals
Compressors, Air or Gas
Condensers
Conveying and Elevating Machinery
Cranes
Crucibles
Crushing and Grinding Machinery
Dust Collectors
Electric Motors
Electrodes
Evaporators
Fans
Filter Cloth
Filter Presses
Furnaces
Laboratory Apparatus and Supplies
Meters
Mixing Machinery
Motor Trucks
Pipe and Fittings
Pumps
Sprayers
Stills
Tanks
Water Purifiers
Welding Outfits

Some Needs of the Chemically Controlled Industries

Chemicals, Acids, Alkalis
Carbon Products
Cement
Ceramics, Glass, etc.
Dyes and Dyestuffs
Electrochemical Products
Explosives
Fertilizers
Gas
Greases and Oils
Iron
Paint and Varnish
Petroleum Products
Pharmaceuticals
Pulp and Paper
Rubber
Soap
Sugar
Steel
Sulphur
Tar Products
Zinc

Digitized by Google

of which communications I am going to urge Mr. Seested and Mr. Ray to allow me to publish.

I hope eventually the day will come when a three-months' ruling will apply not only to the newspapers, but to magazines and all other forms of publications. When that day arrives, thousands of tons of newsprint which are now being sent through the mails for which never a cent will be received will be saved and used for productive service.

I have taken the working papers of the audits of ninety-five publications which are members of this association for the year just passed, and I believe it is worth your while to thoughtfully study the figures I am about to give you, and carefully consider their significance.

There is a possible chance of saving one million dollars and a quarter by the elimination of waste in the offices of these ninety-five publishers alone. This is a startling statement, but after you hear the figures perhaps you may agree with me.

During this period these 95 publishers purchased 268,179,857 pounds of newsprint—or 134,090 tons. Out of this amount of paper there was lost in waste 29,767,048 pounds, or 14,883 tons.

Two Southern Publications Combined

The *Inland Farmer* of Louisville, Ky., and the *Southern Agriculturist* of Nashville, Tenn., have been combined. Beginning January 1, 1921, the two papers will be published as the *Southern Agriculturist,* with headquarters in Nashville.

First Signs of Coming Political Advertising

Lord & Thomas, Chicago, is handling part of the Republican national advertising. It is understood this advertising will be distributed among various agencies.

C. F. Wendel Heads Display Men's Association

C. F. Wendel, head of the display department of the J. L. Hudson Co. Detroit, has been elected president of the International Association of Display Men.

Sees Trade with Russia Restricted to Barter Basis

The recent State Department order lifting the embargo on trade with Soviet Russia, although it will not result immediately in any decided change in trade relations between that country and the United States, stands out as the most absorbing of recent foreign trade developments, according to the Guaranty Trust Company of New York.

"Commercially, the State Department's action probably means little at this time," the Trust Company says; "politically it can be taken as a far-sighted policy which may react on and ultimately weaken the Bolshevist influence in Russia. With the embargo lifted, one of Bolshevism's chief excuses will be shattered and the Bolsheviki will lose one of their most formidable means of foreign propaganda.

"Present chaotic conditions in Russia will present serious difficulties to whatever trade may result from this country's action. Russia is in dire need of locomotives and railroad materials, but these, as well as many other commodities, are likely to be considered capable of being used for war purposes and their exportation thereby restricted. Trade will necessarily be conducted on a barter basis, as Russia's currency is practically worthless, and her only gold is that confiscated from the imperial régime. Her exportable surplus of commodities is so small, however, that it could not be exchanged for any appreciable amount of goods from this country. The United States Post Office Department has not re-established the mail service with Russia, and at present there is no authority in Russia to which business men could appeal for counsel or for the protection normally available to foreign traders."

Polachek Will Leave "The Sun and New York Herald"

Victor H. Polachek, publisher of *The Sun and New York Herald* and *The Evening Sun,* has resigned that position, his resignation to become effective the first of August.

Mr. Polachek has been planning for some time to enter the news print manufacturing field and has associated himself with a project for the manufacture of pulp sulphite and news print paper on a large scale.

Mr. Polachek says that he expects to be in a position soon to announce the details of the paper project in which he is interested. He says he hopes and expects this proposed development will go a long way toward relieving the famine conditions in news print supply.

John A. Simpson, recently with the Conover-Mooney Co., advertising agency, Chicago, has joined Long-Costello, Inc., advertising agency in the same city.

Digitized by Google

—opportunity

Consider the great industrial centers of the United States.

Three groups: Employers—Executive Employees—Labor.

The *only* constant, common meeting ground of *all* is the daily Newspaper.

Your potent message appeals to one or more of these groups.

What an opportunity you have through Newspapers to reach and saturate exactly the markets you are interested in,—further, that you can open wide where you wish and throttle down simultaneously in any other sections, and keep out of markets altogether which do not attract you.

The daily Newspaper is at once the most powerful and adaptable of mediums.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

Digitized by Google

The Black Sheep

As Shakespeare once said—
"Advertising is not all Sorrow!"

Published by The Ethridge Association of Artists, 25 E. 26th St., New York—140 N. Dearborn St., Chicago.

Vol. I — NEW YORK CITY, JULY, 1920 — No. 3

Guide to Black Sheep Contributors

Herman Heyer.—We might as well admit it at the outset most of the cartoons in this issue of the little paper are by Mr. Heyer. No, he is not responsible for the ideas. In fact, when they are presented to him for sketching, he often hints that they are distinctly poor; as real humor goes. Mr. Heyer is a paragon, an office mystery. He climbs from the sublime to the ridiculous with more ease than an Alpine acrobat. If you are eager for spirited, happy-go-lucky cartoons for a newspaper series or a house organ special issue, Heyer will enter into the spirit of the occasion with a broad grin and a keen understanding. On the other hand, if you want serious character studies, he will prove all over again his right to pre-eminence in this field, for he is a magazine and book illustrator of acknowledged genius. And here in the studio, we think Heyer kiddies are the cutest, happiest, most natural youngsters we have even seen.

* * *

Perhaps the rarest thing in Advertising is a Dealer Cut that the Dealer will use.

* * *

The cat that ate the canary was a sad feline as compared with the solicitor who returned with the name on the dotted line

* * *

Any idea is a good idea if you can make the other fellow see it through your eyes.

* * *

Trade Mark characters are going out of style somewhat: Sunny Jim married Aunie Dendy, and a lot of others were at the ceremony.

* * *

Doesn't it beat all, when the campaign you thought would bring home the bacon, turns up with the rind?

Sealpacks
Wall Paper
Dainty Designs For Bachelor Apartments.
Wall Covers Might Just as well be Appropriate.
The latest thing in Attractive Patterns

Itinerary of An Advertising Manager

Monday—Scheduled to appear before the Buloxi Advertising Club and speak on: "Why I : Dealer Never Uses Our Electro Campaigns."

Tuesday—Will deliver a Monograph at Parchest, Ill, to Federation of Drug Clerks. Subject, "Window Trims We Have Never Managed to Get in the Windows."

Wednesday — Address before the Yonkers, N. Y., Board of Trade.—"Making the Single Column, Four-inch Space Do as Much as a Full Page."

Thursday—An informal talk to the Factory Force of the Greasy Ointment Company, Nox Vomica, Vermont—"Some Wild Artists I Have Met," with illustrated slides.

Friday—Lecture before the Hiccough City Council on—"Does Theatre Program Advertising Pay in a City Where There Are No Theatres."

Saturday—Short Discourse at the De Buke Carpenters' Convention. "Should Blacks be Stippled or Cut Out White the Plate."

Sunday—(At Home) writing articles for

Mor-
la-

Facts vs. Theory

First Guy—"Ain't Wrigley gum advertisin' punk?"

Second Guy—"It sure is. Them pictures won't sell no goods."

First Guy—"Gee, if I had that account, I beicha I'd show 'em how it oughta be done."

Second Guy—"Me too. It's rank."

(Memo) The net profits of Wm. Wrigley, Jr. & Co. for 1919 are reported as $4,139,887—a gain of 64.74 per cent over 1918.)

Advertising Characters We All Know

The client who wants his sister's little brother, Oscar, to draw the illustration for the next insertion.

The artist who wants to change the composition to suit himself, because, by so doing, he will eliminate the commercial note, and prevent it from selling goods.

The engraver who wants time, extra time, over-time, added time, time-and-a-half, tooling time, rouletting time, highlighting time, and just plain etching time, for a plate that should cost eight dollars and which now costs over fifty.

The sales manager who always wants to make a change in the copy and the illustration, just a few minutes before the closing date of the magazine.

The Advertising Manager who makes lengthy speeches at Ad-Club luncheons and who loses his job the Friday following.

The Copy-writer who simply insists upon having at least one ninety-seconds of the total space for telling his story.

The Handler of Accounts who, when the girl at the telephone switchboard speaks cross to him, threatens to go to another agency and take all his good customers along with him. And later finds that the agency held them—not HIM.

The President of the Company, who once saw an art exhibition in Paris, and feels competent to pass upon all the advertising illustrations of his campaign.

* * *

A Fable—

Once upon a time, an advertising man happened to see an advertising illustration that struck him as being strictly to the Bacquefort. And, with an eye to getting the account, he sat him down and wrote the president of the company, telling him how punk it all was. Whereupon the President wrote back: "What's the big idea? That was my own idea you criticised."

Moral. — *Even legitimate knocking never pays.*

The BLACK SHEEP

THE JULY issue comes bleating from the press, and if you have not seen this little publication, you must surely write in for it. Readers of past issues tell us that it brims over with joyous burlesques of all the problems of Advertising. It has been a success from the very first number.

The ETHRIDGE
New York Studios
25 East 26th Street

Digitized by Google

To the Advertising Agency

Published by the Etheridge Company in behalf of Advertising Men Generally, and to stimulate Constructive Interest in Commercial Art.

"Anybody can Land an Account—It's Keeping them that Requires Getting"

New York Studios—23 East 26 St. Number 2 Chicago Studios—140 N. Dearborn St.

"KIDS"

YOU know how exceedingly difficult it is to secure satisfactory drawings of children. It's easier to paint a fifty-acre factory than a two-months-old baby. There are, in the country at this time, not more than a dozen artists who specialize in, and make a success of, this field. Yet Advertising demands the portrayal of Childhood.

We want you to know that our Mr. Herman Heyer is an acknowledged leader in this line. His kiddies are lovably real. And he draws them in any medium, any mood. When Mr. Heyer visualizes an infant in arms, it doesn't look like a U. S. Senator, nor has it the mature features of a War Veteran of 1812. Honesty—some of the pictures of babies we see every day would be fine if they were shaved and stripped of exalted sophistication.

You will want to use "Heyer Kiddies" on that text campaign of yours. Perhaps you are sufficiently interested, at this very moment to send for some samples of his work. In art, the line of demarkation between the Kindergarten and the Old Folks' Home is sometimes delicately adjusted. Why not play safe and call in the services of an artist who delineates Childhood in all its flower like shadings? Heyer was a kid once himself—mebbe that's why he knows his subject.

Pictures of Real Men

WE are exceedingly proud of the exacting type of illustration produced by our Mr. Ray Morgan. He draws REAL MEN, types, character studies—fellows of the he-brand, with moss on their chests. No two of these types are ever the same. And sometimes the most serious problems are put up to Artist Morgan. "We want the idealization of a well-to-do country banker—we want the picture of just an average man about town—we want a typical Englishman, farmers, policeman, tugboat captain." He is asked, in a working year, to run the entire gamut of human characterization. And he NEVER FAILS. Somewhere, tucked away in Morgan's brain cells, is a portrait gallery of reg'lar folks.

Sooner or later, in every advertising series, there is need for pictures of keen-eyed, progressive men, or rugged characterizations, of types drawn from the trades. Then you will want Morgan. He works in every medium, from charcoal and pen and ink, to full color, oil, and you can take it from us, that, unless you specify the same, you will never [illegible] those milk-fed, lilac-and-lavender-[illegible] dolls, that would last one [illegible] logging camp. To [illegible] on an account, in [illegible] be sure of [illegible] analysis

Hot Competition

THE news leaked out that the So-and-So concern intended to employ the services of an Advertising Agency. Plans and suggestions were in order. The latchstring hung out so far it dragged the ground. And when the appointed time arrived, the Sales Manager's office was so chock-a-block with solicitors and idea sketches, that everybody had to stand close for fear of being killed in the crush.

Which was perfectly natural. A new account is worth throwing one's hat into the ring. But we saw that room. There must have been eight hundred drawings submitted of every possible shape, form, kind and pedigree. Some agencies had gone so far as to have finished paintings made, plates, typography and proofs pulled. There were impressive bound volumes of dealer ads, and trade paper sketches. Everybody had gone into the thing in earnest.

But it isn't the number of drawings submitted. It isn't technique or portfolios of high art. It's IDEA, first, last and always. Better one substantial illustration sketch, founded on a business fundamental, than a whole gallery of pretty nondescripts.

Representative Thompson seems to want to jam through a Bill of his own—a bill to tax advertising. We beg to suggest that the esteemed Representative seems to have nothing special to do.

Divorcing the Artist from the copy-writer ends many a happy marriage

To the Advertising Agency

ANOTHER of our publications, this one issued every other week. It treats of various phases of Advertising in what we feel to be an entirely new vein. But it is a message to Agencies only. We believe in Advertising and practice a great many of the things we preach.

ASS'N *of* ARTISTS
Chicago Studios
140 N. Dearborn St.

Digitized by Google

Right at Home

The South Bend News-Times is thoroughly appreciated by many national advertisers—and particularly by the merchants of South Bend.

This is strikingly illustrated by comparing the local display for the first six months of 1920, with that of the same period in 1919. The local display for the first six months was 2,953,205 lines, while in 1919 it was 2,148,733 lines. A gain of 804,472 lines.

The business men of South Bend know us. They can judge us first hand—an opportunity not accorded foreign advertisers. And, knowing us as they do, they are using more and more space in the News-Times.

Surely here is a fact that will favorably impress many National Advertisers.

SOUTH BEND NEWS-TIMES

Morning *Evening* *Sunday*

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE & WOODMAN, INC.

Chicago New York Detroit Atlanta Kansas City

Digitized by Google

Advertising to Physicians—a Consumer Market for Medicinal Agents

Higher Standards, the Result of Research and Competition, Must Be Maintained by Means of Advertising

By Harry B. Mason

Director of Advertising for Parke, Davis & Co.

IN the drug business, as elsewhere, specialties and branded goods have come very largely to dominate the market. In manufacturing pharmacy, as in other fields of production, competition is ceaseless. Every large manufacturer has an elaborate staff of research investigators constantly seeking ways and means of bettering his products. He is trying to improve the familiar galenicals of the materia medica. He is endeavoring to bring out new combinations that will be more effective in the treatment of disease. He is forever attempting to discover new chemicals, glandular or biological agents.

Thus the relentless competition of the age forces two results. The first is that medicaments laid at the disposal of physicians for the treatment of human disease are rendered constantly more and more efficient. I do not hesitate to say that the last forty years have yielded a very great improvement in the materia medica of the day—an improvement scarcely paralleled in any other line of production.

The second result is that the manufacturer, having spent time, labor and money in the betterment of his products, is forced to capitalize these improvements. He must individualize his products and connect them indissolubly with his own name. This means that a given article must be given a special title, a special package, or in some other way connected with the maker. It also means that the virtues of the product must be brought to the attention of the consumer in order that a satisfactory volume of business on the item may be established. Having spent vast sums in the improvement of his line, the manufacturer is inevitably compelled to get the money back. Otherwise he faces disastrous failure.

THE PHYSICIAN IS THE CONSUMER

His advertising, of course, is aimed at the consumer. But the consumer here is not the layman. To this extent the situation is different from that respecting the maker of safety razors or foods or clothing. The manufacturing pharmacist does not appeal to the general public. He appeals to physicians. Physicians are his consumers.

Hence we find the manufacturing pharmacist bringing his improved products to the attention of the medical profession. He gets out expensive "literature." He advertises freely in the medical journals. He sends out letters and pamphlets through the mails. He trains a staff of "detail men" and has them call personally on physicians. Other ways and means are employed with intelligence and discretion to create a demand among physicians for the new and improved products of the manufacturer.

Doesn't this all benefit the retailer as much as the manufacturer? It certainly does. It keeps alive the practitioner's confidence in medicinal agents. It defeats the tendency frequently exhibited toward therapeutic nihilism. It constantly brings forward more effective medicaments for the treatment of human ills. It gives physicians more and more as-

Reprinted by permission from the *American Druggist.*

Digitized by Google

sistance in the practice of their profession, and it gives the pharmacist more and more opportunities to increase his business.

It isn't necessary to urge the pharmacist to co-operate with the manufacturer in the advertising efforts of the latter. The pharmacist is already giving his co-operation.

Very frequently a manufacturer will start a definite campaign of publicity, lasting a year or more, in behalf of one or more products. This publicity is aimed at the consumer—and the consumer, I repeat, is the physician. The druggist realizes at once that the demand thus created must seek expression at his store. It cannot be satisfied anywhere else. The druggist is the sole distributer of the kind of manufacturer I am talking about. For such a manufacturer does not sell direct to the physician. He may on occasion take an order from a physician, but he invariably turns this order over to the druggist. I venture to say that at least four or five of the larger and more influential manufacturers in the United States haven't a single account on their books with a physician.

Here is where the manufacturer must play fair with the retailer. He must let the retailer be the sole distributer of his wares. This is vital. He must permit the retailer a fair and decent profit. This also is vital. And he must turn out products of superior quality. These three requirements must be met in every case, and when they are met, the manufacturer and the retailer work honorably together for their own profit and for the benefit of humanity.

There isn't any use in attempting to run counter to evolution. Whether we like certain developments of the day or not, we are all caught up in these economic and industrial transformations. We are all equally subject to natural law. We can't escape it.

For that matter, the manufacturing pharmacist couldn't do differently if he chose. For he is surrounded by a group of clever, ambitious, honorable and aggressive competitors. He can't afford to nod for an instant. He must be ever on the alert. He must fall in line with the times. He is compelled to work improvements in his products, and then when he secures these improvements he must exploit them vigorously. He can't afford to hide his light under a bushel. If he does, the light goes out and the manufacturer disappears with it.

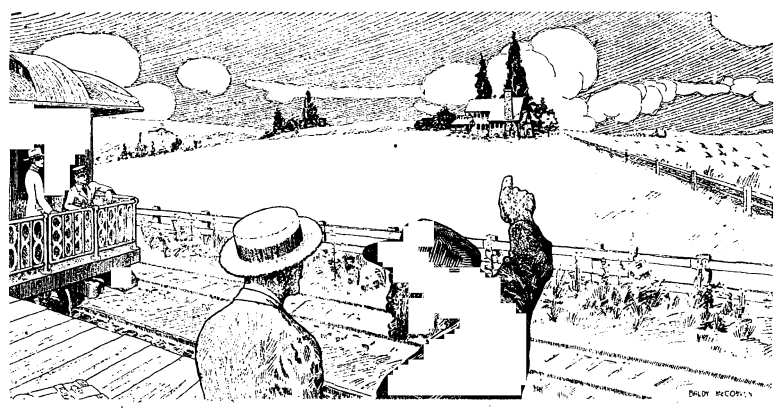
Incidentally this means that the retailer is forced to carry a larger and a more varied stock of medicinal products than he would otherwise prefer. It may increase his investment somewhat. But on this point there are two things to be said. One of them has already been said—namely: that the specialties and branded products of the day have greatly increased the retailer's opportunities. They have enormously enhanced his volume.

THE RETAILER CAN MODIFY THE SITUATION

The other thing I want to say on this point is that the retailer can, to a certain extent, modify the situation. I do not undertake to say that he should carry every special product made by every manufacturing pharmacist in the land. Of course, he must use some discretion. He must govern himself by the demand. He must also govern himself by his confidence in the particular manufacturer involved. Some manufacturers do a great deal more than others to create demand. Some manufacturers enjoy the confidence of physicians in far greater measure. Some manufacturers do more for the dealer.

I think everyone will agree with me in the statement that the particular line to be given the greatest measure of consideration is the line for which there is the greatest demand. This means the line of that manufacturer who, in any given locality, does the most detail work, carries on the most aggressive advertising among physicians, enjoys the greatest respect

Digitized by Google



THE BIG HOUSE IN THE FIELD

"THE HOUSE OF TRANSPORTATION" is the big house in the railway field—that field which now holds such certain promise of a fruitful harvest of orders.

As you must know, the railways today are in need of a vast supply of innumerable things. Also you must realize that signs indicate that the "Six Billion Dollar Customer" is getting busy and that big orders are in prospect immediately. But do you know the service which the Big House in the Field is rendering?

The Simmons-Boardman Publishing Company—known to railway officials everywhere as the Big House in the Railway Field—publishes five railway papers—five papers with a combined circulation of 40,000 copies. Five papers, each devoted to the needs of certain departments—RAILWAY AGE, RAILWAY MECHANICAL ENGINEER, RAILWAY ELECTRICAL ENGINEER, RAILWAY SIGNAL ENGINEER, RAILWAY MAINTENANCE ENGINEER. It is this *Railway Service Unit* which affords those who seek their share of the big sales' harvest the *one way to reach railway officials.*

Remember this Service Unit was built to serve railway officials, and that *they know it;* for in that lies the fact that your sales message in one, or in a combination of these papers will be delivered safely.

Remember this and call on "The House of Transportation"—"The Big House in the Field" for help in gathering your share of the great harvest of orders from *"the biggest single organized industry in the world—The Railways."*

All five members of the Railway Service Unit are members of the Audit Bureau of Circulations and Associated Business Papers.

SIMMONS-BOARDMAN PUBLISHING COMPANY

Woolworth Building, New York

Chicago Cincinnati Washington Cleveland London

Publishers also of The Marine Engineer, The Boiler Maker, Locomotive Cyclopedia, Car Builders' Cyclopedia, Shipbuilding Cyclopedia, Material Handling Cyclopedia, Maintenance of Way Cyclopedia.

Digitized by Google

of physicians, and in general does the most to make his products move on the shelves of the retailer.

When the retailer and the manufacturer get together on this basis, they can enormously benefit one another. The large and ambitious manufacturer of today has an abundance of ways and means to help the retailer sell his goods. He can give him the benefit of a specialized advertising service. He can supply him with promotion aids of one sort or another. In the case of popular articles he can furnish him with attractive window displays. He can write letters for the dealer on the dealer's stationery. He can do a score of different things to help the retailer sell the manufacturer's products with a benefit which spells true co-operation.

We can't make the world over. We can't turn the wheels of progress backward. We can't modify trade currents which may seem to some of us unfortunate. We must take things as we find them and adapt ourselves to the situation. The manufacturer or the retailer who grasps this truth in fullest measure is he who secures the greatest modicum of success. And it behooves both the maker and the distributer of a given product to work in the closest unison in order that they may serve themselves and the public with benefit to everybody concerned.

Southern Newspaper Publishers Hold Convention

THE Southern Newspaper Publishers Association met at Asheville, N. C., last Monday, Tuesday and Wednesday for its eighteenth annual convention. The attendance was the largest in the history of the organization. The address of welcome to the assemblage was made by Governor T. W. Bickett, of North Carolina.

The organization showed surprising growth during the year. Walter C. Johnson, of the Chattanooga *News,* secretary of the body, said that last year the Association had a membership of 155. During the past twelve months 72 new members have been added, making a total present membership of 227.

The programme of the opening day included reports from the chairmen of various committees, among them that of the advertising Committee, of which Arthur G. Newmyer, of the New Orleans *Item,* is chairman; that of the White Paper Committee, the chairman of which is C. I. Stewart, of the Lexington, Ky., *Herald.* Two principal addresses were delivered on Monday, that of Stanley Clague, which is reported elsewhere in this issue, and that of H. N. Kellogg, chairman of the standing committee of the American Newspaper Publishers Association, who spoke on labor problems. The feature of Tuesday's session was the address in the evening by Sir Auckland Geddes, British Ambassador to the United States.

A stimulating talk was made by Walter G. Bryan, publisher of the New York *American,* on the general subject of "The five cent daily, ten cent Sunday and nine columns per page." E. A. Sherman, associate forester of the Department of Agriculture, discussed the immediate and future supply of wood pulp in the United States and Alaska.

Following the precedent established last year, the meeting of the Southern Newspaper Publishers Association was held in conjunction with meetings of the Executive Board of the American Association of Advertising Agencies, the Southern Council of that body, and also the Southern Farm Paper Publishers Association. Harry Dwight Smith, president of the Agency Association; W. H. Johns, president of the George Batten Company, and Collin Armstrong, National Chairman of the Newspaper Committee of the Agency Association, addressed the assembled publishers Wednesday. Mr. Armstrong spoke on "Newspaper and Agency Relationship."

Digitized by Google

"For BAR!"

McJUNKIN advertising and merchandising campaigns are loaded for *Big Game*. Our first thought is: Wherein lies the Dominant selling argument? We believe the real high-powered modern weapon of merchandising is a sales campaign based upon a great single *master* selling thought. This Dominant Idea is not an external evolution—it *must* come out of the business itself.

Upon the request of an executive, we will gladly send our new 72-page book, "Master Merchandising and The Dominant Idea."

McJUNKIN ADVERTISING COMPANY

CHICAGO · 5 S. WABASH AVE.

CLEVELAND · LEADER NEWS BLDG.

Digitized by Google

McCLURE'S

THE NATION'S PERIL

By Herbert Kaufman

THE South leads in illiteracy, but the North leads in non-English speaking. Over seventeen per cent. of the persons in the east-south Central States have never been to school. Approximately sixteen per cent. of the people of Passaic, New Jersey, must deal with their fellow workers and employers through interpreters. And thirteen per cent. of the folk in Lawrence and Fall River, Massachusetts, are utter strangers in a strange land.

The extent to which our industries are dependent upon this labor is perilous to all standards of efficiency. Their ignorance not only retards production and confuses administration, but constantly piles up a junk heap of broken humans and damaged machines which cost the Nation incalculably.

It is our duty to interpret America to all potential Americans in terms of protection as well as of opportunity; and neither the opportunities of this continent nor that humanity which is the genius of American democracy can

Digitized by Google

be rendered intelligible to these eight million until they can talk and read and write our language.

Our future security compels attention to such concentrations of unread, unsocialized masses. They live in America but America does not live in them. How can all be "free and equal" until they have free access to the same sources of self-help and an equal chance to secure them?

Illiteracy is a pick-and-shovel estate, a life sentence to meniality. Democracy may not have fixed classes and survive. The first duty of Congress is to preserve opportunity for the whole people and opportunity can not exist where there is no means of information.

How may they reason soundly or plan sagely? The man who knows nothing of the past can find little in the future. The less he has gleaned from human experience the more he may be expected to duplicate its signal errors. No argument is too ridiculous for acceptance, no sophistry can seem far-fetched to a person without the sense to confound it.

Not until we can teach our illiterate millions the truths about the land to which they have come and in which they were born shall its spirit reach them—not until they can read, can we set them right and empower them to inherit their estate.

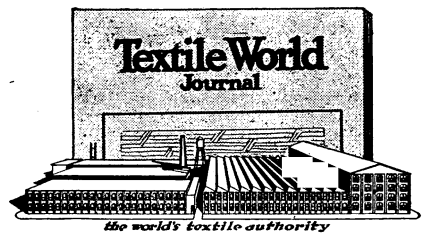
This is one of HERBERT KAUFMAN'S Editorials in

AUGUST

McCLURE'S

Copyright 1920 by Herbert Kaufman. All rights reserved.

Digitized by Google



Reaches an industrial field which buys $500,000,000 worth of factory equipment annually—the textile manufacturing industries, with mills located in every state of the union.

A highly specialized advertising medium which 800 leading industrial advertisers capitalize as a vital factor in their sales plans.

Adapted for the advertising of practically every product sold to manufacturing industries.

Ask on your letterhead for a copy of our book "Selling to Textile Mills," which gives definite information about the textile field as an industrial market.

Textile World Journal

Audit Bureau of Circulations.
Associated Business Papers, Inc.

BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE, NEW YORK

Digitized by Google

Advertising That Acts as a Reception Committee for the New Product

Why the Mallory Industries Have Adopted an Institutional Style of Copy from the Start

PROBABLY there are few concerns which have not, at one time or another, seriously considered the advisability of adding a new product to the line. Especially is this true to-day. Manufacturers who have greatly enlarged their plants to take care of abnormal demands are planning for that time when orders will not be so plentiful and idle factories loom up as a possibility. In numerous instances this subject has been given such close attention that it is already settled as to what shall be manufactured the moment production on the main line catches up.

Naturally, manufacturers, who have planned so far ahead, would make the sledding for their future products much easier could they create a consumer acceptance for them previous to their appearance. This may seem like putting the cart before the horse. The average business man who has not taken the trouble to inform himself on the power of advertising would probably grunt, "Another new-fangled notion," and pass up the subject.

However, there is a campaign now running in big space in general periodicals and newspapers with that ultimate purpose in view. The company is the Mallory Industries, Inc., of Detroit. So, while it may look like a far-fetched idea to advertise products which may not be ready for the market for years, shrewd merchandising men have seized upon the present as a really wonderful time to advertise household appliances not yet ready for distribution. Why and how it is being done may be suggestive to advertising and merchandising men in lines far remote from such products.

The Mallory Industries, Inc., is a holding corporation organized to manufacture and market household specialties. Up to the present time it has been the policy of the company to purchase concerns already established in the household field and operate them with centralized control. One of the first devices to be taken over was the Crystal Washing Machine. This is an electric washing machine for the home and is the only product now being featured in the advertising. It was chosen to lead the line because at the time the campaign was started it was the only Mallory product ready for the sales impetus which comes with aggressive national advertising.

When the advertising was first taken under consideration a careful analysis of the task at hand was made. What should be the underlying motive of the publicity? In this connection it should be remembered that the Crystal Washing Machine was merely one of a number of household appliances the parent company planned to sell. For that reason it was decided something else other than the usual run of copy was needed. It was immediately seen that the big work of the advertising, rather than pushing a single article, was to so establish the name "Mallory" in the public's mind that it would form a strong background for the launching of future Mallory products.

INSTITUTIONAL COPY USED

With that idea in mind an institutional style of copy, quite unusual in its make-up, was devised. Its purpose is to put the name of a large institution into the consciousness of the entire public in the shortest possible time. Speed was essential for several reasons. One was that new appliances were

Digitized by Google

constantly and are still being added. As these become ready for distribution the company wishes to have a consumer acceptance for them firmly established. Furthermore the American housewife, right now, is showing great interest in all household labor-saving appliances. She is probably following the advertising of these accessories with closer attention now than she will when there is again a surplus of domestic help. The company wants to take full advantage of this, perhaps, fleeting interest.

Now it would be possible to take most any trade-mark, within reason, and advertise it strongly enough for so long a time that it will become implanted in the consumers' minds. But what the Mallory Industries wanted was one that could be established within a reasonable length of time and at a reasonable cost.

Of course such a mark must be unusual. It must have character, force, dignity, stability and still be so individual as to preclude any doubt as to its user. Also it must express the spirit and purpose of the whole organization behind it. And above all, it must be as good fifty years from now as it is today; it must be immune to the changes of styles and seasons. Furthermore, it must be so broad that it will be a good trade-mark for any home appliance the company brings out.

PUTTING IDEALISM INTO THE TRADE-MARK

Taking all this into consideration, the trade-mark medallion showing an allegorical couple with the man lifting from the woman's shoulders a large bundle and having in raised letters the slogan: "To Lighten the Burden of Womankind," and a line reading "A Product of the Mallory Industries, Inc.," is of conspicuous merit. Once established it will make it comparatively easy to introduce future household products.

Inasmuch as the prime purpose of the present selling plan is to establish the trade-mark on a firm basis, it is used on practically everything put out by the company. In the case of the Crystal Washer it appears a few inches below the name "Crystal." Every advertisement, whether national, business paper or newspaper, displays it prominently. It appears on every piece of advertising literature. In this manner the Crystal Washer and any other product the Mallory Industries may desire to launch are bound into one family.

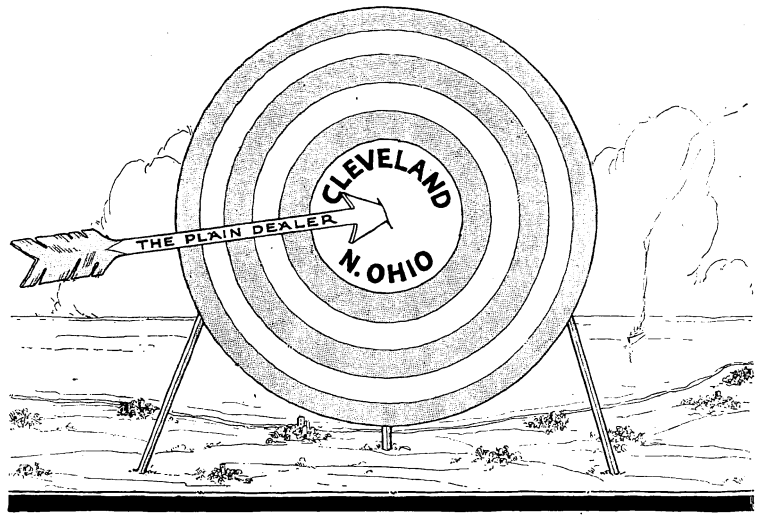
The institutional advertising of the company is unusual for the reason that the trade-mark medallion is given as much, if not more, space than the Crystal Washer. In the double-page advertisements which have appeared an entire page has been given over to an illustration of the trade-mark. Single-page advertisements to appear in women's publications also stress the trade-mark. In fact, in these pieces of copy the illustration of the washer is subordinated.

Every piece of copy contains the following paragraph: "That it should bear the seal of a great organization dedicated to the saving of labor in the American home only serves to intensify the unmistakable preference for the established superiority of the Crystal Machine." This sentence is to be used in all the national advertising, the only change being in the name of the appliance to be featured.

In getting the dealer's co-operation the company is employing a complete line of selling helps. They are all described in a portfolio called the "Crystal Merchandising Book." The first is a very complete window display and it is interesting to note that even here the trade-mark medallion is featured. Then there is a series of five letters, which have the merchant's name imprinted in two colors. Illustrated in the portfolio, also, are local newspaper advertisements, car-cards and motion-picture slides. Full directions as to how this material is to be ordered are given.

With the idea of having the dealer use these helps in the most

Digitized by Google



Yours With One Shot

The bull's eye market of America is Cleveland and Northern Ohio.

Here are concentrated 3,000,000 prosperous consumers, many of the world's greatest business enterprises and some of the fastest growing, richest towns in America.

Akron—the rubber center, Youngstown, the sheet metal center, Canton, Elyria, Ashtabula, Sandusky, Lorain and hundreds of others.

And this bull's eye market can be covered by a single newspaper!

Whether your product is used in homes, stores, offices, factories, or all combined, the single medium needed to carry your message to the buying factor in every case, in Cleveland and Northern Ohio is the Cleveland Plain Dealer.

Instead of scattering your fire and perhaps falling wide of your mark, concentrate in The Plain Dealer and hit the bull's eye. It saves time, money, effort.

The Plain Dealer's 78-year knowledge of its field and dynamic co-operation is fully, freely at your disposal. Address, for full particulars, Merchandising Service Dept.

The Plain Dealer

Cleveland

Eastern Representative:
JOHN B. WOODWARD
Times Bldg., New York City

Western Representative:
JOHN GLASS
Peoples Gas Bldg., Chicago

Digitized by Google

effective way the company has mapped out for him a two weeks' campaign schedule. This is outlined in the portfolio as follows:

Sunday—Run advertisement "A."

Monday—Window display should be in the window and posters and street-car cards should be appearing locally. Theatre slides should be running in local picture houses. Mail sales letter No. 1 to your entire list of prospects.

Tuesday—Run advertisement "B."

Wednesday—Run advertisement "C."

Thursday—Mail letter No. 2.

Friday—Run advertisement "D."

Sunday—Run advertisement "E."

Monday—Mail letter No. 3.

Tuesday—Run advertisement "F."

Wednesday—Mail letter No. 4.

Thursday—Run advertisement "G."

Friday—Mail letter No. 5.

The electros, matrices, slides, posters, etc., are all supplied the dealer without charge, but only when he requests it. Enclosures for sales letters are also supplied the dealer, as well as a sixteen-page catalogue. This catalogue is a fine sample of printing work with the pictorial appeal stressed throughout.

A product such as an electric washer is, of course, too bulky to carry around, and this fact has always made selling a washer by canvassing more difficult than other appliances which the canvasser can take right along for a demonstration.

An unusual booklet has, therefore, been prepared in order to overcome this handicap. This booklet presents, pictorially, the various parts of the Crystal Washer and briefly points out the advantages that each insures. It is really a printed sales demonstration by a trained and skilful salesman. The value of the booklet lies in the fact that it enables the dealer to talk convincingly about the washer and point out its various features with the assurance that he will know just why they are used.

This campaign illustrates what PRINTERS' INK has so often emphasized, namely, that the greatest thing any manufacturer has to sell is, not his product, but the company, the trade-mark and the good will back of that product. Such good-will selling is best done when the goods themselves are partly or entirely off the market. The same logic holds good for articles that are only in the incubator stage. In such cases the company that succeeds in stamping itself and its ideals upon the public consciousness is going to find the track cleared for a quick trip to the consumer when its products are ready for distribtion.

Sales Moving Stationery Copy

The Kendrick-Bellamy Company, Denver stationers, adopted a unique plan for advertising their goods in that city and are much encouraged with the increased sales now apparent after the campaign has been running for several months. A lively little character called K. Bee makes daily appearance in a local newspaper, extolling the virtues of the different commodities and representing himself to be the "service man" of the Kendrick-Bellamy institution. With complete change of copy and cartoon each day, interest is maintained in K. Bee and this firm's advertising.

Illinois Co-operative Marketing Plan

The Illinois Agricultural Association has adopted plans calling for co-operative grain marketing, which will include community grain elevators, regulation of grain shipping and a clearing house organization which will act as a broker for the producers and consumers.

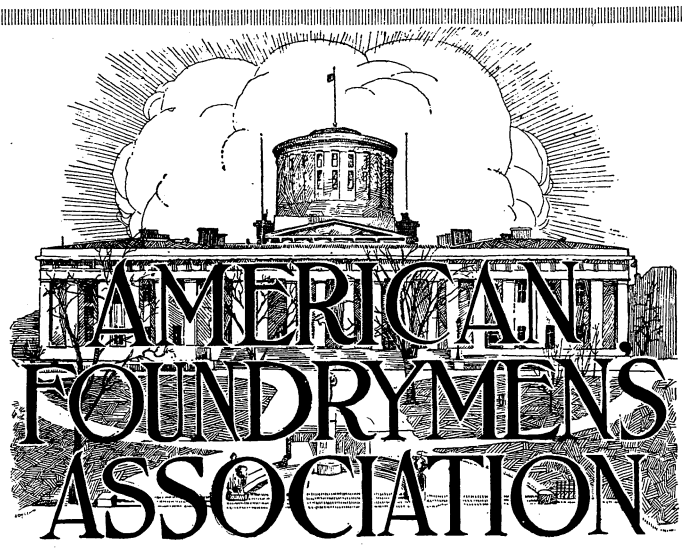
H. C. Jackson with "Orange Judd Farmer"

H. C. Jackson, formerly of the promotion department of *National Farm Power*, Chicago, and more recently advertising manager of the E. A. Strout Farm Agency, New York City, has returned to Chicago as business manager of *Orange Judd Farmer*.

W. C. Magee Advanced With Lanston Company

William C. Magee has been advanced by the Lanston Monotype Machine Company of Philadelphia to the managership of the departments of advertising and typography, to fill the vacancy caused by the death of Joseph Hays.

Digitized by Google



TWENTY-FIFTH ANNUAL CONVENTION and EXHIBITION COLUMBUS, OHIO

Week of October 4

AS the only trade publication devoted entirely to the metal-casting industry, THE FOUNDRY plays an unusually important part in the convention activities. The interests of foundrymen, and those manufacturing or selling equipment and supplies for foundries, will be served by two convention issues:

PRE-CONVENTION NUMBER

Published September 15

Containing complete convention program, list of exhibitors and their representatives.

POST-CONVENTION NUMBER

Published October 15

Will be a complete history of the convention and exhibition in story and picture

Forms Close August 20 and September 20

THE FOUNDRY

PENTON BUILDING CLEVELAND, U. S. A.

Member Audit Bureau of Circulations—Associated Business Papers, Inc.

Digitized by Google

SELECTED DISTRIBUTION

of Industrial-Educational Films

Among many letters of congratulation we have received, a few ask how the HARRY LEVEY SERVICE CORPORATION proposed to distribute its film.

Sometime ago Mr. Levey stated that no one film company controlled any group of exhibitors in the country. The distribution of Industrial-Educational Films to motion picture theatres merely requires an organization possessing these important factors:

FIRST and foremost, the ability to make a good production.

SECOND, the ability to properly merchandise that production so that 100% efficiency in sales and publicity will result therefrom.

THIRD, the facilities for the physical distribution of the film to the theatres of the world.

Distribution is of the utmost importance, for no matter how good your film, or how complete your plan, unless you have selected for yourself an organization whose personnel consists of motion picture advertising men who have had experience in conducting local and national film campaigns, your film would be valueless.

And so, to better serve you, a greater theatrical and non-theatrical distribution for Industrial-Educational Films was planned in forming the

HARRY LEVEY
SERVICE CORPORATION
PRODUCERS AND DISTRIBUTORS OF INDUSTRIAL-EDUCATIONAL
FILMS

Temporary Offices—1662 Broadway, New York

Digitized by Google

To carry out this plan we have established exchanges in the various cities of the United States and Foreign countries enumerated below. Each operated by a Harry Levey Service man who takes the plan perfected by our merchandising department, and carries it out in each territory.

These exchanges were selected with the greatest care and with the knowledge, gained from past experiences, of what the advertising men of this country demanded and are entitled to.

These exchanges are now in full operation under the direction of the same men who were associated with Mr. Levey during the past three years and who are responsible for the many national motion picture advertising campaigns conducted under his supervision.

(The following list will be added to as circumstances require)

UNITED STATES

ATLANTA
BALTIMORE
BOSTON
BUFFALO
CHICAGO
CINCINNATI
CLEVELAND
DALLAS
DETROIT
KANSAS CITY
LOS ANGELES
MINNEAPOLIS
OMAHA
PHILADELPHIA
PITTSBURG
PORTLAND, ORE.
SAN FRANCISCO
ST. LOUIS
WASHINGTON

CANADA

MONTREAL
ST. JOHN
TORONTO

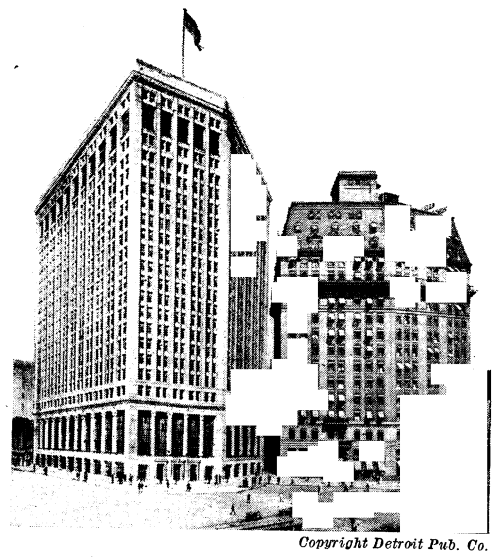
FOREIGN

GREAT BRITIAN
FRANCE
NORWAY
SWEDEN
DENMARK
ITALY
SPAIN
PORTUGAL
SWITZERLAND
GERMANY
AUSTRIA
SLAV STATES
BALKAN
CHINA
JAPAN
INDIA
JAVA
BRAZIL
ARGENTINE
PERU
CHILE
CUBA
MEXICO

HARRY LEVEY
SERVICE CORPORATION
PRODUCERS AND DISTRIBUTORS
OF INDUSTRIAL-EDUCATIONAL
F I L M S

Temporary Offices — 1662 Broadway, New York

Digitized by Google



Copyright Detroit Pub. Co.

Hotel Pontchartrain (on right) which gives way to First and Old Detroit National Bank

Wrecking a Fourteen Story Building to Make Room for Twenty-Four

The Pontchartrain Hotel, one of America's famous hostelries, a four million dollar structure, in the heart of Detroit, is being wrecked to make way for a huge twenty-four story bank and office building.

In Detroit it matters little what the occasion may be, anything and everything must give way to the spirit of progress. Think of what such a spirit might do, if turned loose upon YOUR PRODUCT.

Yet that very thing may be done through Free Press columns, because this newspaper is a part and parcel of Detroit. Here since 1831, when Detroit was a trading post, its influence and power are inseparably linked with the best homes of America's Fourth City.

The Detroit Free Press

"Advertised By Its Achievements."

VERREE & CONKLIN, Inc.
Foreign Representatives

NEW YORK CHICAGO DETROIT

Digitized by Google

Western Clock Company Tells Workers Why It Advertises Though Oversold

Its Advertising To-day Is an Insurance Policy on Its Production of the Future

By Roy Dickinson

THE old idea that a firm advertised only when it had a product to sell has been often exploded. The first man who kept on advertising when his factory was oversold had a new vision. So many men have followed him that the plan has become merely one more established principle. Of course there is always something to sell. The greatest thing any manufacturer has to sell the public is not his mere product, but the company, the trade-mark, the personality back of the product. And a most important time to do this kind of selling is when the goods are partly or entirely off the market. William Demuth & Co., Hercules Powder Co., Detroit Pressed Steel Co., maker of "Disteel" wheels, and a host of other firms advertised strenuously during the war to dig in on the peace-time market. Literally hundreds of firms who had nothing to sell in the way of a product kept selling good will—and it was good business practice.

When products are not entirely off the market, but the entire output of the factory is sold six or twelve months ahead, the same thing holds true.

THE WORKERS SHOULD KNOW MORE ABOUT ADVERTISING

Moreover, it is becoming more and more important that the men and women who invest their muscle or services instead of their capital in the enterprise should know something of the advertising and the policy back of it. The worker on the product is apt to consider the factory production as complete in itself. When raw material, machinery, management, capital and labor produce the finished piece of merchandise he sometimes thinks it is the end of the job. He is apt to forget that until the finished product is in the hands of the user who has exchanged money for it there is nothing for capital or labor to divide.

The time element also is not always apparent to the worker. He is not apt to realize, unless it is explained to him, that the distribution of a product may not be completed for eighteen months or more in many cases. The three premises—an oversold factory, a continuation of the advertising under those conditions, and an uninformed organization — might easily lead to misunderstanding.

The sales force, the factory workers, the dealers, all might start asking the why and wherefore. Why don't they save all that money and raise our wages? Why don't commissions increase instead of letting the publisher get it? Why don't we get a better discount or quicker deliveries? All these questions and a lot more are apt to be hurled at the organization which goes ahead on a course which is good business, but which course it has not troubled itself to explain.

The Western Clock Company meets the problem by taking time by the forelock and by careful explanations. Their reasons are set forth in "Tick Talk," distributed to factory and office workers and dealers. They are worth the study of every executive who has a similar problem to face now or who may face it in the future. The dealer is put first in the explanation, which follows:

"Once in a while a dealer writes in and criticizes us for spending our money on advertising instead of using it to produce more clocks.

Digitized by Google

It sometimes takes a good deal of explaining to make him see that it is really necessary to spend money in advertising, even though we are greatly oversold.

"You would not think of dropping your insurance policy just because you feel fine to-day. No, nor should a national advertiser think of dropping out of the publications just because he is a few months or a year behind in filling orders.

AN INSURANCE POLICY ON THE FUTURE

"The money spent in Westclox advertising to-day is an insurance on the Westclox production of the future. The clocks you turn out to-day are sold, but how about those you are going to build in 1922 and 1923?

"Predictions are that conditions will be nearer normal next year than they are this. When they hit normal it will again be a buyer's game. To-day it is easy to sell anything. When supply and demand come closer together the manufacturer who makes the best product will have the first chance at the market.

"All together we are creating a demand for Westclox that will insure a sale for our product whenever alarm clocks are in demand.

"When one looks at it from this point the few pennies that we spend per clock for advertising and sales work seem small indeed.

"The number of salesmen that we have on the road is small in comparison with the number of possible clock and watch distributors there are in this country. They cannot call on every dealer. They cannot call on any of them very often.

"Westclox advertising, which includes Dealer Tick Talk, has to help the salesman build good will. It has to do all the work where the salesman does not call.

"Without salesmen and without advertising, how would we sell the product? Paraphrasing an old adage, we might say: We have a better product, we have a beaten path to our door, but—we have to keep the product up and we have to keep the path clear or we will soon be forgotten.

"Building quality into Westclox and telling of that quality through advertising and sales and letter contact guarantees the future of the Western Clock Company and your job and my job."

Growth of Commercial Air Service Industry

In making public the report of representatives who have just completed a tour of the country, the Manufacturers' Aircraft Association says: "At present there are in the United States fifteen manufacturers of aircraft and aircraft motors, and eighty-five manufacturers of accessories. During the past few months twenty new airplane distributing agencies have been established throughout the country, and new aerial transport operating companies have been formed in numerous cities.

"The Southwest and Pacific Coast are leading in the adoption of aircraft to commercial use, and plans in preparation contemplate honeycombing that area with a network of aerial transportation lines. In the Middle West the airplane is being adapted as the occasion demands, and it is meeting with encouraging success the severe competition of good railroads and highways, lack of landing fields, and the considerable indifference of the Middle Atlantic States. New England is accepting it with customary conservatism; the South is using it mainly for private purposes, and Florida and the West Indies have come to recognize flying as a most important method of communication."

Rochester Advertising Club Elects

The following officers have been elected by the Rochester Ad Club: President, Ernest A. Paviour; vice-president, William Pidgeon, Jr.; treasurer, George J. Wagner. Arthur P. Kelly continues as permanent secretary.

Einson Litho Absorbs Photo-Lith. Co.

Einson Litho, Inc., New York, has taken over the entire plant and personnel of the Photo Lith. Process Plate Co. of that city.

H. Jay Stephens Joins Paul Block, Inc.

H. Jay Stephens, formerly on the sales force of The B. F. Goodrich Rubber Co., Akron, O., is now with the Chicago office of Paul Block, Inc., New York.

Digitized by Google

2nd in America

In a recent news article, the "Editor and Publisher" printed the following list of leading want ad newspapers showing the Omaha World-Herald 2nd in America on a per capita basis—(The World-Herald published over three million agate lines of paid want ads in 1919—measurements by Haynes Advertising Company.)

NEWSPAPER	Average Classified Lineage Per Capita in 1919
Akron Times	22.51
Omaha World-Herald	17.54
Columbus Dispatch	16.18
Kansas City Star	15.09
St. Paul Dispatch	14.36
Seattle Times	14.14
Portland Oregonian	13.27
Denver Post	12.96
Los Angeles Times	11.86
Indianapolis News	11.67
Washington Star	11.32
Pittsburgh Press	10.98
Detroit News	10.76
Minneapolis Tribune	9.41
Newark News	9.28
San Francisco Examiner	9.26
Cleveland Plain Dealer	8.07
Detroit Free Press	7.72
Baltimore Sun	7.72
Los Angeles Examiner	7.49
San Francisco Chronicle	7.24
Buffalo News	6.88
Boston Globe	6.19
Cleveland Press	5.59
St. Louis Post Dispatch	5.49
Chicago Tribune	3.42
Philadelphia Inquirer	3.17
Chicago Daily News	2.13
Philadelphia Bulletin	2.01
New York World	1.45

Do you know of any better test of a newspaper than its supremacy in want ads?

The World-Herald has published on the average *each month* of this year ten thousand more want ads than the other Omaha papers *combined*, and also charges the highest rates in Omaha.

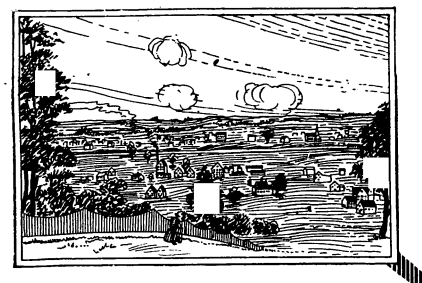
That's what the public of Nebraska and Iowa think when they buy advertising in Omaha—They want results!

The Omaha World-Herald

O'MARA & ORMSBEE, Inc.
Special Representatives
New York Chicago

H. DOORLY
Business Manager

Digitized by Google



Then—1853

Des Moines---Then and Now

Population of Des Moines 126,468

The census bureau announced Saturday, June 26th, that the population of Des Moines is 126,468—an increase of 46 per cent in ten years.

Des Moines is enjoying tremendous prosperity—every indication points to a population of 200,000 in the 1930 count.

Des Moines is the "City of Certainties" where big things are done—a city with that western "pep"—up and a coming every minute.

Know Des Moines As It Really Is!

When the last federal census was taken in 1910, there were only 85 miles of paved streets as compared with the 190 miles of which it now boasts.

In 1910, Des Moines produced $23,585,000 worth of merchandise. Estimates of the Chamber of Commerce for this year place the production at over $50,000,000.

Postoffice receipts show an increase of $1,150,046. In 1910, they were $736,250, as compared to $1,887,206 in 1919.

Bank clearings in 1910 were $205,875,999 as compared to $556,000,000 in 1919.

In 1910 the city issued 604 building permits, and in 1919, the total number issued was 1,220. The value of the buildings erected in 1910 was $1,344,187. In 1919 it was $5,266,185.

Digitized by Google

Are You Overlooking This Fertile Market?

Are you getting your share of the business from Des Moines and Iowa? You can speed up sales by instituting a campaign in this wonderful field.

Your campaign will not prove to be a "Dud" if it is placed in The Des Moines Capital. Many of the country's leading advertisers will testify to this.

The Capital has a prestige in Des Moines and Iowa that is truly phenomenal; it has been gained by a strict policy of honest views, honest news and honest advertising.

The Des Moines Capital goes into 80 per cent of the homes in Des Moines. Its readers absolutely rely upon it for reliable news—and its advertisers for consistent results.

Proof of Its "Pulling" Power

In June, 21 of the largest stores in Des Moines used 29% more space in The Capital than in the second paper—68% more than in the third paper, and 77% more than in the fourth paper. The Des Moines Capital has maintained its leadership for 25 years.

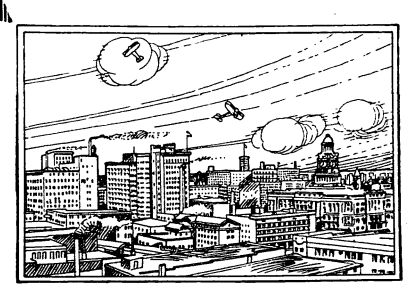
The Capital is the backbone of practically every big merchandising event in Des Moines.

The Capital carried more than a million lines in both April and May. This has never been accomplished by any other Des Moines newspaper.

The Des Moines Capital

Lafayette Young, Publisher.
Evening and Sunday

OMARA & ORMSBEE
Special Representatives
NEW YORK CHICAGO



Now—1920

Digitized by Google

Organization—Well Built and Carefully Maintained

We are glad to bear the reputation of maintaining "a good place to work." In several years we have never been obliged to discharge any employe; nor has any valued employe left us. Organization is life today. For the benefit of our clients, for our own peace and happiness, and in deference to our idea of good organization, we get competent workers—*and keep them.*

Send for the book *"How to Judge an Advertising Agency."*

J.H. CROSS CO.
General Advertising Agents
214 South Twelfth Street - Philadelphia, Pa.

Digitized by Google

What Is a Correspondence Supervisor Supposed to Do?

Given the Right Man, His Power Must Be Supreme, Allowing Him to Criticize and Help Every Man in the Organization

By R. B. Newton

THIS is known as an age of specialization—even the "movies" preach it. The jack-of-all-trades, they tell us, finds few holes in which to winter.

In this field of specialization a new figure has recently appeared.

This new figure in the letter-writing world is variously styled, Correspondence Supervisor, Correspondence Critic, Correspondence Advisor, and sometimes Literary Critic or Advisor. He is, or should be, all of these, but he should be something more than any one, or the combination of all of them. He is, or should be, truly a specialist, yet at the same time he must be something of a jack-of-all-trades.

One of the questions most frequently asked concerning this work is, "What qualifications are necessary for the position of Correspondence Supervisor?" and a second question, "How shall we go about this thing?" Varying circumstances naturally shape to some extent the proper answers, yet, as the problems in different organizations are fundamentally the same, they call for the same general characteristics in the man who is to grapple with them; the differing situations merely call for a preponderance of certain of the same set of qualifications.

Our specialist should qualify for the title of critic, yes, for he must be schooled to recognize at sight the flaws in the letter before him—not the missing commas, split infinitives and grammatical errors only (though he should know enough to avoid these himself and advise against them). However, it is more important that, reading the letter as a disinterested third party, he should be able to recognize those things about it which may work to cross purposes, which may irritate or otherwise work to the disadvantage of the writer, and to the company for which he writes.

If our man is merely a critic he will find these things, and in finding them and pointing them out he will accomplish some good. However, a man whose abilities are limited to criticizing is likely to deteriorate into a public nuisance. On the other hand, if he is a *constructive* critic, he may be a benefactor. After all, the work of criticizing isn't finished until a better way is shown, and he who criticizes without definitely outlining a better way is only half a man doing half a job.

Our letter specialist is—or should be—an adviser. He should be able to answer the question, "What kind of a letter shall I send this man?" To do that he must have enough real first-hand experience to back him up and make his advice something worth listening to.

SHOULD BE A SUPERVISOR

He should be a supervisor in the broad and real sense of that term—an executive, able to really supervise every phase of letter writing, from the preparation of the stationery to the stamping machine. That means he must know the printing department, the stenographic department, the transcribing department, the repair department and the mailing department as thoroughly as he knows the correspondence department.

But he must know more than has been outlined. How is he to assist the members of the traffic department if the only letters he knows anything about are sales letters? And how can he be of any assistance to the sales department or the adjustment department unless he has a pretty thorough knowledge of the manufac-

Digitized by Google

turing side of the business? Production, Sales, Distribution, Satisfaction constitute the success platform of any business, and the correspondence specialist must have more than passing acquaintance with each plank.

MUST KNOW AND LIKE PEOPLE

He must have still another qualification: He must know folks, and more than that, he must like 'em—not because certain ones are friends or pleasant acquaintances, but just because they are folks.

Having all these qualifications, however, he may yet fail—is bound to fail of greatest accomplishment—unless he is a *Doctor* of letters. With that word "Doctor" there comes to mind the old picture of a wretched home in the still hours of night, a child stretched out on a bed improvised from two chairs and pillows—and beside her, unmindful of hunger or fatigue, knowing not discouragement, "The Doctor"; loving his profession as he loves his wife and children; finding his greatest satisfaction and pleasure in grinding through a difficult case and emerging victorious.

Our Doctor of letters has the same characteristics. He will find real pleasure in building a finished letter writer from crude beginnings, and in doing so he will need all the skill, patience, perseverance and tactfulness that the physician employs.

So much for the Specialist, Supervisor, Critic or Advisor, however he be known. The institution which employs a real one gains an asset as valuable as its sales manager, or its superintendent, or its advertising manager.

Now what about the institution's part? This, too, is important, for the organization of which the Doctor of letters is a part, and the officials who direct the policy of the organization, decide in great measure the success or failure of the undertaking; unless from all quarters "higher up" comes unaffected backing, the most competent of doctors is doomed to disappointment.

To the institution and the officials governing, then: Be sure, first of all, that you want a correspondence supervisor (we choose this title for sake of convenience). Don't take one on because "other firms our size all over the country have 'em." Canvass your individual situation thoroughly. Read over a hundred or so of the letters which are sent out each week as representatives of your institution. Decide whether they are *fitting* representatives. The chances are that after you have read fifty you will send out an S. O. S. for a doctor.

Having decided to engage your man or to appoint to this work someone already in your employ, make sure of his qualification. This business of bettering letters is the hardest kind of educational work. It is a peculiar and sometimes discouraging fact that while the average man is willing enough to accept suggestions concerning any other portion of his work—just tamper with his letters, children of his brain he likes to call them, and you'll see fur fly. A lioness suckling her young is a bottle-calf in comparison. The danger in this connection lies in the lifelong antagonism toward which the idea of better letters, which can easily be engendered.

When your correspondence supervisor is definitely appointed turn him loose with absolute authority in his sphere—then back him up as genuinely and as enthusiastically as you back the home team when it gets in the world series. If his services are good for one man in your employ, they are good for *every* man. Exemptions are bunk. Because a man "has been with the company many years, is a valuable man, but touchy," is no valid excuse. The chances are his letters mirror his touchiness, and a little doctoring will do them a world of good.

Finally, don't expect results too quickly. Remember that Rome and the other departments of your business were not built in a day.

Digitized by Google

—and September steps in with a

41% Gain

over 1919 in advertising

The
Delineator

Digitized by Google

FOREIGN TRADE—AN IMPO

El Automovil Americano Becomes a Monthly

COMMENCING with the issue of October 1, 1920, El Automovil Americano, the automotive export publication of the Class Journal Company, will be changed from a quarterly publication to a monthly. It will appear the first of each month.

Since its inception in October, 1916, El Automovil Americano, has circulated among the distributors and dealers of automotive apparatus in twenty-five nations speaking Spanish and Portuguese. This group of nations includes all of the countries of South America, Central America, most of the West Indies, Philippine Islands, Spain, Portugal and Portuguese possessions in Africa.

In its monthly form, El Automovil Americano will, each issue, carry out the policy it has followed during the four years of its life, namely, carrying a complete message of the American industry to the distributors and dealers of these countries.

This is an automotive message, including descriptions of all new apparatus, such as cars, trucks, tractors, motorcycles, motorboats, houselighting, tires, and all accessories.

This message includes propaganda articles on road construction in these countries, articles dealing with production in American factories; the fuel situation; battery service

THE CLASS JOUR

U. P. C. BUILDING, 239 WEST

Digitized by Google

RTANT ANNOUNCEMENT

instruction; electric equipment information; important news of the industry; in fact, each issue has been a straightforward, plainly told, unvarnished story of our industry to the merchandiser selling the product in these countries. Each issue has been the straight line of foreign trade, the message direct from manufacturer to merchandiser.

The transition from a quarterly to a monthly has been made in response to persistent and industry-wide requests. The four issues which served during war days when shipping facilities were disrupted no longer satisfy.

Our automotive manufacturers have for months been demanding a monthly. Their increased export business has made it necessary to have a monthly publication in order to properly carry out their selling plans.

Latin-American and Spanish-speaking countries are today our logical trade outlets. Foreign exchange is most favorble. They are predominatingly agricultural in character. They are not manufacturing nations as are the Europeans. As the agricultural areas of the United States have become the great absorbers of motor apparatus, so will the great agricultural areas of Latin-American countries be the great purchasers of all forms of our products.

As a monthly El Automovil Americano will expand the service it offers to manufacturers. Its translation facilities are being expanded. Its research activities are being broadened in proportion with its increased activities.

NAL COMPANY

39th STREET, NEW YORK

Digitized by Google

Big Men and MOTOR

HUDSON MOTOR CAR COMPANY
DETROIT, MICH., U.S.A.

OFFICE OF THE PRESIDENT

May 20, 1920.

Motor,
119 West 40th Street,
New York City.

Gentlemen:

I have always liked "Motor" not only for its attractive makeup, but for the progressive way it has handled the wonderful development of the motor car.

Very truly yours,

Roy D. Chapin

President.

RDC:LLG

Digitized by Google

Honest Advertising Won't Sell Dishonest Goods

Eastman Kodak Company, Goodyear Tire & Rubber Co., Columbia Graphophone Company, and Others, Reply to Government Official Who Had Been Informed That "Honest Advertising Will Not Sell Goods

By Albert E. Haase

AN executive of an advertising agency had occasion to visit an official of the Bureau of Chemistry, United States Agricultural Department, about two months ago. He sought the official's approval of certain advertising copy which was to be placed in Washington newspapers. But the official visited would not grant the approval, for he believed that the advertising was dishonest.

The agency man endeavored to convince the bureau official that a successful business could not be conducted on an "honest" advertising basis.

His argument finally culminated in the statement: "Doctor, honest advertising won't sell goods."

This statement bewildered the bureau official. He had a feeling that the statement must be as contrary to all the rules of successful advertising as it was irreconcilable with all his ideas of good business and standards of justice for and fair dealing with the public. He advised the advertising man that if he was desirous of converting him to that idea that he had a long and hard road to travel. The Bureau official was not of mind that allows only one side to have his attention. He was determined that he should hear what others who were engaged in advertising work had to say on honesty in advertising.

He immediately set forth his desire, and the perplexing experience which had caused that desire, in a letter to the National Vigilance Committee of the Associated Advertising Clubs of the World. He wanted evidence, free from abstraction, that would prove that honest advertising pays.

The secretary of the Vigilance Committee, H. J. Kenner, made the doctor's request known to a number of selected advertising men. These men, Mr. Kenner believed, would feel that the fundamental law of advertising—truth—was of such great importance that they would consider it incumbent upon themselves to detail their experience on this question. The doctor soon began to receive an avalanche of letters—letters that contained descriptions of the experiences of advertisers, of the advertising agencies, of advertising mediums, and of printers.

He heard from advertisers such as the Eastman Kodak Company, the Page-Detroit Motor Car Company, the Columbia Graphophone Company, and the Goodyear Tire & Rubber Company.

L. B. Jones, advertising manager of the Eastman Kodak Company, wrote:

"With me it's a conviction that honest advertising is the only kind of advertising that will continuously and successfully sell goods. It is possible that the quack medicine field is an exception to this, as dishonest advertising would probably best fit in with dishonest goods. And, personally—and I know of very many advertising men that will agree with me—it is my belief that under-statement rather than over-statement is most effective in advertising.

"In our own publicity, we refrain from comparing our goods with other people's goods, and especially refrain from saying anything is 'best'."

H. C. Dart, advertising manager of the Paige-Detroit Motor Car Company, said to the bureau official:

"I would like to get a good look at the advertising man who made such a statement as that, and I

Digitized by Google

would like to know something about his past history. I would then like to put him out of his misery and have him mounted for exhibition purposes in the Smithsonian Institute.

"I would like to ask this gentleman how he would feel toward his tailor if this man promised to make him an all-wool suit of clothes for $125, and then delivered to him a suit made out of cotton cloth.

"I would like to get his honest opinion of the butcher who sold him a guaranteed spring chicken, and then worked off a rooster which emerged from the shell about the time that Bill Bryan could have done a turn with the Sutherland Sisters.

"I would like to bring the gentleman to Detroit and have him visit some of the big merchants here who have advertised both honestly and dishonestly, and have them recite to him the advantages they have found accruing from honest advertising, as well as to go over with him certain tables of figures which prove to their satisfaction at least that honesty is the best policy.

"I would like to have him chat with a certain wholesale jewelry merchant here who started out with the firm conviction that honest advertising wouldn't sell goods, and who about ninety days ago settled with his creditors for about thirty cents on the dollar after having run through a considerable fortune left him by his father.

"I would like to have him discuss with the newspapers of this city, who have given considerable attention to the matter of honesty in advertising, and ask them to show him the list of notoriously dishonest advertisers who have gone out of business in Detroit in the past ten years simply because the public refused to believe anything they said in the paper.

"I would like to ask him whether the liar or the honest man is the most successful in the long run, even if he is not an advertiser.

"As a matter of fact, such a statement as that 'Honest advertising won't sell goods' is so utterly asinine that it should not be given serious consideration."

G. W. Hopkins, general sales manager of the Columbia Graphophone Company, gave this information:

"Arguments that 'Honest Advertising Won't Sell Goods' is simply the argument of a charlatan and one who is trying to put over a product that is as false as his advertisement.

"It may be true that dishonest advertising will create a demand for a product temporarily, the same as you can sell a beautiful package of sawdust marked 'breakfast food once; the repeat business, however, will not amount to anything. The same is true of dishonest advertising; it may sell the first order, but after the first order, when people can compare the product with the advertising, the answer is no sale. Any man who fights truth in advertising is fighting the inevitable."

WHAT THE GOODYEAR TIRE & RUBBER CO. SAID

The opinion of the Goodyear Tire & Rubber Company was given by L. L. King, manager of its advertising department, who wrote:

"So far as the Goodyear Tire & Rubber Company is concerned, we believe implicitly in 'truth in advertising,' and we think it is so obvious that the thought suggested by this representative should not even be dignified by a reply.

"Does it pay to rob banks? Does it pay to commit murder? Does it pay in life to adopt a settled policy of misstatement in one's personal contacts? If it does, then this representative is also right that it pays to be untruthful in advertising."

For the advertising agency, the answer sent by Mr. W. C. D'Arcy, president of the D'Arcy Advertising Company, St. Louis, may be taken as a representative letter from that field. Mr. D'Arcy wrote:

"The man who contends that honest advertising won't sell

Digitized by Google

Announcing

FRANK GODWIN

Mr. Godwin as an illustrator in the advertising and publishing fields is nationally known to the magazine readers and advertisers of America.

CHARLES DANIEL FREY COMPANY

Advertising Illustrations

Flatiron Building
NEW YORK

Monroe Building
CHICAGO

Digitized by Google

goods is either a knave or a fool. This is a strong indictment, but for the life of me I cannot see how anybody engaged in business would have the nerve to make such a statement. He might in self-defense offer to qualify his opinion. Of course, the only kind of advertising that would pay is truthful advertising, and the only kind of advertising that should be permitted is honest advertising."

THE STAND PUBLICATIONS TOOK

That the publications are exerting their influence for clean, honest advertising was a point made by publications whose owners feel that the success of the publication is directly affected by the sort of advertising it accepts.

The New York *Times*, through its business manager, Louis Wiley, wrote the bureau official:

"There is a relation between the careful advertising censorship of the New York *Times*, the great demands upon its space and the very satisfactory results obtained from advertisements in its columns. In this relation we think you have an unanswerable argument that honest advertising does sell goods and large quantities of goods."

Reuben H. Donnelley, of the Reuben H. Donnelley Corporation, and retiring president of the Associated Clubs, records the fact that publishers to-day require that their advertisers furnish proof of their advertising statements. Mr. Donnelley said:

"You have only to point to the thousands of honest and most successful firms in this country who can and do back up every statement which they make in their advertising. You might tell this particular agency to go through the advertising in *The Saturday Evening Post*, and if they can find any misstatements of fact, we believe all they will have to do is to let Mr. Curtis know about it to have it thrown out."

Mr. A. G. Newmyer, associate publisher of the New Orleans *Item*, writes:

"Insofar as we know, every line of copy in our columns will be honest from the viewpoint of the consumer.

"Now everyone knows that a newspaper only grows in advertising patronage when it brings results to its customers, therefore, we unhesitatingly deduce that honest advertising does pay.

"Of course, you cannot take a crooked plan or a near-great product and put it over in truth, but certainly the service or merchandise that confesses that it must go into partnership with falsehood in order to succeed is better deposited among failures—from everybody's viewpoint.

"Honest advertising will not sell dishonest merchandise, but it will get better returns for legitimate propositions, more lasting and continuous patronage, than all the fly-by-night plans and wasteful adjectives ever used by schemers against fundamental facts."

The advice and the abundance of experience which these advertising men and others have poured forth for this Government official has brought back to him his old belief that only honest advertising will successfully sell honest goods. He now accepts the statement of the advertising agent who put him in a quandary with a qualifying adjective so that it reads, "Honest Advertising Will Not Sell Dishonest Goods."

Besides the proof that dishonest advertising fails to accomplish its purpose, which the National Vigilance Committee has directed to him, he has had actual proof that dishonest advertising has a hard course from the beginning when it seeks honest company; for the advertisement in question submitted to him by the agency man who first brought up the subject of "honesty" in advertising has not gained admittance into the columns of Washington newspapers.

J. W. Sheets Forms Agency

J. William Sheets, formerly with Strang & Prosser, advertising agents, has formed the J. Wm. Sheets Advertising Agency at Seattle. This agency is now preparing the copy for the Frank Waterhouse Company, that city.

Digitized by Google

GILBERT D. FALK

"Gil" Falk was Advertising Manager for the Spanish-American Publication La Hacienda before he joined my "family circle." That was a number of years ago.

I don't think there are many representatives in the Chicago Field who are more respected than Gilbert Falk, and I am "mighty" proud of this.

Paul Block

The Worcester Telegram

Worcester's First Newspaper.

First in advertising—

First in circulation—

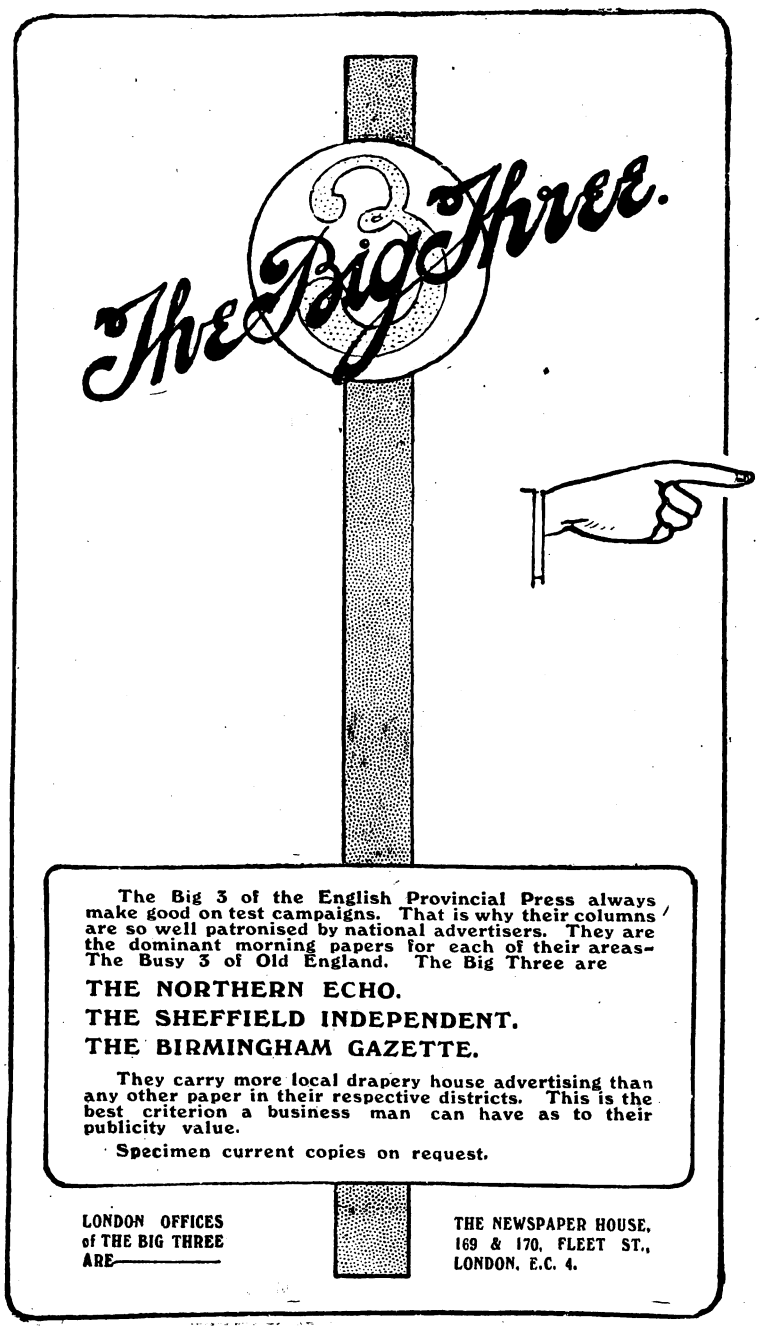
Carries more advertising than any newspaper in New England.

During the first 6 months of this year the total advertising lineage was 5,433,981.

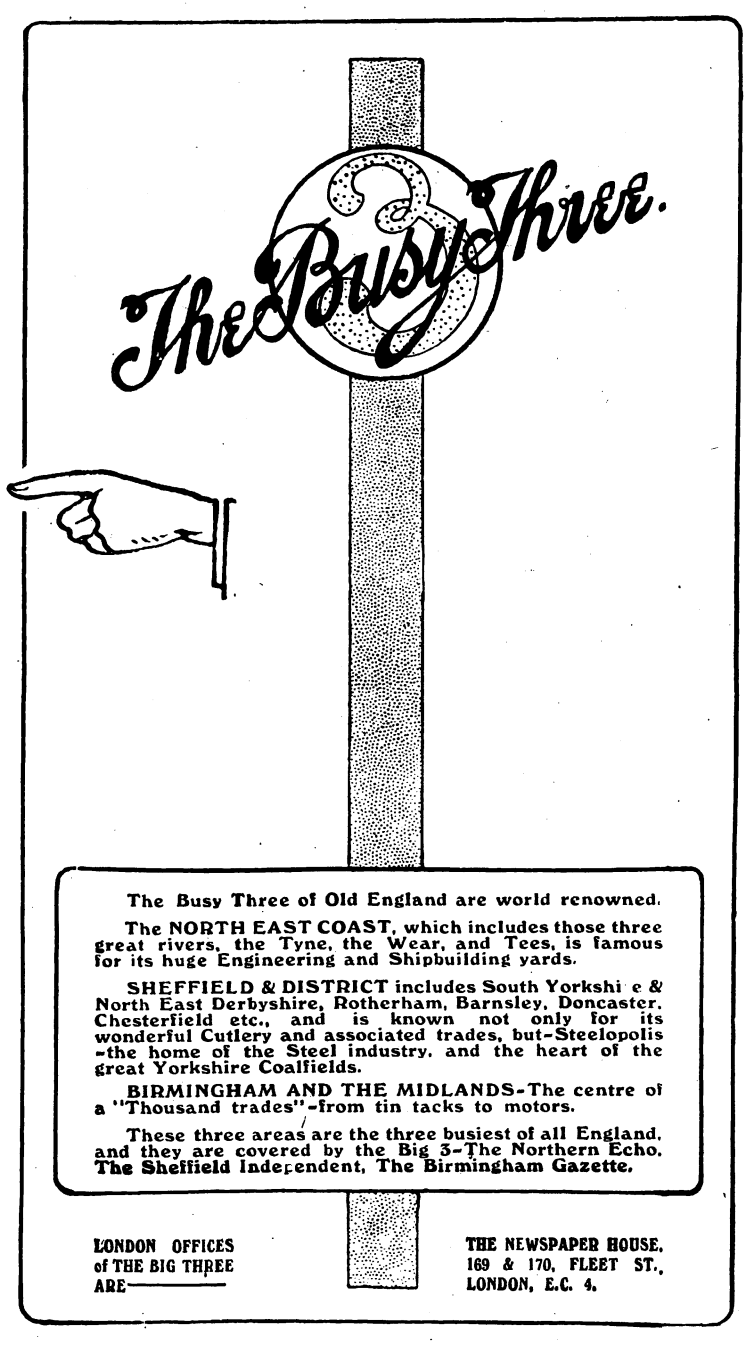
The total lineage in the next nearest Worcester paper was 3,804,923.

Serial Adv. No. 13

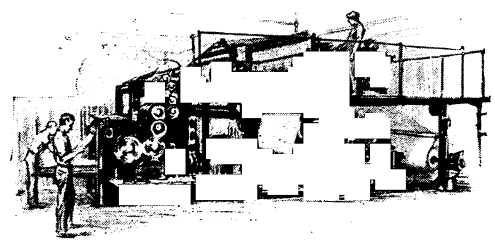
Digitized by Google



Digitized by Google



Digitized by Google



Big Editions

SOME of our large Rotary Equipment will print, fold and cut 48 pages the size of the Ladies' Home Journal with perfect accuracy and high speed. The big magazine or catalog job is handled most economically by these "super-presses."

ISAAC GOLDMANN COMPANY
Printers Since 1876
80 Lafayette Street
New York City
Telephone
Franklin ~ 4520

Digitized by Google

Heading Off Trade-Mark Infringement by Advertising Its Penalties

The Plans That the B. V. D. Company, National Biscuit Company and Yale & Towne Manufacturing Company Are Using

Special Washington Correspondence

WHEN the B. V. D. Company issued, a short time ago, for circulation to the trade, its copyrighted booklet, "The High Cost of Faking," it fell in line for what is rapidly becoming the most popular method of advertising the penalties of trade-mark infringement. Admitting that there is no more salutary example for imitators and substitutors than that supplied by the bald recital of the punishment that has overtaken predecessors in the path, it nevertheless follows that certain responsibilities are involved in making any outcry of "Stop, thief!" This has been the more apparent since the Federal Trade Commission, in disciplining the Gartside Iron Rust Soap Company and other firms, has made it clear that it has little patience with advertising copy that deals in vague and indefinite terms with actual or prospective infringement suits.

The type of warning to possible commercial trespassers, of which the B. V. D. booklet is the latest and one of the best examples, has the advantage that it relies solely upon specific judicial declarations —in this instance a decree issued by a common pleas court in Pennsylvania in January, 1920. This particular mandate held especial incentive for promulgation to the retail trade because it forbade the use in advertisements, placards, etc., of corruptions of the well-known trade-mark — particularly expressions such as "B. V. D. Style," "Imitation B. V. D.," "B. V. D. Pattern" and "B. V. D. Like." Furthermore, the injunction allowed, extended to counterfeits of the slogan "Made For the Best Retail Trade" in the panel setting in which it appears in conjunction with the bona fide "B. V. D."

Many an advertiser, desirous, for the sake of example, of proclaiming the fate of poachers upon his trade-mark preserves, has realized that, theoretically, the trouble-proof way is to republish verbatim the court orders or notices of judgment. But as an objection to this plan there usually obtrudes the consideration that court orders make dry reading. Their cumbersome phraseology may repel the reader who, instinctively, is but mildly interested and there is always the risk that the real essence of the advertiser's message will be missed. The B. V. D. Company has, in its current publication, dodged this dilemma by printing in detail the court order and decree, but prefacing it with an interpretation of the practical application of the principles laid down. In it there has been arranged, in a manner calculated to catch the eye of the casual reader, the thirty-six expressions which the court has prohibited, since they convey to ultimate consumers the impression that "B. V. D." is a style, type of, synonym or generic term for athletic underwear, instead of a registered trade-mark.

In its latest addition to its trade literature, The B. V. D. Company mentions, incidentally, that in the last twelve years no less than twenty-seven decisions, orders and decrees have been obtained protecting the B. V. D. trade-mark from infringement, but this sixteen-page booklet concentrates on the Pennsylvania case.

THE NATIONAL BISCUIT METHOD

In contrast to this singleness of purpose is the policy of the National Biscuit Company, which, as exemplified in the latest edition of its "Trade-Mark Litigation," is to marshal an overwhelming array of opinions, orders, injunctions and decrees, covering not only trade-mark infringement, but those phases of unfair competition

Digitized by Google

which have to do with imitation of distinctive "dress of goods," etc.

The National Biscuit Company may lay claim, perhaps, to the most elaborate medium for advertising the penalties of trade-mark infringement. A cloth-bound volume of 233 pages, embellished with a large number of colored plates, is manifestly an expensive means of pointing a moral, but the circumstance that this compendium is now in its fifth or sixth edition would seem to attest a belief in value. More convincing, unquestionably, than pages of specification are the color plates in the National Biscuit Company's "red book," which reproduce in deadly parallel the original and genuine "Inner Seal" packages and the competitive wrappers and containers that have been caught sailing under false colors.

The Yale & Towne Manufacturing Company is another national advertiser that believes in a recital of the punishment visited upon violators of the trade-mark statutes. Its "History of the Trade-Mark 'Yale,'" which has run through two editions, devotes fully half of its fifty pages to a concise chronicle of the adjudications and settlements that have been stipulated by the courts in the scores of cases where the name "Yale" has been taken in vain. A supplement has been issued by this advertiser giving the decisions and decrees of the courts in the adjudicated cases for the information of those who are interested.

A constructive element has been cleverly injected in the Yale & Towne booklet to balance the negative effect. It is set forth, in a foreword, that so many cases have developed from time to time involving encroachment upon the firm's legal rights in trade-marks, catalogue numbers, and distinctive designs and of the origin of Yale & Towne products that it has been deemed expedient to issue a record of cases in which the advertiser's rights have been sustained and confirmed either by adjudication, by default or by confession. The purpose of publication is, however, one of enlightenment as well as of warning.

EXPORT FIELDS DEMAND ATTENTION

American advertisers are being called upon, as their export activities expand, to find means to proclaim the penalties of trade-mark infringement to tradesmen overseas as well as to competitors and distributors in the domestic market. The Miller Lock Company of Philadelphia was recently confronted with an unusual obligation of this kind. After years of trade-mark simulation by a Japanese competitor, which had resulted in serious inroads upon Oriental demand and threatened to extend its blight to the Canadian market, the Miller Company finally secured from the Supreme Court of Japan a sweeping decision upholding its trade-mark rights not only in the name "Miller," but likewise in the distinctive scroll on which that name is displayed and which had been borrowed by the Crown Lock Company of Tokyo, albeit the latter supplanted the name "Miller" on the scroll with "Crown." Inasmuch as the Japanese counterfeits had entered into competition with Miller padlocks in China, India, Australia and South America it was desirable to give the widest possible publicity to the action by the Supreme Court of Japan. The Miller Company has accomplished this by a cosmopolitan broadside, a large edition of which has been printed. This carries a reproduction of the decision, in Japanese characters, an English translation, a digest interpreting the significance of the court decree, and French and Spanish translations of the last-mentioned article. The strategy of the Miller Company in making publication in this somewhat unusual form is revealed in a footnote which points out that the Japanese text and translations are presented in a form "adapted to public display in consular and other offices."

Digitized by Google

Detroit Deserves Your First Consideration

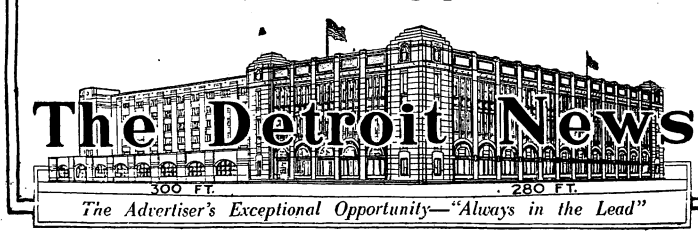
IN a brief ten years Detroit climbed from ninth among the cities of the United States to FOURTH—an almost unparalleled feat. Consider what lies behind this achievement. Detroit reached its present rank not because the cities which it superseded lost population, but because its rate of increase was phenomenal.

¶In ten years Detroit added more residents than Chicago, Philadelphia, Cleveland, St. Louis, Boston, or, in fact, any other city but New York. Detroit more than doubled itself with a growth of 113%, while New York's growth was but 17.8%, Chicago 23.6%, Philadelphia 17.7%, Cleveland 42.1%, St. Louis 12.5% and Boston 11.1%.

¶Detroit's population increase is mainly composed of people who had the enterprise to come in search of the opportunities Detroit offers. Such people are optimistic people—they are responsive to advertising.

¶Remember these facts and give Detroit the place to which it is entitled in your autumn campaign schedule. Remember, too, that The Detroit News has more city circulation than the number of local English speaking homes. While Detroit doubled in population the News' city circulation increased 160% daily and 240% Sunday.

A Wonderful City
Covered With Wonderful Thoroughness
By One Newspaper



The Advertiser's Exceptional Opportunity—"Always in the Lead"

Digitized by Google

Your Dealer Literature

If it's going to be of any real value, to you or the dealer—he must read it.

Dealer literature is pretty sure to catch the dealer's eye and win his attention, when it's well gotten up, and the subject-matter is attractively displayed on a clean, crisp stock.

A mighty satisfactory paper, at a price that will interest you, is Hammermill Cover. For samples, showing variety of color and finishes, address Hammermill Paper Co., Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

For Booklets, Folders, Broadsides, Catalogs, and all Direct-by-Mail Advertising

Digitized by Google

Sells the Idea of Sewers by Telling People of Their Need

Broad Campaign of the Clay Products Association Is Addressed to the Public and More Directly to Plumbers, Doctors, City Engineers, Etc.

A SEWER to most people is an unlovely sort of thing running along under the ground—something they don't like to think or talk about. This is one of the main reasons why sewers are being advertised to the better grade of people right now in an extensive campaign put on by the Clay Products Association. The association believes people ought to know more about sewers—extremely important knowledge, when you come to think of it.

This unique publicity effort brings out forcefully the fact that it is good and practical business sometimes to advertise to one class of people so that another class may be reached.

To illustrate:

In Kansas City, according to figures obtained by the Clay Products Association, there are about 20,000 houses with no sewer connections. The people living in these houses are of the complacent type who may imagine sewers are no good anyway, and perhaps have never even heard of them. Their landlords, for reasons best known to themselves, do not care to go to the expense of hooking up the houses with the city sewerage system. How they are going to get by with it is another question. But when one whose thoughts habitually dwell on more pleasant things than sewers is led to consider these facts, he sees how important they are from the standpoint of the community as a whole.

Such situations as this are combated by the Clay Products Association in advertisements such as one running in the June periodicals entitled "Regular Boys and Girls, That's All—Look At Them."

The advertisement asks such leading questions as whether the reader's town has a decent sewer system and whether it reaches the home of the janitor, the laundress, the milkman, the grocer, the next-door neighbor. It tries to make people believe that it is some of their business to interest themselves to the extent of seeing that children who play with their children have bathrooms and sewers to their homes.

"The field for this kind of advertising," said Benjamin Brooks, advertising manager of the Clay Products Association, "is unbelievably large. The queer part of it all is that so many of the laws of modern sanitation are broken to such an extent in cities. The laws are good enough in themselves, but they are not enforced. Then it would surprise you to know how many fairly good towns all over the country have absolutely no way to dispose of sewage. This means that the people cannot have modern bathrooms or even running water in the houses.

A MISDIRECTED FINGER OF SCORN

"I am reminded of the many criticisms made by our soldiers in France relative to the bad sanitary conditions in French towns caused by the lack of sewers. One returned soldier was making some such remark to me just a few days ago. I asked him if there was a sewer system in his town, and he admitted there wasn't. He came from a town of 5,000 inhabitants in North Dakota. No sewers, no city water, no sanitation. And yet he presumed to criticise the French.

"The excuse he gave was that the town was a new town. This is all the more reason why it should have sanitary conveniences.

"The fact that this North Dakota community does not have sewers is to be traced directly to the lack of knowledge on the part of the people. They do not realize how important a sewer is and

Digitized by Google

probably do not even think of it at all. This is a condition we aim to correct through our educational copy which is now running in various national mediums.

"The effect of the copy is naturally going to be pretty much indirect. The object is to get the people to thinking and talking about sanitation. This is practically an unknown subject to many because, as a general thing, the effects of bad or insufficient drainage are not apparent on the surface. If the alleys of a town are so filled up with rubbish that trucks cannot get in to deliver goods, the people may be expected to make an outcry. If a city's transportation system breaks down so that people cannot get home at night the city authorities will hear about it in a hurry. But sanitation is something that has to be brought forward in a forceful, educational way or people ordinarily will not think of it at all.

"Dirt, when you come to analyze it, is really misplaced matter. When you get it where it belongs it no longer is dirt in the commonly accepted sense. This is a fact we are bringing out in an effort to make the people think."

This need of education on a correct and sufficient basis was really the big reason behind the formation of the association, which is made up of sixty or more manufacturers of vitrified clay sewer pipe, vitrified clay culvert pipe and fire clay flue lining. The membership list is not yet complete, there being quite a number of outside manufacturers in this line who are eligible for admission. There are some, on the other hand, who could not get in because of lack of ability or inclination to standardize their products on the pattern set by the association.

"The need for such standardization," said Mr. Brooks, "is plain to be seen. The association advertises products having certain qualities. Manufacturers in this line are up against stiff competition. They have to compete with the brick makers, with the iron pipe manufacturers and others. Necessarily their products must make good and must come absolutely up to the advertised specification. If one member falls down, the whole industry suffers in proportion. This in itself is sufficient reason for standardization of products, to say nothing of other sound business considerations.

"We are seeking new members. This is done largely by direct-mail methods in which we tell the manufacturer of the advantages he can gain through coming in with us. The association is growing. One concern, for example, came to-day, having first demonstrated to our satisfaction its ability to proceed along lines set by the association."

The financing plan of the Clay Products Association is such that the small manufacturer need not be deprived of its benefits. Each member contributes to the expenses of the association on a pro rata basis which is determined by his gross tonnage. The small manufacturer has exactly the same rights and privileges of membership as has the one who pays several times as much into the association's treasury. This plan is regarded as being the most equitable and fair to all concerned.

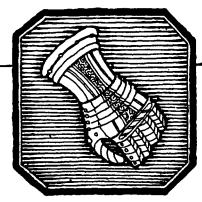
"If we had a flat rate for membership," explained Mr. Brooks, "and treated all alike in this particular, the smaller man would have reason for thinking that he was being obliged to help pay for some benefits that, as a matter of course, his larger competitor would share in more liberally because of his size. On the other hand, the larger manufacturer can well afford to pay the greater amount that comes from his increased tonnage, because it is to his advantage to have all high-grade producers together in the association."

THREE CLASSES OF PRODUCTS TO SELL

The association's advertising activities extend in three general directions, represented by the three leading products of the members, namely: Vitrified clay sewer pipe, vitrified clay culvert pipe and fire clay flue lining.

Digitized by Google

*Items for the Socratic space-buyer's note book**



The MUNSEY *Gauntlet*

A recent philosopher asks: "What is it that the modern reader demands from those who write for him?" And he answers: "To be challenged, and again to be challenged, and evermore to be challenged."

If there is one single element that stands out conspicuously in MUNSEY'S MAGAZINE, it is the note of challenge. Of this, Mr. Munsey himself says:

"There is not an insincere note in its pages. If it scores anyone or anything, it does so because it believes it to be the right thing to do, and not for the purpose of sensationalism or circulation-building, or for any other ulterior purpose whatsoever."

Munsey's stimulates because it gives its readers the work of such contributors as: Arnold Bennett, Sir Gilbert Parker, Louis Joseph Vance, Ben Ames Williams, Brander Matthews, Clayton Hamilton, Richard Le Gallienne, Edward N. Hurley, Senator Lodge, Newton D. Baker, Walker D. Hines, Franklin K. Lane, His Eminence Cardinal Gibbons.

**It is said of Socrates that his reason was stronger than his instinct.*

Digitized by Google

Important to Advertisers

A BIGGER and BETTER ALL-FICTION MAGAZINE

BEGINNING with the issues of July 24th, The Argosy and the All-Story Weekly will be consolidated under the title of

ARGOSY-ALLSTORY WEEKLY

This consolidated magazine will mean the best all-fiction magazine we, or any other house, have ever published. The best of The Argosy and the All-Story will be retained—the best authors—the best novels and stories—the best editorial talent.

The current serials and popular authors will be continued in the consolidated magazine, so that the readers of each of the combined magazines will be held by the one magazine under its new title, making it the

Largest Selling All-Fiction Magazine in America

With the saving in production costs that this consolidation makes possible, the price of 10c to the reader can be retained, an increase in advertising rates avoided, and a bigger and better magazine furnished the reader.

There is no change in the advertising rates or in the circulation upon which the present rates are based.

Member A. B. C. and All-Fiction Field

THE FRANK A. MUNSEY COMPANY

Digitized by Google

The sewer-pipe advertising is addressed largely to people in general, as has just been suggested. In addition to this effort to create public sentiment in behalf of adequate sanitation and to get people to thinking and talking on a subject about which they know little or nothing, there also are appeals directed to the physician, to the city engineer and to the plumber.

The doctors are approached in the various health journals. The usual plan here is to reproduce samples of the national advertising as showing the appeal that is being made to people in general and then to address some straightforward talk to the physician in language that he can best appreciate.

The city engineer is advertised to in the business press and by direct-mail methods. The association in approaching him bears in mind that usually he is the one who has the say as to whether a new sewer shall be built of concrete, of brick or of pipe. It usually is upon his recommendation that extensions and improvements are made.

The argument put forth to the engineer has to do with the durability and lasting qualities of sewer pipe as compared with other products.

There has long been a lively fight on between manufacturers of clay and iron sewer pipes to gain the good will of the plumber. This is because the plumber is the one who connects up the buildings with the city sewer system. Each tries to convince the plumber that its particular product is the best for this connecting-up process, both from a standpoint of performance and of profit for the plumber.

"One of the important advertising tasks of the association," said Mr. Brooks, "is to remove from the plumber's mind the mistaken idea that the makers of clay sewer pipe will not co-operate with him to the limit. We want to get for our members a much larger proportion of the business that comes from this connecting-up process. Through advertising ourselves to a point where we get the plumber's good will we expect to gain additional business."

When it comes to the direct advertising of the sewer pipe as such, this is done mainly to the contractor. The dealer as a general thing handles sewer pipe only in the smaller sizes. When it comes to the actual purchase of pipe for sewer systems or extensions the contractor usually buys direct from the manufacturer. When, in response to this advertising, inquiries are received by the association, they are turned over to such members as may be in the district where the inquiry originates. The contractor then is written and referred to the various manufacturers for prices.

TOWN OFFICIALS AIMED AT

The association believes culvert pipe offers a most promising opportunity for intensive development. It has undertaken a campaign designed to show township officials, road overseers and contractors the practicability of clay pipe for this purpose and to show them how to use it so that it may have a fair opportunity to prove what it can do. An investigation has shown that in cases where clay culvert pipe has not given complete satisfaction the cause could be traced to faulty construction and use.

In this the clay pipe manufacturers are up against the same proposition that is worrying many another advertiser, particularly those in the machinery field. The modern idea is to make machinery simple in the extreme and as nearly fool proof as possible. When washing machines, vacuum cleaners, harvesters and automobiles do not give complete satisfaction the cause usually is to be traced to a lack of understanding of how to operate them. Manufacturers recognizing this are now giving more attention than ever to the important proposition of showing purchasers how to use the things they buy. The education first must be conferred upon the salesman. He educates the dealer, and then the dealer, if he is wise, passes along the information to the buyer.

Digitized by Google

The Clay Products Association is devoting much careful effort to showing road makers and others exactly how to use clay pipe for culverts. It has got out designs demonstrating the operation in detail. The association in this is showing not only some real advertising wisdom, but also courage. Any instance in which a manufacturer's product has not given complete satisfaction is an unpleasant thing to talk about, even though the product may be altogether worthy and the dissatisfaction has come from misuse. Experience has shown, however, that the only way to handle such a situation is to approach it boldly and say exactly what can be done by the product under the right kind of conditions. It is strange, viewing the matter from one standpoint, that so many advertisers fight shy of this kind of presentation. No reasonable person expects impossibilities of anything. Anybody of any vision can see that a clay culvert pipe must be so laid that it will not come directly in contact with traffic. The Clay Products Association declares that clay culvert pipe properly laid is better than any other. And to see that it is properly laid a forceful line of educational work has been started.

WILL INTEREST FIRE INSURANCE COMPANIES

In the advertising of the fire clay flue lining made by the various members of the association, emphasis is laid upon its ability to reduce fire loss. This naturally interests builders and fire insurance people. A considerable proportion of fires are caused through defective chimneys. The manufacturers of fire clay flue lining, in some direct-mail advertising matter sent to fire insurance companies, make the claim that this loss can be reduced at least twenty-five per cent through the use of the lining. The object of this is to induce insurance companies to charge a smaller premium for fire insurance when fire clay flue lining is used in constructing chimneys. This accomplished, a strong talking point in behalf of the product will be gained.

All the advertising is being done over the signature of the association. All inquiries of a general nature, such as those asking for additional information, requests from dealers for advertising assistance, and the like, are handled by the association. Then the names of the inquirers are sent to the manufacturers in the district where they originate. The association very properly goes on the theory that almost any letter represents a potential order, at least in an indirect way. Therefore the association members are encouraged to follow up the inquiries from the merchandising standpoint. An effort will be made in each case to "squeeze the letters dry," as suggested in a recent PRINTERS' INK article which said that many leads which could bring much profitable business were peacefully reposing in manufacturers' letter files.

The association will co-operate also in an advertising way with dealers in the various clay products. Proofs of all national advertising are sent to dealers. Individual help in preparing local advertising copy is provided for. General advertising counsel is given. Then the names of the dealers and an account of the help given are sent along to the manufacturers from whom the dealers buy.

France Will Lift Import Ban

The prohibition upon certain imports into France instituted by the decree of April 23 is about to be removed, excepting as it affects some articles essentially luxurious in character, according to the *Echo de Paris* of July 16. This action is to be taken, it says, because the decree is considered to have accomplished its purpose of bringing down exchange from its high point. With the abrogation of the decree the customs taxes on a number of articles will be raised, in keeping with the rise in prices.

The Director General of Customs told the newspaper that he did not believe the withdrawal measure, which probably will be approved at the next meeting, would have the effect of sending up the exchange rate again, in view of the fact that French exports continue to show a remarkable increase.

Digitized by Google

What you have to sell to men and to women in and near St. Louis—

Can be sold in the greatest volume, at the smallest expense, and with the least effort by advertising it consistently in the

St. Louis Globe-Democrat

St. Louis' Largest Daily

NATIONAL REPRESENTATIVES

F. St. J. RICHARDS, 410 Tribune Bldg., NEW YORK
GUY S. OSBORN, 1302 Tribune Bldg., CHICAGO
J. R. SCOLARO, 701 Ford Bldg., DETROIT
R. J. BIDWELL, 742 Market St, SAN FRANCISCO

DORLAND AGENCY, Ltd., 16 Regent St., LONDON, S. W. 1

Digitized by Google

ERWIN, WASEY & COMPANY
Advertising
CHICAGO

The conservative policies of this organization are the result of long experience, and of a genuine desire to insure the client all possible returns from his investment in our work

Digitized by Google

Collective Buying Will Enable Retailers to Lower Prices

National Purchasing Organization Formed By 500 Furniture Dealers—Believe That Standardization of Patterns Made Possible By Quantity Purchases Will Lower Furniture Prices

By C. M. Harrison

COLLECTIVE buying has been advanced in PRINTERS' INK several times of late as being one of the things the independent retailer could utilize to help him fight the chain store.

Being a good storekeeper, buying and selling in a way that will give turnover a fair opportunity, cutting down the overhead to the irreducible minimum — these can go a long way toward helping the retailer keep his prices down so that he can be at least within hailing distance of his big competitors. But economical selling cannot do the thing alone. The weak point in all the preaching that is done to retailers along this line is that it does not point out the way for the retailer to own his goods at lower laid down cost.

Retailers, realizing this, demand loudly that the manufacturer and jobber give them lower prices. But the manufacturer and jobber, dealing with the individual, cannot do this. The producer and distributor must have not only volume, but must have the volume in a collective way that will make possible standardized quantity production.

The furniture dealer is giving much serious thought to collective buying. Furniture prices have done their full share of climbing during the last three or four years. People have grown to be confirmed bargain hunters in this class of merchandise, and the furniture dealer has been having his troubles the same as the men who sell sugar, clothing and shoes.

One big cause of this, according to observations made by the M. L. Nelson Furniture Company, a jobbing concern, was that buying conditions were such as to make production expensive. Out of this idea has come the National Purchasing Organization, which will be comprised of 500 furniture retailers.

"Our customers," Glen E. Dewey, president of the Nelson company, said to PRINTERS' INK, "like those of every other jobber, called for lower prices. We found we could give them lower prices if they could be induced to buy on a basis that would enable us to produce in quantities along standardized lines.

"We saw the way clear in the formation of this purchasing organization. It will be operated very much along the same idea as that behind the Rexall drug stores. Each member will have the exclusive rights for his town and will be given the additional advantages of national and local advertising designed to sell the public on the idea of trade-marked furniture.

"To make this thing possible we had in the first place to reduce the cost of producing furniture. We met the need by segregation of manufacture. In other words, one of our factories will produce nothing but a standardized pattern of bedroom furniture. Another will do the same thing for dining-room equipment, another for living-room furnishings, another for kitchen cabinets and so on.

"Each factory will make only a single pattern of its particular line of goods. The machinery will all be set to produce that pattern; the purchase of the material necessary in its construction will be made on a quantity basis, and thus there will be a vast saving in time and material that will make possible the lower price.

"The saving of time is perhaps the most notable feature. The

Digitized by Google

services of skilled furniture workmen cost real money these days. Take this china closet, for instance. When it got to the finishing process the workman had to set his knives in a certain way to produce the pattern required. Perhaps that day there was only a limited quantity of the cabinets to be finished. It might, therefore, have taken six or seven hours to set the machinery to do only two or three hours' work. Now then, if machinery can remain at a standard adjustment and produce the same kind of pattern of furniture day in and day out, it stands to reason that the furniture can be sold for less money without the least detriment to the profit.

NO DISCONTINUED PATTERNS

"Another advantage of this method of manufacture is that it tends to do away with the discontinued pattern evil. A retailer, let us say, will stock several bedroom suits of a certain pattern. He may sell one or two complete. Then one woman will want a dresser out of a suit. He sells it. Another may want a dressing table, another a bed, and so on. The eventual outcome is that the retailer is left with several odd pieces. Often when attempting to order enough additional pieces to make the suits complete he finds that the pattern has been discontinued. The probable outcome is he may have to dispose of the odd pieces at a loss.

"Of course we do not mean to say that a retailer should make up his entire stock out of certain specified patterns. But he can come near enough to this to make the standardized stock the virtual backbone of his offerings and thus get the benefit of price."

The National Purchasing Organization plan outlined by Mr. Dewey is being capitalized upon by its retailer members in the advertising of quality and price. The trade-mark is made up mainly of the letters "Enpeo," which is a coined name derived from the phonetic spelling of the initials N. P. O.. The trade-mark is painted on the display windows of the stores having membership, and is featured in the advertising.

The national advertising which is scheduled for fall will hammer definitely on quality and price as applied to Enpeo furniture stores. In this way it is hoped to make the trade-mark known nationally. The hook-up in a local way will be made through newspaper advertisements prepared under the direction of the national purchasing organizations.

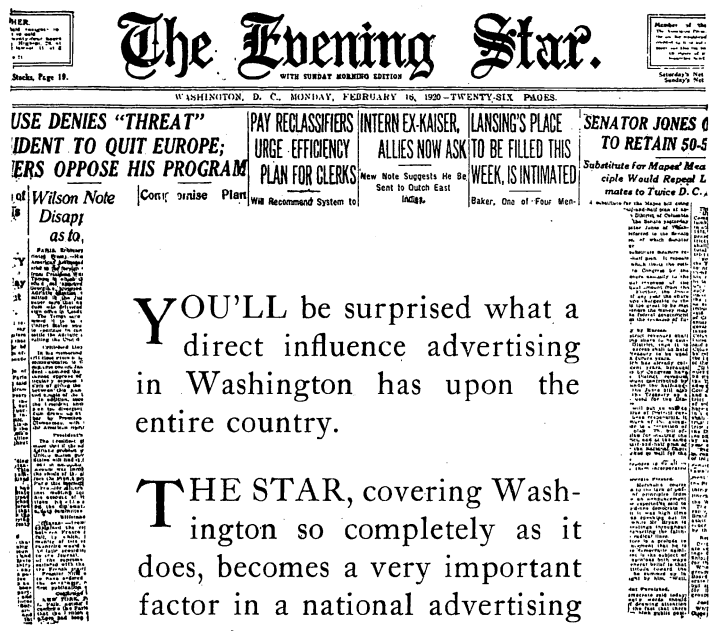
In the local advertising much capital is made of the store's membership in the N. P. O. chain. The people are told that the local store through being associated with 499 other stores in the combined manufacture and sale of furniture can bring down the price of furniture to the user. The local advertisements are run under such headings as "This Store Joins the 'Enpeo' Chain," "From Our Own Factory," "What It Means When 500 Stores Buy Together," "Buying by the Trainload."

Individual advertising assistance and counsel will be at the disposal of any retailer in the association. But most of this, like the production of the furniture, will be on a standardized basis.

An interesting sidelight on the dealer help plan of this organization is that the members, while thoroughly sold on the buying and manufacturing advantages that were given them, did not make general and satisfactory use of the advertising material just as long as it was given them free.

"We read in PRINTERS' INK," H. J. Sanders, advertising manager said, "that the best way to handle electrotypes and mats is to change the dealer a nominal sum for them. This we did. We were not so much after the saving that we thus could effect, although this in itself is something worth considering. But we wanted the dealers to use the advertising matter. We find they are doing this in a much more satisfactory manner since they have been charged for some of the material."

Digitized by Google


The Evening Star.
WITH SUNDAY MORNING EDITION
WASHINGTON, D. C., MONDAY, FEBRUARY 16, 1920—TWENTY-SIX PAGES.
USE DENIES "THREAT" IDENT TO QUIT EUROPE; ERS OPPOSE HIS PROGRAM
Wilson Note Disapp as to,
Compromise Plan
PAY RECLASSIFIERS URGE EFFICIENCY PLAN FOR CLERKS
Will Recommend System to
INTERN EX-KAISER, ALLIES NOW ASK
New Note Suggests He Be Sent to Dutch East Indies.
LANSING'S PLACE TO BE FILLED THIS WEEK, IS INTIMATED
Baker, One of Four Men-
SENATOR JONES TO RETAIN 50-5
Substitute for Mapes' Mea ciple Would Repeal L mates to Twice D. C.

YOU'LL be surprised what a direct influence advertising in Washington has upon the entire country.

THE STAR, covering Washington so completely as it does, becomes a very important factor in a national advertising campaign.

Let our Statistical Department digest conditions here for your information.

The Evening Star.
WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
Tribune Building

Chicago Office
J. E. Lutz
First Nat. Bank Building

Digitized by Google

The World

The High Cost of Laziness

An adequate advertising appropriation is sometimes a bit of a boomerang.

"We've a proven product and plenty of money, and we can't fail," says Mr. Manufacturer. "We're going after the consumer, and going after him right.

"Bring on the copy and the list, and let's fix up a schedule."

"STOP. If it's NEW YORK you're about to invade, you've forgotten something.

SELL THE DEALER FIRST

"Sell the dealer first—or it'll cost you a pretty penny."

Three months ago we said all this to a successful manufacturer—but didn't get it over. In May he spent $7,000 in New York newspapers; in June $9,000.

AT LAST—on July first he decided to work up a little dealer co-operation, in the hope that the $20,000 appropriated for July may sell more goods than the $16,000 that preceded it.

It will.

Try advertising in newspapers by the year

THE NEW YORK WORLD'S MERCHANDISING DEPARTMENT

Mallers Bldg., Chicago Pulitzer Bldg., New York Ford Bldg., Detroit

The Evening World

Digitized by Google

The One Appeal in Ide Collar Advertising

Style, or Becomingness, Is Sold, and Incidentally the Product

By Ira Fleming

Marketing Manager, Geo. P. Ide & Co.

IN advertising Ide collars we are trying to take advantage of that characteristic of human nature which instinctively makes everyone want to be at his best.

Briefly, let's consider the psychology of this motive. You know we not only want to see others, but we want to be seen and noticed by them. It seems to be perfectly natural that we should have a great deal of regard for the manner in which we appear in the minds of others. 'Twas always thus.

The small boy tries to "show off" in the presence of young girls. Just why, it would be hard to explain; nevertheless, you know that it is a fact. When he grows older he attempts to be at his best before the young lady. He cannot tell you why, but you know that he does it just the same.

Now grown-ups are affected in precisely the same manner as the small boy and the young man. Of course we try to make ourselves think we consult our own preferences—maybe some of us do—but the vast majority seem compelled to strive for those things which will make them rise in the estimation of others; and whether it be motor cars, houses or wearing apparel, we select those things which are approved by those whose favorable opinion we covet.

If a particular style of collar or shirt has been pronounced the proper thing by a class of men whose esteem we prize, that is a compelling argument when we go to make our purchases.

That thought is kept foremost in planning Ide advertising. We associate Ide collars and shirts with refined people and high-class surroundings. We endeavor to inject tone and atmosphere.

For instance, one of our recent street-car cards contained an illustration of a prosperous-looking young banker. We don't tell you in the advertisement that Ide collars are the preference of the highly successful business type of men, and that by dressing likewise you can be brought into high favor in the eyes of your own acquaintances. We let you draw your own inferences. Subtility, shall we call it? We don't recall who it was, but someone has said that the secret in advertising was "to say a lot in a few words, to say it cleverly, and to leave the impression of a lot more, just as good, unsaid." We heartily subscribe to that thought and believe that often the things we leave unsaid are the most interesting and effective. For this reason the best advertising is frequently indirect. It tells you about one thing to set you thinking about another.

But getting back to the street-car advertisement: to make the point a little more vivid; suppose that instead of portraying the successful business type of man we had shown an Ide collar around the neck of a bartender or prize fighter. The effect would undoubtedly have been to make the average reader despise our merchandise no matter how much merit it possessed. The collar might be all right, but the association would be fatal.

FASHION COUNTS IN SELLING COLLARS

Fashion or style is certainly the one big thing in selling collars just as it is with most other kinds of wearing apparel.

Now the most effective kind of an illustration to convince you of the merits of Ide products, and the same thing must certainly be true of other wearing apparel, is not necessarily that which portrays the article advertised in all its details.

Take shirts, for example: one way would be to dress a garment

Digitized by Google

on a form, or show it on a live model and then have it photographed or a drawing made, being careful to bring out clearly every stripe and other construction feature. That would be the direct method, and so far as faithful reproduction of the merchandise is concerned, could not be improved upon.

But you see what we really have to sell you is Style or Fashion or Becomingness. At least that is the first thing which we must get over to you. And so in our advertising we endeavor to use illustrations which in every detail are the very essence of style, and in which our own merchandise may sometimes seem only incidental—at all events not unduly accentuated. You just know that the shirts or the collars must be all right else the type of men we portray would not be wearing them—that is the way we try to make you feel.

ADVERTISEMENTS THAT HAVE PICTURES OF GIRLS ARE POPULAR

Many of our collar advertisements, especially our street-car cards, posters and dealers' window display cards, contain pictures of girls as well as men. Advertisements so illustrated are always popular.

It is our ceaseless aim to have our cards and posters represent the last word in lithography and the offset process—just as high class and beautiful as is possible in the printing art. We are constantly receiving requests from the best art schools of the country for samples of our cards and posters to be used in their class-

ONE OF A STREET-CAR SERIES THAT HAS BEEN HIGHLY PRAISED

rooms. And it seems almost impossible for us to produce cards and posters enough to take care of the never-ending calls of our dealers. There seems to be hardly a merchant handling our product who is not glad to put our advertising matter in his windows, as well as in prominent spaces inside the store. And among these dealers are many, many who rarely use advertising matter except that which is gotten up by themselves—all of which naturally makes us feel good, and points to the conclusion that dealers will use the advertising material furnished by manufacturers *if it is the right kind.*

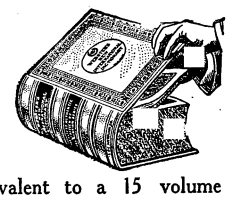
Whenever we put out a new street-car card or poster we invariably receive a great many letters from the general public in regard to the advertisement—some of praise, others knocking; and still others asking if we won't please favor them with one of the cards. Sometimes it seems to us that there is a vast jury of critics just patiently waiting to see what our next effort will be like, and then to render their verdict to us. We hope so.

Digitized by Google

Published in SPRINGFIELD, MASS.

by G. & C. Merriam Company

The MERRIAM-WEBSTER DICTIONARIES



The **New International** is the latest and best of a long family of unabridged Websters, each the recognized authority in its time. It is the standard of the *Federal and State* Supreme Courts. Standard of the Government Printing Office. Used as standard by over 99% of the Newspapers. *400,000 words, 2,700 pages, 6,000 illustrations.* Type matter equivalent to a 15 volume encyclopedia.

SPRINGFIELD

The *Third City* in Massachusetts in Population

Cover Springfield and its rich suburban territory with The

Springfield Republican and The Daily News

Circulation over

50,000

Largest Circulation in Massachusetts Outside of Boston

Kelly-Smith Co., Foreign Representatives Marbridge Bldg., New York Lytton Bldg., Chicago

Digitized by Google

Day or Night

THE courtesy of the "Ship News Office" of the New York Evening Post is extended to those seeking information on Passenger, Freight or Sailing vessels.

In assuming the maintenance of this Information Bureau, the Evening Post claims no credit for its origination. The story back of it is interesting.

Upward of 14 years ago, James Gordon Bennett established the old "Herald Ship News Office and Information Bureau" at the foot of Whitehall Street.

This served a dual purpose—the collection of Ship News in which the Herald specialized, and a Bureau of Information where any one could obtain without charge the latest reports.

The office kept in touch with all those varied sources of information that are open to newspapers, and afforded a point of contact, available day or night, where information on any line or boat could be obtained.

About April 27th, 1920, it was decided to discontinue the old Herald Ship News Office and the Information Bureau that went with it.

Believing this to be both a public service worth continuing and a valuable news gathering point, the New York Evening Post immediately "took on" both building and employees.

So—the Ship News Office did not close and there was no suspension of service. The same employees, familiar through years of training with ships and shipping, will answer upon call, as in the years gone by.

The "Ship News Office and Information Bureau" of the New York Evening Post is at your service, and the latest available reports on passenger, freight and sailing vessels can be obtained by telephoning Broad 830, 831 or 832.

Digitized by Google

Nationalization Doesn't Prevent Strikes

The Noisy Minority in the Labor Movement Would Never Be Satisfied

By Harry Dubery

Labor Director, National Alliance of Employers and Employed

[EDITORIAL NOTE:—The outlaw railroad, printing and other strikes, where the saner elements in organized labor have stood with the public and progressive employers against radical demands and acts, have made differentiation between radical labor and sane leaders more important than ever before. The Director of England's famous Alliance of Employers and Employed has here set down some facts of interest to both labor and management in this country.]

THE enthusiastic young trade unionist, when expounding his class war theories, invariably draws a picture of the employing class, usually described as the capitalists, as a solid phalanx united to destroy the independence of the worker and reduce him to a condition of wage slavery.

On the other hand, one constantly meets the type of employer who, while exceptionally well educated and of quite remarkable business aptitude, has almost precisely the same view regarding the serried ranks of labor as is outlined in the preceding paragraph, applied instead to the employee class.

People who have made an intimate study of the industrial situation in this country are well aware that both points of view are largely exaggerated and that an intimate acquaintance with either side shows quite clearly that sectionalism, jealousies, cross-currents, personal ambitions, prevent, on both sides, anything like the unity which is imagined to be there.

Trade unionism was never faced with so many difficulties as the difficulties which at present exist, due to the activities of those keen members who allege they are real friends of the trade unionist, and who argue with conviction that if only their advice was taken the emancipation of the worker would be easily achieved. Unfortunately, many of this same school are convinced that the people who really stand in the way of development of their own theories are the trade union leaders themselves, and, consequently, no language is too strong, no method too unfair, no means too despicable, if they can be used advantageously to dislodge these tried and trusted leaders from the offices that they hold in the labor and trade union movement.

Said Mr. William Graham, Labor M. P. for Central Edinburgh, recently: "This Parliament was hardly elected before the vendetta against all reasonable labor representatives was commenced. All movements have their extremists, but labor has suffered more than most. Even its advanced members, men and women who have made the greatest public and private sacrifice, have been persecuted by a noisy minority, even howled down on labor platforms, and have had to submit to the dictation of a group frankly despised by the trade unions and opposed by all who believe in the ordered progress of the people."

At a recent co-operative dinner we heard Mr. J. H. Thomas say that, far from endeavoring in these days to be a strike leader, such was the spirit of certain sections of the rank and file that a great deal of his work consisted in acting the part of fireman, turning on the hose in an endeavor to quench the demands of the fiery spirits.

This particular type of extremist argues as if the preaching of internationalism obviated the necessity of developing a national patriotic spirit. It is quite proper

Digitized by Google

to talk about the starving people in Austria, to plead for consideration of the Russian Soviet system of government, to suggest that the Turk is being hard done by under the peace treaties, but when it comes down to affairs in England and ceases to be a question of talk but one of work, you find, for instance, that the operative builders, against the wishes of their trade union leaders, reject the proposal that they should work one hour more on four days a week in order to expedite the erection of houses for the members of their own class.

It is easy to explain the benefits of nationalization and the need for municipal control and even to argue how much this type of collective ownership will benefit the general public, but the fact that you are employed by a municipality and are working under the nearest approach to a system of common ownership that can be reached apparently does not prevent strikes against the municipality, as witnessed recently at Manchester, Huddersfield and Cardiff. Direct strikes against the community are in order, if something can be squeezed for the benefit of labor out of the necessities of the country.

REVOLT AGAINST LEADERS

We find even the leaders of the Independent Labor Party complaining of the action of these people. The treasurer of the Independent Labor Party, writing in the *Labour Leader*, stated: "There are in the Independent Labor Party a number of extremists who favor the adoption of a policy of trying to provoke a physical force revolution in this country," and if one really wishes to find the situation summed up, not against the capitalists as a class, not against the Coalition government, not against the profiteers or any other people who are supposed to be rare game for the working class exponent of revolution, but against the leading trade unionists of the country, it can be obtained in a recent issue of an extremist paper, where it was stated: "Only the most execrable traitors to the working class can assure them that the social change can come peacefully, by gradual concessions and parliamentary reforms. Those individuals that make this statement are the most inveterate and dangerous enemies of the working class; and against them a most relentless fight can be waged."

TRADE UNIONS WELCOMED

The thing to be remembered is that, in these days, there is practically no feeling against trade unionism; the method of trade union organization, of presentation of a point of view, is welcomed throughout the length and breadth of the land by practically every employer of standing. That the workingman is entitled to a just return for his labor is in these days an axiom that is accepted without question by every section of the community; but the power of trade unionism has become so great that it is now the happy hunting ground of that type of extremist who really does not believe in trade unionism, but sees in it a medium by means of which he can achieve his purpose.

The men who want most protection, most help, in the country to-day are those educated and experienced leaders whom time has produced and placed at the head of the trade-union movement. Should these men, owing to the activities, the malignant work and organized abuse of certain sections of the rank and file, throw up the movement in disgust, then presumably the extremist will come to hold the reins of office. Should such an unfortunate series of events occur, while one would agree that this would be very bad for the country, it would in the long run also be exceedingly bad for trade unionism, and those interested in the national welfare could do worse than throw their weight on the side of the people keen to repair the rift in the lute by supporting the sane elements in trade unionism.

Digitized by Google

Six Months' Advertising Exceeds Previous Twelve

A NEW ACHIEVEMENT BY THE ST. LOUIS STAR

NINETEEN-NINETEEN was the biggest year in the advertising history of The St. Louis Star, yet in a number of important classifications a greater volume of business was printed during the FIRST SIX MONTHS of 1920 than during the ENTIRE TWELVE MONTHS of 1919.

Note These Striking Examples:

Shoe Advertising	First six months of 1920.....	**71,108**	Lines
	Entire year of 1919.....	54,472	"
	Excess.....	**16,636**	"
Men's Clothing	First six months of 1920.....	**186,491**	"
	Entire year of 1919.....	119,335	"
	Excess.....	**67,156**	"
Women's Clothing	First six months of 1920.....	**671,845**	"
	Entire year of 1919.....	481,068	"
	Excess.....	**190,777**	"
Automobiles	First six months of 1920.....	**120,031**	"
	Entire year of 1919.....	88,609	"
	Excess.....	**31,422**	"

Department Store Advertising

In the first six months of 1920, The Star has published in excess of 92% as much Department Store advertising as in the entire year of 1919. The measurements for 1919 totaled 1,679,625 lines, and for the first six months of 1920, the total was 1,559,637.

***Again we say*—No St. Louis advertising list is complete unless it includes, at the TOP, The St. Louis Star**

Don't Say "Paper"—Say "STAR"

Trade Mark Registered

National Advertising Representatives

STORY, BROOKS & FINLEY

Chicago Philadelphia New York

Digitized by Google

Concentrate on Quality

Every quality argument is strengthened by the use of

ART MAT

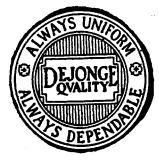
The incomparable dull finish coated

The first impression of an Art Mat publication is the impression of quality. Its full dull surface, the dignity of its type page, the richness of its illustration, and its indescribable atmosphere of distinction and refinement will stamp the seal of quality upon your goods from the outset.

Costs more

Worth much more

LOUIS DEJONGE & CO.
NEW YORK CITY



Digitized by Google

The Value of the Illustrative Label

Carton Designs Might Just as Well Serve as Sales Agents, If They Are Designed to Tell a Story

By W. Livingston Larned

THEY made a great deal of fun of the little, sandy-haired man from the unimportant Ohio town as he fussed and fumed in the advertising agency office. But he had an idea, and he would not let go till it had been worked out his way.

The Ohio man had thought out a new attachment for lamps. He was a wholesale grocer, but inventive genius strikes in strange places. He took $50,000 of hard-earned cash and turned it over to the men who understood advertising. He admitted it wasn't much to exploit a product nationally, but it was all he could spare without pulling some of the props out from under his "regular business."

The first thing he wanted was a design for the cardboard box that was to contain his patent attachment. They gave him what so many artists are prone to give, some highly ornate lettering and beautiful color schemes.

The little man admitted that they were pretty. But he sort of thought that if a label could explain or show or visualize the merchandise it was a mighty fine idea. Away back in his youth he remembered seeing a label that pictured the process of making jam tarts, and his mother had always bought that brand, because she used the label every time she made the tarts, and if it wasn't putting everybody to too much trouble, would the artist fellows please try again on his proposition?

Eventually that show-how label was designed, and it has been a great silent salesman ever since. On shelves or in showcases, it does the explaining while a clerk is somewhere else. It makes its own sales very often. It is, in itself, a professional demonstrator.

Designers of package labels should keep the possibilities of this scheme in mind. For the practical design is apt to be a great deal better than the one that is purely ornamental, decorative, pleasing as to color. The line of least resistance is to make "fancy lettering," relieved by scrolls and dolled up with fantastic color.

It is encouraging, on the other hand, to see that the modern tendency in label designing is to keep things simple. They are even leaving out firm name, addresses and all the innumerable things that were once considered indispensable on the main or front display.

Sanispoons are a new member of the package family whose label design illustrates this point very nicely. These are sanitary one-time-use composition spoons that can be thrown away because they cost so little.

The label is born of the modern, cheerfully simple mood. This label, on the top of the box, bears only the name of the product and a poster picture of one of the spoons superimposed on a solid, dark background. The package is as clean and inviting as can be. The name can be read across a store; the white spoon attracts you at a glance. The customer sees what he is buying.

CAN LEND ATMOSPHERE

Just as general advertising requires a certain amount of atmosphere, the label design, to a limited degree, can be used for the same purpose. The American Chicle Company recently used advertising displays showing its different brands of gum on a plate. There were perhaps ten packages showing labels. To a salesman's eyes one was pre-eminently the best.

This was the Adams California Fruit gum wrapper. It was all decked out in a sparkling, appetizing dress of pears, peaches,

Digitized by Google

bananas, grapes and pineapples. It made you hungry for the flavor of fruit before you ever made the purchase. Such designs as were mere lettering and ornament had no such effect upon eye or appetite.

An ingenious idea was conceived when the Safetee Corporation, the maker of a new shaving soap, settled upon a railroad safety signal, with its bright, vermilion wing, as a motif for the container. The red safety signal against the blue background provides a design that is distinctive and simple to a degree.

The Quaker Oats Company recently put out a new product, "Quaker Quakies." It was recognized that the trade-mark figure of the fine and hearty old Quaker was now known to the public. Therefore the package was made into a sort of wall-paper pattern of miniature Quakers, in various poses, printed on a background of bright orange.

When two colors are employed for the company's periodical advertising, the box is reproduced in its natural tints, while the remainder of the page is in plain black and white. This "Quakies" label is an example of the liberal spirit that seems to prevail. It is artistic, pictorial, a real ornament to the grocer's shelves.

Just why it is that more manufacturers have not used the label of the package as a miniature "advertisement" is not quite apparent. In stores, the country over the article stands in duplicate, inviting attention and comparison.

Despite this, labels have never seemed to come in for any great amount of serious study, consideration and planning. Many of them are quite nondescript.

THE OLD LABEL CAN BE REVISED

Fortunately, some firms are seeing the light and are bravely creating entirely new labels, in direct contradiction to the old belief that it is business suicide to tamper with a label once it has been used for any length of time.

If a thing is wrong it is wrong. Better change and have it over with as speedily as possible. When Procter & Gamble first put out the new product, Ivory Soap Flakes, a carton design was used that, fashioned after labels on others lines, was rather complex. It was soon found expedient to simplify this design. The new package is much better and has the minimum amount of design and reading matter. The name is displayed in large type, while the trade-mark symbol is balanced just two lines beneath, in very small type. Place the two together and the wisdom of what was done becomes instantly obvious.

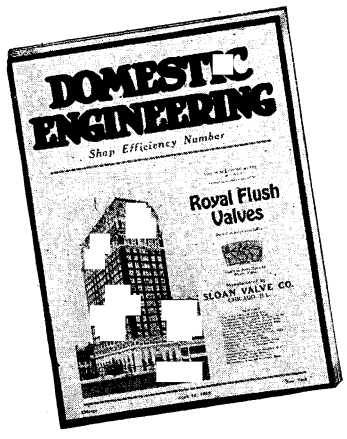
That the pictorial label is best, seems to be the conclusion of shopkeepers. When questioned as to what, in their opinion, is "the best package design," they almost invariably point to one that "tells a story." If the picture of the contents is on the cover, it makes it unnecessary for them to open boxes. This is particularly true of pens, pencils, pocket knives and similar articles.

An after-dinner mint candy has solved its problem by showing on the label a picture of the mints arranged artistically in a bon-bon dish. On every box, therefore, a sales suggestion is offered to the purchaser.

The line of labels on containers for the Williams talcs appeal to the dealer who wants the customer to do some of his own work in making a selection. There are six different types of talc, the majority of them of distinctive perfume, and the advertiser settles right down to first principles of salesmanship. The La Tosca label bears a wonderful red rose as the picture symbol, the English Lilac is sprayed with that flower, and so on. How much better than if a decorative designer had worked out an elaborate system of scrolls and fancy lettering.

Often this business of settling upon a label is done with too much haste. The part played by them is too important to be settled carelessly.

Digitized by Google



Read by Most of the Leading Plumbing and Heating Contractors

A representative of an Advertising Agency recently said to us, "prove it."

He took our subscription files, made a list of plumbing and heating contractors from R. G. Dun's and compared them. He did this in several cities which he picked from several states.

In Rome, N. Y., for instance, the following contractors with their credit and ratings were shown by Dun:

Name	Rating	Credit
* A	10 to 20,000	Good
* B	500 to 1,000	Limited
* C	10 to 20,000	Fair
* D	10 to 20,000	Good
* E	10 to 20,000	Good
F	5 to 10,000	Good
* G	5 to 10,000	Good

Those marked * subscribe to "Domestic Engineering."

Rome is only one city, but it is a fair example of what this man found. We invite you to make a similar test in cities you select.

DOMESTIC ENGINEERING
The Plumbing and Heating Weekly
407 South Dearborn St. CHICAGO
Member Audit Bureau of Circulations
Member Associated Business Paper, Inc.

Digitized by Google

International Advertising

WHAT one manufacturer said to another when asked about our service:

"The Kay organization have handled our advertising for about four years in foreign countries and have done some excellent work for us. At the time we gave them the business we decided, after a careful analysis of a number of foreign advertising concerns, that the Kay organization was the best in this country."

J. ROLAND KAY CO. INC.

FOUNDED 1904

INTERNATIONAL ADVERTISING AGENTS

Conway Building, CHICAGO — 18 East 41st St., NEW YORK

LONDON: (Associate House) John Haddon & Co. (Est. 1814)

TOKYO: J. Roland Kay (Far East) Co.

PARIS: Jégu, Haddon & Roland Kay

SYDNEY: J. Roland Kay Co.

Buenos Aires and Rio de Janeiro

Digitized by Google

Selfridge Leads Price Reform in England

Committee Appointed by Parliament Reports Favorably on Policy of Fixing Retail Prices of Branded Articles

By Thomas Russell

London, England, Correspondent of PRINTERS' INK

"I KNOW that tobacco is poison," said the octogenarian as he lit the pipe; "but it's a derned slow poison." High prices have had a hard time checking business on this side, but they are showing the effect at last.

There has been so much money —of a kind—in circulation, and wages are so plentiful that up to a month ago there was no trouble in selling goods, however dear. People who once could not afford necessities now indulge in luxuries. Wages have risen faster than prices, but prices made a good race for it. Overall parades and the boycott of the stovepipe hat did not go any further than a newspaper story. The people simply weren't having any, as we say here.

There has been no pressure on money through banks calling loans, and consequently no slump. Retailers not only are selling the goods, but they have made such thumping profits ever since they had anything to sell that they can afford to sit tight and watch the cat jump.

Tribunals set up to try cases of profiteering under a highly inefficient Act of Parliament contribute to the high cost of living. They think in nothing but percentages. A retailer who made 5 per cent after paying his overhead in 1914 and earned £1,000 for himself does not have to do a thing but budget for a net 5 per cent now in order to make £2,500. Nobody can pretend that 5 per cent is an exorbitant profit. But it means a lot of money to the customers.

SELFRIDGE THE PIONEER

Selfridge & Co., Limited, have always used a high standard of efficiency to reduce overhead and sell cheap. "London's Lowest Prices Always" is their slogan. Realizing that a good advertising point and some big space in the papers would give enough volume of sales to make a fresh hole in overhead, they came out with a bold series of full pages in all the London dailies and the chief provincial papers, announcing a general cut of 10 per cent in everything but groceries and 5 per cent there. Groceries were already so cheap at the Selfridge store that no one was surprised at this differentiation. The cuts are announced in standard copy in all the merchandising announcments following the full-page splurge.

It was announced, however, that "certain proprietary articles" were excepted from the cuts. This, of course, referred to price-protected specialties. And during the whole of the high-cost-of-living period, from first to last, retailers have charged full prices for protected lines. Most specialties have been raised in price. They cost no more to handle than before. But the protected profit is raised at the old per cent rate.

The price protection policy had its day of questioning when Parliament appointed a committee to inquire into and report the extent to which the principle of fixing a minimum retail price by manufacturers or associations prevails; what are its results, and whether the system is, in the interests of the public, desirable or otherwise.

The committee reported that protection prevents profiteering and retail witnesses informed it that there is more profit on unbranded goods, which anyone

Digitized by Google

Keeping Up With The Times

A FACT A WEEK

It is a noteworthy fact that while the selling price of the week-day issue of The Washington Times was recently increased to 3c a copy, it retained 98% of its former circulation. This remarkable record is believed to be without precedent in the annals of newspaperdom, especially in view of the fact that all other local daily newspapers remain at the 2c price.

Such loyalty on the part of a newspaper's reader-following, fittingly illustrates the position of The Times in Washington.

The Washington Times

WASHINGTON, D. C.

can cut as he pleases, than on proprietaries which cannot be retailed below fixed prices. The committee reported:

"The evidence of the retailers, whose evidence we have taken, was generally to the effect that the margin of profit on goods for which retail prices are fixed is not so large as that which they would, on the average, obtain for uncontrolled goods. It is, we submit, clear that a manufacturer of a proprietary article, in fixing a margin of profit to the retailer, must determine a rate which (1) will afford the retailer a sufficient inducement to stock and push the sale of his product on a sound basis of trading, and (2) will not be so high as to deter the public from purchasing, or to induce them to look out for a substitute which will equally serve the purpose at a lower price. We are satisfied that these considerations will effectively check any tendency to profiteering on the part of the retailers in the case of such proprietary goods."

This is a victory for controlled prices.

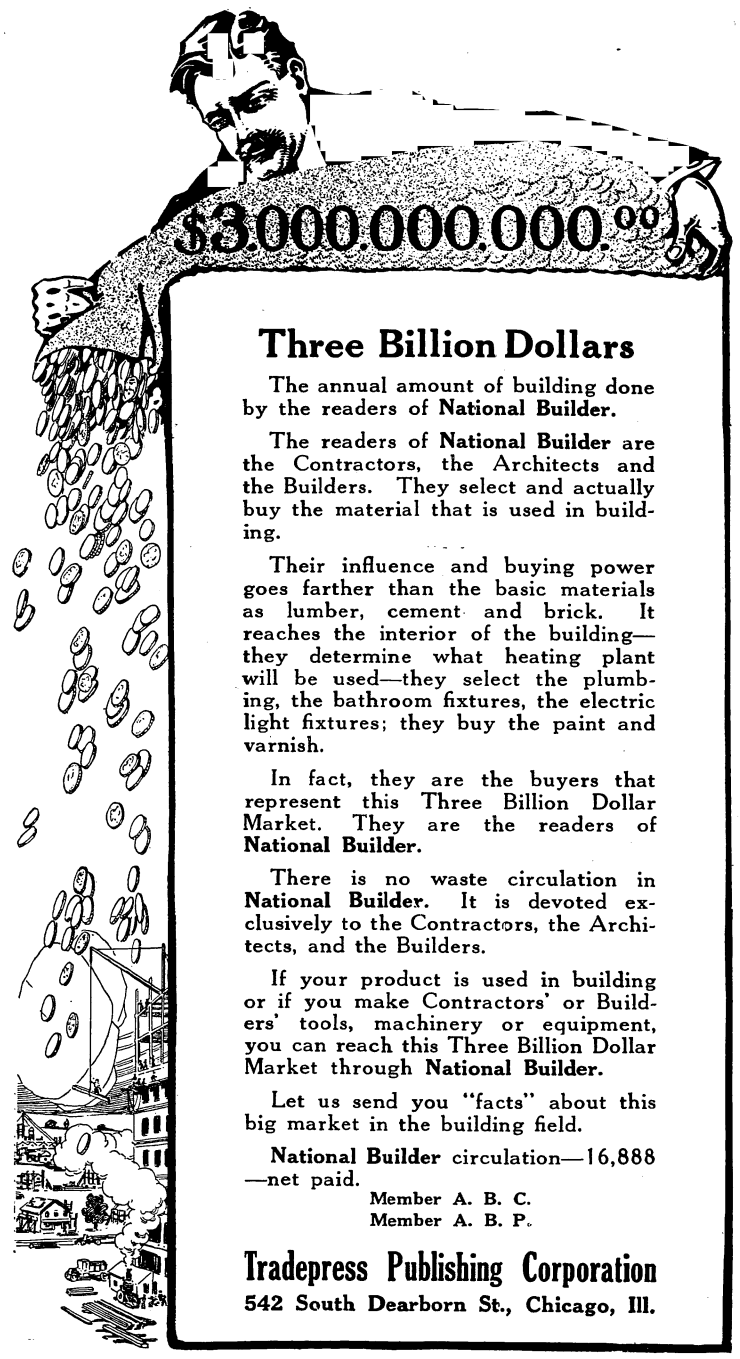
Clothing Workers Demand Wage Increases

The garment workers in the Chicago district have demanded a flat increase of 33⅓ per cent over the present wage scale. The matter now is being considered by the joint arbitration board representing the manufacturers and employees. A clothing manufacturer tells PRINTERS' INK that the situation is regarded as critical because any increase would necessarily have to be reflected in a higher price for clothing. Clothing is already so high that retailers are showing a pronounced disposition not to buy. It is expected that the negotiations will continue for some little time, inasmuch as the conference is going into the whole clothing situation in some detail.

$100,000 for Publicity to Promote Good Roads

The Missouri Good Roads Federation proposes to raise $100,000 for a campaign which will endeavor to gain the voters' approval of a proposal to spend $60,000,000 for good roads in that State. The measures calling for this $60,000,000 expenditure will come before the voters in November.

Digitized by Google



Three Billion Dollars

The annual amount of building done by the readers of **National Builder.**

The readers of **National Builder** are the Contractors, the Architects and the Builders. They select and actually buy the material that is used in building.

Their influence and buying power goes farther than the basic materials as lumber, cement and brick. It reaches the interior of the building—they determine what heating plant will be used—they select the plumbing, the bathroom fixtures, the electric light fixtures; they buy the paint and varnish.

In fact, they are the buyers that represent this Three Billion Dollar Market. They are the readers of **National Builder.**

There is no waste circulation in **National Builder.** It is devoted exclusively to the Contractors, the Architects, and the Builders.

If your product is used in building or if you make Contractors' or Builders' tools, machinery or equipment, you can reach this Three Billion Dollar Market through **National Builder.**

Let us send you "facts" about this big market in the building field.

National Builder circulation—16,888—net paid.

Member A. B. C.
Member A. B. P.

Tradepress Publishing Corporation
542 South Dearborn St., Chicago, Ill.

Digitized by Google

"From the Wells of Romance and History"

"MR. WALLEN'S *facile pen has given our advertisements the dignity of sheer literature. He waters the fields of commerce with refinement and beauty drawn from the wells of romance and history. The practicability of his copy method is attested by the fact that the public attitude toward our advertisements is increasingly responsive.*"

¶ The foregoing is from an utterance of John E. Crew, Director in charge of publicity, of the Sterling and Welch Company, Cleveland, - one of the great interior decoration houses of the world.

JAMES WALLEN

Persuasive Advertising Copy

Study: East Aurora, N. Y.

Digitized by Google

Admiral Benson Addresses Advertising Men

MORE than 250 newspapers and periodical publishers and advertising and shipping men heard Admiral William S. Benson's appeal for publicity to help the Shipping Board carry out its plans of putting the American flag in every port of the world, at a luncheon given in honor of Admiral Benson by the Advertising Agencies Corporation in New York on July 14.

Admiral Benson urged his audience to fight vigorously what he called the widespread idea that the government should own and operate the merchant marine.

He assured those present that there would be no ridiculously low prices placed on ships by the Government, as this would discourage shipbuilding and destroy the facilities for filling gaps in the merchant fleet.

He spoke of the Jones bill—the shipping act of 1920, giving the Shipping Board wide powers and authorizing the building of a great commercial fleet for the United States—as one of the greatest constructive acts ever passed by Congress, and predicted that it would mark an historic milestone in the commercial and industrial development of the country.

This luncheon was given by the Advertising Agencies Corporation so that Admiral Benson might have the opportunity of explaining to advertising men the work that the United States Shipping Board desires advertising to do for it.

It will be recalled that previous articles in PRINTERS' INK have reported the desire of the Shipping Board for information from advertising men regarding the proper disposal of ships valued at more than $3,000,000,000, and of surplus material valued at more than $300,000,000.

An appropriation of $50,000, as reported in PRINTERS' INK of July 1, has been made by the Shipping Board for a survey of advertising possibilities. This survey will be

More Evidence of Reader Interest in "PUNCH"

NOT very long ago the News Committee of one of the best equipped and maintained suburban Public Libraries decided that all periodicals previously displayed upon the tables and freely accessible to the public should be withdrawn to an enclosure and obtained only on application.

A list of fifty-two Weeklies and Monthlies were chosen and were so withdrawn, specific application having to be made by readers for the use of a copy of any of them.

During the few weeks over which this arrangement was maintained 20,808 applications were made under th s rule, and of the publications which were asked for at least once a day

"PUNCH" headed the list

being asked for 125 times more than the next on the list, and 1,000 times more than the last on the list.

This fresh evidence of the wonderful Reader Interest in "PUNCH" will be welcome to advertisers who understand that it is because of the strong affection for, and great confidence in "PUNCH" that the advertisements in "PUNCH" bring such handsome and profitable returns.

Advertisers should remember that this Library demand, which extends throughout the world, gives their advertisements housands and thousands more readers than are charged for; the advertising rates for "PUNCH" being based upon the Net Sales each week.

ROY V. SOMERVILLE
Advertisement Manager "Punch"
10 Bouverie Street
London, Eng.

"Punch" Office *July 1, 1920*

Digitized by Google

made by the Advertising Agencies Corporation.

One of the first steps to be taken in the survey will be the listing and description of the property for sale by the Board. In making up this report the survey committee of the Advertising Agencies Corporation will utilize all the information now in the possession of the Board. The plans of the committee do not include a duplication of the work already accomplished by the Board. In making a study of the conditions affecting the merchant marine the special committee will have an expert in each of the large cities to make a report on the local situation.

The Intermediate Letter in Export Trade

There is always danger in any correspondence that the recipient feels to be an attack on his pocketbook, even though he may feel sure that the writer believes firmly that purchase will be followed by pleasing profit to the buyer.

The "intermediate letter" is best when it is a news letter, a letter which is built from friendship on the news of the day, a letter that establishes new contacts on points of common interest.

One good export manager passes along to his foreign customers all new ideas of proved merit which refer to such matters as store methods, price setting, display of goods, collection methods and retail selling plans.

Another good export manager sends with his letters marked copies of current trade magazines with articles of interest. His letters are usually short, but they always tell why the particular articles were marked, and always have a paragraph which leads naturally to a reply.

The "intermediate letter" in export trade is worth careful study as a means to the establishment of better acceptance of your entire correspondence.—*The World's Markets.*

Toronto Will Salvage Tin Cans

The city of Toronto, Ont., plans to buy metal compressing machines for the purpose of compressing into bundles all tin cans which are now thrown on city dumps. In addition to being a sanitary measure it is believed the compressors will provide a revenue in excess of the cost of operation.

New Account for Paul Nemeyer

The Perfection Rubber Company, Cleveland, has placed its account with Paul Nemeyer & Co., of that city. A campaign to reailers, through trade papers, is being prepared.

Digitized by Google

PERSISTENCE

Persistence is the mother of "miracles." It is half of achievement. It cuts its way through by the very constancy of its attack. It knows no failure because it admits no failure. Without it, brain and brawn are unharnessed power. With it, they are irresistible. Persistence arrives because it keeps on going.

In advertising, persistence is the first law of success. Spasmodic advertising, no matter how good, is seldom successful. Persistent appeal will place any good product on top.

The better this appeal the quicker success is attained.

Campbell-Ewald Company give to persistent advertising the quality needed to win success quickly.

Digitized by Google

Vivacity In Posters

GEORGE ROMNEY was struggling to accomplish expression in place of a settled dullness pervading the subject for a portrait.

¶ Recalling that the gentleman was from the country, he mentioned hunting—"at the sound of which word a ray of animation sparkled in the eyes of the sitter, imparting vivacity to his countenance."

¶ This vivacity which Romney thought so desirable an attribute of a portrait, is an absolute essential in a poster.

¶ The Commercial Poster Company of Cleveland makes posters that kindle desire and awaken purchasing proclivities thru their very humaness.

¶ The President of the Commercial Poster Company will personally respond to your request for suggestions

The Commercial Poster Co

A. R. McCandlish, *President*

6545 Carnegie Avenue

Cleveland O.

Digitized by Google

A Reserve Advertising Fund for Times of Business Depression

Roy G. Owens, Vice-President of Lakewood Engineering Company, in a Letter to Congressman Fordney Suggests That Business Men Be Allowed to Set Aside an Advertising Fund Free From Taxation in Times of Prosperity

PERMANENT business prosperity can only be insured by proper advertising, and that sort of advertising must be done in the right amount, Roy G. Owens, vice-president of The Lakewood Engineering Company, of Cleveland, Ohio, believes. Whenever there is a sign of business depression, Mr. Owens points out. many advertisers unwisely curtail their advertising and thus intensify business depression. The moment advertisers begin to withdraw from the newspapers the country begins to take alarm.

Mr. Owens feels that the situation can be remedied if business men in times of prosperity can lay aside a "reserve advertising fund," which fund can be expended whenever their earnings seem too small to justify heavy advertising expenditures. This suggestion has been outlined by Mr. Owens and incorporated in a letter which he has sent to Hon. Joseph W. Fordney, chairman of the Ways and Means Committee of the House of Representatives. The plan which Mr. Owens has given in that letter requests the Government to permit business men to accumulate a "reserve advertising fund" without paying taxation on it.

Mr. Owens's letter to Congressman Fordney follows:

"It is a well-known fact that during times of business depression it is the tendency of manufacturers to curtail their advertising appropriations and expenditures. It is also well recognized that this is the time when appropriations and expenditures for advertising should be increased.

"The progressive, wide-awake manufacturer is alive to the need of advertising to create a demand; he appropriates accordingly. In contrast, we have the manufacturer who only advertises when he has accumulated a large surplus as a result of abnormal demand, and feels that he can spend a few dollars for advertising his product. The latter manufacturer, when he scents a little deviation from "the big demand," immediately cuts his advertising appropriation. He virtually pulls his house down on top of him. If means can be found to promote advertising in such times, the reaction will be far less severe and the whole country will be immeasurably benefited.

FUND SHOULD NOT BE TAXED

"We believe that if provision were made whereby manufacturers could set up during times of so-called "good business" an account to be known as "Reserve Advertising Fund," which would be non-taxable and which could be drawn upon for advertising only during a recognized imminency of business depression, a great many manufacturers would take advantage of such condition, thereby minimizing the actual occurrence of a business depression."

The plan which Mr. Owens has put forth in this letter has gained the support of Richard H. Edmonds, editor of the *Manufacturers Record*. Mr. Edmonds, in a letter to Mr. Owens commenting on the wisdom which this plan reveals, said:

"Whenever business men begin to pull in their advertising they begin to lessen the spirit of optimism upon which business prosperity must be based. If gloom settles upon the land, and men begin to see that all of the great advertisers of the country are curtailing their advertising expenses, the pall deepens and pessimism takes the place of optimism. When this occurs we have to go through a long period of poverty and lack of employment until the reaction comes, when once more

Digitized by Google

Announcement

THE WORLD SALESMAN, a Monthly Journal of International Trade, has been purchased by Roderic C. Penfield and R. Kynett Penfield.

The magazine will be continued along the same lines of usefulness that have made it so much in demand in the past. Our spheres of activity, already extending to many of the remote parts of the world, will be still further enlarged.

Offices, including Publication, Editorial and Service Departments, will remain at Yokohama as heretofore. Its scope and usefulness will be thoroughly covered in these columns.

New York Office
182 West Fourth Street

the spirit of optimism can be revived; but it is slow work.

PRESENT BUSINESS ACTIVITY DUE LARGELY TO ADVERTISING

"The activity which has prevailed throughout America since the armistice is, to a very large extent, due to the superb advertising of the business people of the country. The armistice had scarcely been signed when there was a temporary spirit of reaction and pessimism in the thought of the people generally. They looked for months and possibly years of inactivity and lack of employment, but the Government immediately began a campaign urging business men to advertise heavily. It said that those who were not advertising should begin advertising, and that those who were advertising should increase their advertising space. It even advertised this broadly through the press. Within a few weeks there was created throughout the country a sense of responsibility of business men to create prosperity in the way the Government had suggested, and they began a great advertising campaign which proved to the nation that the power of advertising is almost without limit. Men who had never advertised were astonished at the results of advertising, and men who had advertised in a small and perfunctory way were greatly impressed with the power of big, broad advertising, and found that every dollar wisely expended brought to themselves and to the country a great profit in the way of increased and universal prosperity.

"The suggestion which you have made to Congressman Fordney is one which, it seems to me, the Government could wisely afford to adopt, and I shall look with interest to see what reply he makes."

New Accounts for Canadian Agency

The Westco Pump Co., Ltd., Toronto, the Canadian branch of the Western Pump Co., Moline, Ill.; Ontario Cattle Breeders Association, and the Wm. Davies Co., pork packers, Toronto, who are placing a big campaign in the papers of Western Canada, have put their accounts in the hands of the James Fisher Co., Toronto.

Digitized by Google

Your Share of the Yield

You own a tree. But it happens to be largely in the care of some one else.

He nurses the tree and picks the fruit. Your share of the yield depends upon his training and ability.

You are concerned about your portion of that yield; you are, therefore, concerned about his care and skill.

You have a market, a place where your goods ought rightfully to be absorbed. But that market happens to be largely in the care of some one else, your dealer; and your share of the yield depends upon his training and ability.

Do you take sufficient interest in your market—your tree—to develop the man closest in touch with it?

"Dramatized Sales Helps" are an important factor in your share of the yield.

Complete information furnished upon request.

Bert L. White Company

Originators and Producers of
"Dramatized Sales Helps"
(Reg. U. S. Pat. Off.)
Office and Plant: 1215 to 1227 Fullerton Avenue
Chicago, Illinois

Digitized by Google

Art Gravure Advertising

Eight Beautiful Pages of Gravure

The Syracuse Herald Not Only Covers Syracuse, but—

Largest Sunday Circulation in New York State Outside of New York City and Buffalo

also covers the thickly populated territory of Central New York. Syracuse—a City with over 171,000 population, located right in the heart of the Empire State, is at your disposal through THE SYRACUSE HERALD. Central New York, comprising over 200 industrial and Farming communities is yours, too, if you use THE SYRACUSE HERALD.

And, that's not all. The SYRACUSE SUNDAY HERALD, through its Art Gravure Section, can give you the combined advantage of newspaper and magazine advertising.

In placing your advertising for New York State—don't forget Syracuse and Central New York. And don't forget THE SYRACUSE HERALD, the largest Sunday newspaper in New York State, outside of the Borough of Manhattan, with the exception of one paper in Buffalo. Forms close 20 days in advance of publication.

SYRACUSE HERALD

(Members A B C)

SUNDAY 8c DAILY 3c

Foreign Representatives
FRALICK & BATES, INC.

Tribune Bldg., New York, N. Y.
Heyworth Bldg. Chicago, Ill.

Digitized by Google

Making a Company Known by Slogans

L. V. NICHOLAS OIL CO.
OMAHA, July 7, 1920.

Editor of PRINTERS' INK:

The use of slogans and catch phrases has become so common that there is hardly a business house without one or more "selling sentences"—but there are few companies that have come to be known by their slogans.

The L. V. Nicholas Oil Company, of Omaha, Neb., is one that has achieved much publicity and recognition through the slogans and catch phrases it has used in introducing and keeping its products before the public.

The L. V. Nicholas Oil Company was the first to use (and still uses) the slogan "Business is good, thank you," which has been copied so many times in the United States. When anyone repeats the slogan in the West, people think of the Nicholas Oil Company.

In putting auto oils before the public, instead of calling them "the best oils," etc., the following phrase was used: "Let Your Motor Be the Judge—It Knows." It was an immediate success.

Pits for the draining and cleaning of lubricating systems, crank cases, transmissions and differentials were put in many of the oil filling stations, the signs and ads reading: "We Pay for the Work—You Pay for the Oil." This brought in hundreds of cars with most of the drivers commenting on the way the pits and their service were put before them.

When a following was had for our oils, so many requests came in asking what oil was the best of all the oils we carried that we started the slogan which we run under the names of our two leading oils: "The Best Oils We Know." That also has proved its worth and does not ride rough shod over the claims of competitors. We are proud of our oils and think them the best, but our competitors think the same of theirs—therefore we say ours are "the best we know" instead of calling them the best on the market.

Any of the above mentioned in this part of the West is just another way of saying L. V. Nicholas Oil Company.

We find that a good slogan or catch phrase is an aid to any advertisement—but we try not to make the mistake of thinking that it is the whole advertisement.

CHAS. A. HALL,
Advertising Manager.

Shoe Trade Paper Publisher Dead

Frederick F. Cutler, publisher of *The Shoe and Leather Reporter* and *The Shoe Retailer,* Boston, died at Newton Center, Mass., on July 16.

John A. Drake, who recently resigned from The Martin V. Kelley Company, Toledo, has returned to his former position with the Campbell-Ewald Company, Detroit.

The Farm Field for Motor Trucks

The most complete and comprehensive survey ever made of the Motor Truck as Applied to the Farm Field.

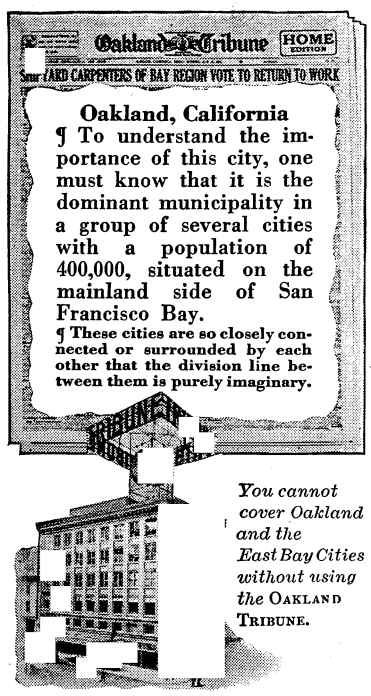
Prepared and Analyzed by the Goodyear Tire & Rubber Co., Akron, Ohio

Permission has been given to publish this Exhaustive Survey. The first installment appears in the July 15th issue of FARM MACHINERY-FARM POWER—always full of facts for Tractor, Truck and Farm Equipment Dealers and Manufacturers.

Write Quick for Your Copy

FARM MACHINERY-FARM POWER
Charter Member
Associated Business Papers, Inc.
Individual Member,
U. S. Chamber of Commerce
ST. LOUIS, MO.
"Headquarters for Tractor and Farm Equipment Facts"

Digitized by Google



Canadian Made

Paper Boxes

for Canadian Trade

—factory capacity and equipment to handle the biggest orders promptly.

—system and service to handle small orders satisfactorily.

RUDD PAPER BOX COMPANY, Limited
W. P. Bennett, Pres.
374 Richmond St., West
Toronto, Canada

Jobbers Seek to Prove Their Right to Existence

The Challenge of the Procter & Gamble Distributing Company—The Plan of This Organization to Sell Its Goods Without Aid of the Jobber Watched with Interest by Trade Associations

THE decision of the Procter & Gamble Distributing Company to extend its policy of direct sales to the retailers nationally—to the exclusion of the jobbers—has precipitated a very interesting and momentous situation in the grocery trade. Nothing in recent years has come quite so near challenging the wholesale grocer to the defense of his economic life, and the significant feature of the situation is the fact that wholesalers have frankly accepted the challenge. In the language of the street, the trade is "going to it."

Under the simple facts of the case, Procter & Gamble propose to sell their product without the jobbers' aid and the jobbers are out to prove that they and their 30,000 or 40,000 salesmen and friendship with 350,000 retailers can sell competitive goods fast enough to make the company sorry it took so sweeping a step. The race is on and it is up to both sides to prove their mettle. If the soap company wins, the jobber might as well send for the coroner, for other manufacturers are watching the contest with peculiar concern and might go and do likewise. If the jobbers win, they will have proved their much-mooted efficiency and a right to acknowledgment as the cheapest, best and most effective channels for distribution.

Every leading association in the trade is aroused to the issue and members are being urged to rise to the occasion, individually pushing the battle in his own field and liberally backed by makers of rival brands of soap, soap powder, cooking fats, etc.—and apparently the trade has little difficulty in

Digitized by Google

An Editorial from

The AMERICAN LEGION *Weekly*

Issue of July 16th, 1920.

How Not to Exploit a War Record

THIS magazine is glad to print in full the following resolution adopted by Advertising Men's Post No. 38 of Chicago as an expression of a sentiment with which it is in full agreement:

Whereas, our attention has been called to the publication of advertisements of patent medicines in newspapers and other periodicals purporting to be the testimony of grief-stricken survivors of men who gave their lives in this war; and

Whereas, Advertising Men's Post No. 38 of the American Legion, Department of Illinois, is composed of men who are engaged in the advertising business; therefore

Be it resolved, that we go on record as condemning the use of war records of soldiers, sailors and marines killed in this war for the exploitation of patent medicines; that our Post send a copy of this resolution to the gold star mothers and other relations of departed heroes, who through approbativeness, cupidity, ignorance, or otherwise are allowing the publication of their photographs and testimonials together with the exploitation of the heroism of their heroic dead, for the promotion of patent medicine sales; and that our Post send a copy of this resolution to the Department of Illinois of the American Legion, to THE AMERICAN LEGION WEEKLY, the Associated Advertising Clubs of the World, the American Newspaper Publishers' Association and divers other newspapers, magazines, periodicals and associations interested.

The reliability of all advertisers in The American Legion Weekly is guaranteed.

Last week contracts to the amount of over $16,000 were refused as not conforming to our standards of clean and reliable advertising. See "Our Platform," issue of February 6th, 1920—sent on request.

The AMERICAN LEGION *Weekly*

Official Publication of The American Legion

627 WEST 43D STREET
NEW YORK CITY

C. R. BAINES, Business Manager H. D. CUSHING, Advertising Manager

Digitized by Google

Interesting Figures for Interested People

Much talk is a weariness of the flesh and in the multiplicity of words there is confusion. These figures require no explanation. They are anvil strokes which need no further demonstration.

Agate lines of advertising carried by the Dayton Daily News of Dayton, Ohio, and the Springfield Daily News of Springfield, Ohio, were as follows for the first six months of the years 1919 and 1920.

THE DAYTON NEWS

January to June, 1919, total lines...6,519,254
January to June, 1920, total lines...7,447,398

Gain 1920 over 1919, total lines .... .928,144

THE SPRINGFIELD NEWS

January to June, 1919, total lines 4,633,888
January to June, 1920, total lines...5,257,252

Gain 1920 over 1919, total lines .... .623,364

GRAND TOTAL, 1920, NEWS LEAGUE OF OHIO DAILIES 12,704,650 Lines

Gain of 1920 over 1919, total lines .. 1,551,508

Verily the proof of the pudding is in the eating, and these figures lend a pleasant flavor to the pudding *The News League of Ohio* has prepared for advertisers everywhere. "Reader Confidence," that's the answer.

JOHN GLASS
Western Representative
Chicago

I. A. KLEIN
Eastern Representative
New York

Digitized by Google

finding perfectly good articles for competition. One of the first effects is the determination of grocers to close out their stocks of "P. & G." goods and refuse to sell more. In some cases the soap company is importuned to take the goods off the jobbers' shelves and new lines are being stocked so rapidly as to drive rival manufacturers to their capacity to take care of the demand for stocks among jobbers who never handled the goods before.

NOT A NEW PLAN

There is really little new in the plan. It was inaugurated in the New York market several years ago and more recently in New England, but has now spread elsewhere. When first evolved, the company frankly said that it was not undertaken with any idea that it meant greater economy of operation, but rather to allow the company to direct its competition more intimately with the retailers instead of trusting its destinies to a third party who never claimed—generally at least—to be a "fighter for trade" for any one manufacturer as against others, but rather a distributer for all, especially on branded goods. With the possible exception of Philadelphia, the wholesalers have "filled" orders more than they have dug for them. In one notable instance, a few years ago, an association declared itself opposed to a sliding scale of margins, contingent on increased sales, although manufacturers contended that inducements were their only weapon to coax partisan enthusiasm from the wholesalers.

On the other hand, even if "P. & G." should win, it does not entirely prove that the jobber is of no use. Any one manufacturer can sell his product if he is willing to pay enough for the work, and in the inauguration of this plan the company has not reduced prices to the retailer but simply taken the jobber's profit, and in some cases even more, to compensate for its new responsibilities. But it has the privilege of handling its own competition. The

The
Atlanta Journal
Atlanta, Ga.

The Rotogravure picture section of the Sunday Atlanta Journal is now printed in Atlanta by the latest improved Rotogravure process.

Circulation over 80,000.

The Journal
Covers Dixie Like the Dew

This man will bring
Typographic Distinction
— to some
Advertising Agency

I WANT to put some agency in touch with a man who knows how to express ideas in *type*.

He isn't just a finished typographer — though he *is* that. After he learned typography, he learned how to write copy. And he does it splendidly.

Because he knows what he does, he never fumbles the other fellows copy, when he puts it into type.

His work is a delight — and you will like *him* too!

Address: O. J., Box 68, P. I.

Digitized by Google

WANTED-THE LINK

Between Tremendous Advertising and Big Sales to the Drug Trade

The door is open to a red blooded live wire, experienced in writing real salesmanship letters and circular matter that sells.

A man is wanted who is capable of interesting the retail drug trade in nationally known products, backed by the largest advertising appropriations ever put behind proved "best sellers" —such as Bayers Tablets of Aspirin, California Syrup of Figs, Danderine and Cascarets.

No small-calibered man has a chance but here's a real worth-while opportunity for a well qualified mail order correspondent who can push special deals and keep the trade advised of advertising plans, etc.

Write at once with record of past promotion work.

Wm. E. Weiss, General Manager

Sterling Products Co., (Inc.)
Wheeling, W. Va.

issue is, therefore, not so much whether the jobber is economical as whether he is a safe and dependable distributer in a competitive field. And on this the grocers have joined issues.

WHERE DO THE RETAILERS STAND?

What will the retailers do about it? There are other issues at stake than the mere question of price. For instance, the retailer owes a great deal to the jobber—not merely out of gratitude but in the way of practical self-protection—and what he will do in this battle remains a matter of keen curiosity and concern. Even if the retailer chooses to buy "P. & G." goods at a low price there are other goods to be bought and practical economy makes it desirable to patronize and encourage the jobber. It would be a sad day for the retailer if the jobber was put out of the field.

Then there is the much-talked-of question of the "Big Brother." The retailers have been wailing because the jobber occasionally sold goods to chain stores, corporation stores, etc., with never a bit of concern about the manufacturer who did. They have urged jobbers to protect them and very generally the jobbers have come to realize that they owe the retailers a degree of partisan support for selfish reasons if no more; that the jobber and the retailer must stand or fall together. Retailers also know that when a manufacturer gets the "eliminating" habit too strongly, he may not stop at jobbers. Therefore, the question arises whether the retailers will buy and push the jobbers' "ammunition" or swallow the "P. & G." bait. There's a good deal at stake in the answer.—New York *Journal of Commerce.*

Kinsella and Brownson with Nelson Chesman

J. Hixon Kinsella has joined the service department of Nelson Chesman & Co., advertising agency, St. Louis. He was formerly with St. Louis and Chicago newspapers.

Another recent addition to this agency's staff is Walter C. Brownson, who was formerly with the Charles Daniel Frey Co., Chicago.

Digitized by Google

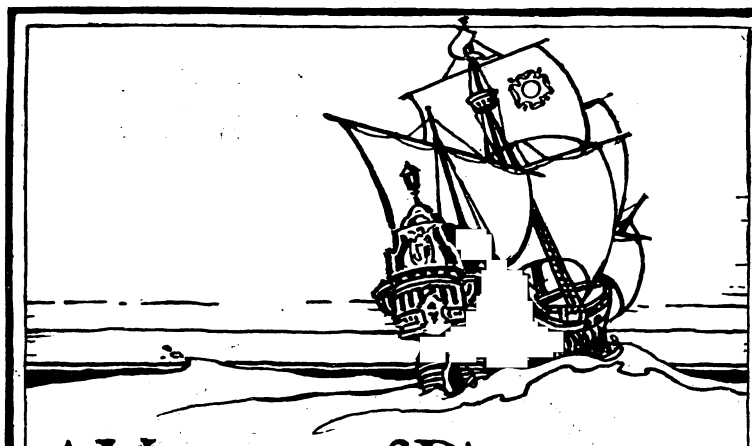
THIS Agency Solicitor
Is Not Going To Be Caught Short

Live agency men everywhere carry STALKER'S in their pockets. A big one said: "I wouldn't think of leaving the office without a copy in my pocket." Alone in its field—only pocket service published—no other takes its place—reads quickly without a guide. Corrections made daily in type forms in our own plant as they come in. Close noon of the ninth. Out 15th. Speed all along the line. You get the latest in STALKER'S and you get it earlier. Three sections, sold separately or together. Magazines—Newspapers—Trade Papers. Ask for sample and price.

Stalker's Universal Rate Service

TOLEDO S OHIO

Digitized by Google



A Voyage of Discovery

SOME PUBLICATIONS OF THE ODHAMS PRESS, LTD.:

JOHN BULL
The "people's paper." Edited by Horatio Bottomley, M.P.

EVERYWOMANS
Smart weekly home journal

IDEAL HOME
The Practical Monthly for Home Lovers

KINEMATOGRAPH WEEKLY
The Journal of the British Kinema Trade

LONDON MAIL
Popular and Witty Weekly

PASSING SHOW
The Weekly Journal of High-class Humour

PAN
Brilliant Artistic Bohemian Weekly

PICTURES
The Leading Popular Film Journal

NATIONAL NEWS
A Clean and Independent Sunday Newspaper

SUNDAY EVENING TELEGRAM
Britain's Only Sunday Evening Journal

The Advertiser who contemplates exploring the British Market will find the advice of a qualified pilot a big help in getting his barque through the shoal-waters and reefs into the Harbour of Prosperity.

Philip Emanuel, Advertisement Manager, of Odhams Press Ltd., has written in the May number of "Odds & Ends" a special message to American business men on opportunities for American enterprise in Britain.

"Odds & Ends" is the monthly House Organ of Odhams Press. A copy will be sent free to any American Advertiser who applies for it on his business notepaper.

Odds & Ends
A Monthly Journal from Odhams

Published by
ODHAMS PRESS, Ltd.
85-94, Long Acre, London, W.C.2., England

Digitized by Google

Can Any Form of Branding Protect the Buyer of Raw Materials?

Some of the Difficulties Encountered Are Pointed Out at a Conference of the Committee on Interstate and Foreign Commerce of the House of Representatives

RAW materials, which always present some of the most difficult problems of commercial identification, have not been entirely neglected in all the recent talk at Washington relative to compulsory branding, and the proposed alternative, legislation to prevent misbranding. Indeed, it is the recurring riddle of whether any form of interpretative labeling will suffice for bulk commodities and raw materials that is operating, along with other influences, to deter a Congressional Committee from conclusive action on the pending bills which, to the number of half a dozen, are designed to deal with merchandise branding.

In the conferences of the committee this question of raw materials—and especially that particularly interesting angle presented by the supposed obligation to carry through to ultimate consumers a primary producer's specifications—has been brought up repeatedly by Congressman Samuel E. Winslow. Congressman Winslow, in addition to being a veteran member of the Commerce Committee, has the benefit of long experience as a manufacturer of trade-marked articles which are sold in foreign markets as well as in the United States. Quizzing Representative Rogers, author of the Rogers Misbranding Bill, on a recent occasion he said:

"Suppose a manufacturer of light hardware in this country specifies to the rolling mill that he wants steel containing so many points carbon, and he buys it and it is billed to him in that way. Is it possible to cover by misbranding legislation any infringement of that contract in the event of the rolling mill selling him some other grade of steel?

"Let us go a step farther," said the New England manufacturer, citing a hypothetical case that might closely approximate experience in his own line if the ultimate product were skates instead of chisels. "Let us say that A, a manufacturer in New Haven, of light articles of hardware, specifies to B, a rolling mill man in Pittsburgh, for a certain kind of steel, containing so many points of carbon, which will permit under certain treatment a certain degree of hardness, and the New Haven manufacturer makes up his chisels. He puts the chisel plate through an ordinary procedure of hardening, which, if the steel were correct, and the kind of steel he ordered, would give a certain degree of hardness. Now it turns out that when the carpenter in Chicago comes to use the chisel he finds that the chisel is soft. Meanwhile the New Haven manufacturer has described that steel as containing so many points of carbon. He virtually has misbranded the article by virtue of the fact that the Pittsburgh mill had not sent him the proper steel. Working on back, where would the responsibility be there? Would it be on the New Haven manufacturer?"

It was admitted that the bills as drafted would not reach the Pittsburgh manufacturer unless he misbranded the raw material, and such was the impression made upon the committee by Representative Winslow's point that it was virtually agreed that this question of raw material specifications must be cleared up before any bill on the subject could be recommended for enactment.

Another topic that came up for discussion in this same connection was that of where responsibility for testing for quality would rest in the event that legislation by Congress makes it necessary or

Digitized by Google

Oh, How I Wish I Could Keep This Man!

Conditions have developed, however, which necessitate our changing our plans completely.

We feel real grief at parting with him.

He knows publishing—both the advertising and the editorial end of the job. I was proud of my own ability in typographical layout until he came. And he can *write*—P. I. Monthly has carried his good stuff.

His is a sure hand; his mind is built for clear thinking, and, moreover, his heart is right and he is loyal and considerate and clean.

Will you write me about him?

Address "S. J.," Box 61, care of Printers' Ink, New York.

I know a woman

who would be very valuable to a concern having a sales promotion problem requiring more than straight advertising work.

This woman has the happy faculty of securing splendid co-operation from the people in the organization—knows dealer work; has edited house organs and directed national advertising.

Some concern, probably one making a product selling to women, could use this young woman to excellent advantage in advertising and dealer promotion work.

I should be happy to tell interested people more about her work.

CARL PERCY
Displays Company
71 W. 23rd St., N. Y. City

desirable for every seller to "show his hand" in marketing his wares. Congressman John G. Cooper made the point that the tempering of steel is done, not at the steel mill, but at the factory where conversion is to be made, say into chisels, and that upon the last-mentioned manufacturer rests the responsibility of employing chemists to test the steel.

Col. Winslow replied: "The fact is that probably there would not be one manufacturer of steel articles in a thousand in the United States who has the facilities of a chemical laboratory. Some of the big ones have, but very few. A man who buys in a small way, or in a reasonably large way, puts his confidence in the rolling mill and trusts to their laboratory and their knowledge in the turning out of the proper kind of steel. When a man who manufactures and turns out articles—take, chisels, for instance—is selling on a close margin he does not have a man there with testing facilities to test every chisel that goes out of that place. He cannot do it. The truth is that he takes the steel that comes to him and runs that through under a treatment which will bring out the proper degree of hardness if the steel is of the correct quality." The author of the bill, after hearing the New England manufacturer, remarked: "It is possible that the intermediary, the New Haven man in this case, could protect himself by demanding some sort of guaranty from the steel manufacturer. But we all know it might be difficult to obtain such a guaranty, and it might clog legitimate business if it were insisted upon."

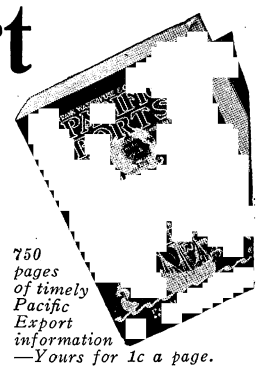
CHENEY BROTHERS' EXPERIENCE

Horace B. Cheney, of Cheney Brothers, South Manchester, Conn., made an interesting contribution to this same general discussion. He, at one point, said: "It has been in the past proposed and will be again proposed that silks be subjected to chemical analysis and that the finding so determined by chemical quanti-

Digitized by Google

LATEST

Pacific Export Information



750 pages of timely Pacific Export information —Yours for 1c a page.

No Keen Business Man Guesses and Gambles in the Domestic Field —Neither Need He Do It in the Pacific Export Field

Since conditions in this country are so changed to what they were a year ago, think how much greater has been the change with Pacific Export Countries. It is the same in this field as home—timely information ofttimes makes fortunes in a few months for a man—lack of it loses one for him. But no man needs to guess—to gamble—for timely facts, methods and trade statistics covering the Pacific Export Field are available. Authentic information is at his command in handy, complete form in the 1920 Pacific Ports Manual—new from the press. Seven hundred and fifty pages of workable matter. To make this Manual accurate—reliable—the editors searched the whole field for the facts—associate editors abroad supplied the latest verified data. An idea may be gleaned of the completeness of this work—what an essential partner it is for the man who operates, or even hopes to operate in the Pacific Export Field—when fifty-nine pages are required to index it. Some of the subjects covered are:

—Buyers' Guide
—America's Place in World Commerce
—How to make an Export Shipment
—Financing Foreign Trade
—Export Trade Marking
—Parcel Post as Trade Factor
—Cable Rates to Pacific Countries
—Marine Insurance
—Foreign and Domestic Trade Terms
—Table of Amounts, Calculation of Cargo Space
—Ports of the Pacific Ocean
—Treaty Ports and Ports of Call Pacific Countries and States
—Transportation Companies
—Principal Oils and Their Uses
—Principal Sources of Pacific Products
—Principal Nuts and Their Uses
—Pacific Markets for U. S. Goods
—How U. S. Bureau Aids Exporters
—Customs Procedure and Suggestions
—Money Conversion Tables
—Useful Tables
—Coins of the World
—Directory of Exporters and Importers

You are led through exporting step by step—shown how to develop a customer list—what aid may be obtained from U. S. Bureau—how to finance Foreign business—how to protect your trade mark—how to pack your wares—how to insure them—furnished a list of transportation companies—shown how to ship and bill—shown custom procedure—practically schooled in exporting. And it's all in one handy volume—a seven hundred and fifty page book to keep on your desk—to use daily. Only one limited edition is published each year—there is no other work like it. Each previous issue has sold out months before its succeeding volume has been ready for press. This 1920 issue—just out—is the largest, most complete issue of all. If you wish a copy, you will have to act at once. Just sign the coupon—send no money and we will forward a copy with the distinct understanding that, if after reviewing the book, you are not more than satisfied you need merely notify us and we will cancel all obligations. Sign and mail the coupon now.

TO BE MAILED TODAY

PACIFIC PORTS, Inc.
626 Central Building, Seattle, Wash.

I would like to examine a copy of the 1920—750-page Pacific Ports Foreign Trade Manual, so send me a copy and bill in the usual way for $7.50. If after ten days' examination I am not satisfied I may return the book and you are to cancel all obligations. P. I.

Name .....

Street and No. .....

City and State .....

(5% discount cash with order—money refunded if dissatisfied.)

Digitized by Google

Copy

MAN WANTED

who knows shooting and fishing from practical participation in same, and who can write dignified, interesting advertising copy about Guns, Ammunition and Fishing Tackle, and their uses—copy that will stand the hypercritical eye of the experienced sportsman.

This is an unusual opportunity for a man ambitious to get somewhere. Write your history in confidence to A. H., Box 66, care of PRINTERS' INK.

ENGRAVING AND TYPOGRAPHIC EXPERT WANTED

By large, fast-growing advertising agency in New York City

YOUNG MAN, preferably though not necessarily with agency experience, who can see the future of this agency as big as we see it and who is willing to work as hard as we are to make it certain.

A thorough technical knowledge of engraving will be necessary, with a highly developed appreciation of the effect to be desired in the finished job.

The applicant who wins this position will be a good business man, uninfluenced in the purchasing of engravings by personal friendships. He will be a master of details. He will also have a capacity for rapid growth—a vision of the untouched possibilities of Art in Advertising.

His future here is as big as he is—provided he prove himself big enough.

Write details of experience, age, education, race, salary wanted, etc. Address E. W., Box 65, care Printers' Ink.

tative analysis shall be used as a basis for prosecution of manufacturers. The Silk Association, in order to determine the practicability of that plan, employed the services of the ten best chemists that they could find available, two in Germany, two in France, two college professors, two commercial chemists in the United States and two men from the United States Bureau of Standards, to make an analysis of a given set of samples, with the result that there were no two chemists who agreed, and the variations were so great that in one case a chemist made an error of 100 per cent in the amount of weighting which he found in the material.

"Cheney Brothers employ approximately 5,000 people. We have in the neighborhood of 200 people in our sales organization and a considerable number of technical experts of all kinds employed in the plant. It is my belief that the number of men in Cheney Brothers' employ could be numbered on the fingers of one hand who, given the most complete physical and chemical analysis that it was possible to make of silk goods, when they had it before them, could tell you whether the goods were good merchandise and suitable for the purpose and the price charged.

Still another angle of this same question was brought forward when Dr. Carl L. Alsberg, Chief of the Bureau of Chemistry, United States Department of Agriculture, in the course of this same discussion called attention to the situation that exists with respect to "patent flour" as the term is applied to a product obtained by the roller process from a given kind of grain. He said: "Inasmuch as the designation of the grades of flour is based on the process rather than the kind of flour a man gets out of the wheat, the term 'patent flour' may vary to a very considerable range in its application and you may have flours of very different quality, yet they each are called and are entitled to be called 'patent flour.'"

Digitized by Google

An Invitation to
MEN
of High Creative Ability

THERE is a place in our executive circle for another man endowed with unusual creative talent—who has a capacity for responsibility and the courage of successful performance.

Copy skill of the highest order is an essential qualification, although the chief duties are far afield from copy writing. Knowledge of advertising art fundamentals and ability to make simple visualizations are likewise of primary importance.

Business and sales experience and personality will carry the decisive weight.

We cannot undertake to teach a fledgling to fly, nor do we care to deal with the resistance of inflexibility. And we are sure we could not get along with a man who has not thoroughly learned that success is generally a matter of ability and willingness to pay.

▽ ▽

FOR a man of the needed calibre, there is here a capital-sized opportunity in a soundly, rapidly growing business. Not least important, there are pleasant associations and almost ideal working conditions.

We would much prefer that men interested communicate with us by letter.

EVANS & BARNHILL, INC.
Merchandising : Advertising
AEOLIAN BUILDING, NEW YORK CITY

Digitized by Google

BUREAU OF MARKET ANALYSIS

ANALYSIS of specific sales and advertising problems as applied to individual organizations and their competition

Bureau of Market Analysis announces a material increase in field personnel available for service to advertisers and advertising agencies.

All investigations are planned to attain a definite objective set by the client in conference with the Bureau. All analyses are based upon personal inquiry in the field.

We are serving organizations well known to you —representative of the following industries and interests:

Advertising Agencies	Municipal
Automotive	Foodstuffs, Beverages
Meat Packing	Surgical Supplies
Furniture	Refrigeration
Canning	Office Supplies
Rubber	Household Specialties
Musical Instrument	Clothing

Full details, plans and estimates submitted without obligation to the inquirer. Correspondence is invited.

BUREAU OF MARKET ANALYSIS, *Inc.*

5 S. WABASH AVE. CHICAGO

Digitized by Google

Making Rest of Line Follow the Leader

(*Continued from page 12*)

small overboard motor suitable for attaching to rowboats—to put a big advertising campaign back of it and make it a leader.

After two or three years of unsatisfactory campaigning, the thing was dropped as a failure. When the leader was adopted it was made to associate with the other marine engines. The two things clashed. The national campaign should have been put behind the original line, or the leader should have been completely insulated from its associates. The two propositions pulled against each other. If the inertia of the regular line could have been killed off, the leader might have had a chance.

The candy business has its peculiarities, like any other business—as the reader's business, for example. But a leader in the reader's business might not act at all the way it did in the Whitman business. The Whitman experience proved above every other thing that the candy business needs other kinds as well as a leader. The consumer of candy likes variety—likes a change. Hundreds and thousands of the people who bought Whitman's Sampler never read the explanation which is so carefully printed on the inside of the cover. Many who did never got the idea at all that the Sampler was an introducer, but thought all the reading matter they saw was just press agent stuff for the Sampler—to make them believe it was made up of good candy which the manufacturers recommended very highly. Had the Sampler made them think when they picked up a piece of candy: "Now this delicious chocolate-covered almond is a sample of Whitman's Fussy Package, or Pink of Perfection (or whatever package it represented)! And this toothsome bonbon—Oh, boy!—that's from

Knowing How Makes the Difference in Printing

Getting your advertising over is sometimes a matter of perfection in the execution of the printed matter you send out.

If it's color work, gold, embossing or steel die stamped work, you may have certainty of high quality to the last detail by making our plant a part of your service.

We know how to do the difficult things in a thoroughly craftsmanlike way, with results that will please you. Our prices are never excessive.

L. Kehlmann Company

Designing — Printing — Embossing

239 West 28th St., New York City

Art Director

As an artist of reputation, layout and Ideaman, I have given evidence of versatility, distinction and originality.

With proven merchandising and selling ability, I combine thoro experience in reproduction processes, printing, typefaces and paper.

I know the art market—individual artists and art organizations.

I can organize my time and the time of others.

I can give concise and understandable instructions.

I am 35 years old, married; salary $9,000. I prefer to locate in New York or Chicago.

Address T. M., Box 53, care PRINTERS' INK.

Digitized by Google

Advg. Mgr.

WANTED: We are an Advertising Agency. Our clients frequently have need of Advertising Managers, and we are often in the market for them as account executives.

Even though you are not contemplating any immediate change, we believe it would be worth your while to register your name and experience with us.

We can now use two or three men of the right sort.

Address "D. F.," Box 67, care of PRINTERS' INK.

I WISH TO CONNECT WITH SOME LARGE MANUFACTURER — or Established Advertising or Selling Agency — seeking the services of a MAN OF EXCEPTIONAL ABILITY.

I offer the training and experience of over twenty years in *results-producing* for very large concerns, in varied lines. Thoroughly competent—as promotion and general sales manager, trainer and handler of salesmen, personal salesman, advertising director, "plan and copy man," etc. American; age, 44; health, perfect; habits. clean; glad to earn an *interest* in the *right business;* location, immaterial. Kindly cover all information and requirements in first letter, and I will do the same. Address: "T. A.," Box 60, Printers' Ink.

Bitter Sweet! Well, the next box of candy I buy is going to be one of them!" If it had done that, it would have done precisely what it had been designed to do.

Does your business need a leader? It probably does. Most businesses do. If you decide to add one take all the precautions you can against failure. Perhaps the failure will be a successful one, as it was in the case of Whitman.

* * *

ADVERTISING the family of products is a subject in which numerous manufacturers are interested. For this reason it is the policy of PRINTERS' INK to publish frequent articles on the subject. A list of a few of these articles that have appeared in PRINTERS' INK follows.—[*Ed.* PRINTERS' INK.

San Tox Selects Trade Mark Which Permits Constant Addition to Line. May 27, 1920.

Creating the Advertisable Leader. August 28, 1919.

When the Advertised Leader Dims the Rest of the Family. July 17, 1919.

Bringing Together the Family of Unrelated Products—June 19, 1919.

Selling the Big Family of Products by Selling the House. August 29, 1918.

Why Yeast Foam Is Absorbing Other Members of Its Family. May 2, 1918.

Bringing Up the Big Beech Nut Family. April 11, 1918.

Mr. Punch Helps Goodell Pratt to Sell 1,500 Models. January 31, 1918.

How Nosco Has Worked Out the Family of Products Idea. November 30, 1916.

Why U. S. Rubber is Advertising the Importance of the Industry. November 2, 1916.

Canvassing as an Aid to the Introduction of a Family of Products. April 6, 1916.

How Tycos Is Being Advertised into Public Confidence. March 2, 1916.

Turning the Profit Corner by Centring on Quickest-moving lines. July 22, 1915.

The Introduction of a "Family of Products." (This article includes a list of previous articles that have appeared in PRINTERS' INK on the Family of Products.)

Candy Business Sixth Industry

Candy business is now the sixth industry of the United States, it was declared at the opening session of the National Confectionery Salesmen's Association of America in convention at Atlantic City.

Digitized by Google

Perhaps you are he

—but whether or not you are the exact individual we have in mind, this matter merits your attention.

One of our client-companies just celebrated its fifteenth birthday by moving into a new and beautiful all-sunlight factory building. Location —New York. Business—expanding rapidly. Products—a well and favorably known specialty line of food products.

Due to his constantly increasing responsibilities, the executive head of this organization needs an exceptionally strong man for the position of Sales Manager. The man who gets this job will assay about as follows:

Age 35 to 45 years

Sound merchandising experience along specialty lines

Executive ability

Good judgment

Sane enthusiasm

Ability to handle many types of men

Replies will, of course, be regarded as confidential for we are not so much interested in hearing from job-seekers as we are in locating a successful executive who feels that he has earned an opportunity to expand.

Reply fully, mentioning salary requirements. Address Advertising Agency, Box 69 Printers' Ink.

Digitized by Google

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31 bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year. $1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, $100; half page, $50; quarter page, $25; one inch, minimum $7.70. Classified 55 cents a line, Minimum order $2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:
C. P. Russell — Albert E. Haase
Roland Cole — C. H. Claudy

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, JULY 22, 1920

Is There Too Much Advertising?

Popular misconceptions too often mislead the expert advertising man as well as the layman. The statement that there is too much advertising has been made so frequently of late that it would be interesting to ask the next man who makes it upon what foundation of fact his statement is based.

David Burpee, president of the W. Atlee Burpee Company, seedsmen, of Philadelphia, said recently: "We advertise to sell seeds, but every one of our customers who gives seeds away to his neighbors helps to advertise our business. He is converting people to the growing of flowers and vegetables."

There are hundreds of thousands of homes in this country having yards where flowers or vegetables might be grown and are not. Until these empty yards are turned into gardens there should be no cessation of advertising on the part of seedsmen and nurseries, no matter how extensively such concerns may advertise at present.

No article is more intensively advertised than tooth paste. Newspapers, periodicals, car-cards, posters, speak to us almost every hour of the day and night. Moreover, new brands of dental preparations are being put on the market every week. Does there seem to be too much advertising of this kind?

What are the facts?

It is estimated that only 25 per cent, or less, of our entire population brushes its teeth. Every man, woman and child in the land should brush their teeth and use some kind of paste or powder when doing so. Will there be too much tooth-powder advertising until this result is brought about?

Can there be too much advertising of eyeglasses until every sufferer from defective eyesight procures eye comfort and the means of doing better work? Or too much advertising of safety and other razors until every male member of the community of shavable age is able to shave himself every day? Or of life and fire insurance until all are protected? Or of vacuum cleaners and washing machines until every home has these labor-saving devices? Or of farm machinery until every farm is equipped with the means of lightening and speeding up work? Or of educational courses until every man and woman acquires the special training they desire in order to do better work? Or office devices until every office is outfitted?

Out of 267,574 miles of track on Class A railroads in the United States (i.e., roads earning $1,000,000 a year and over) only 57,084 miles are equipped with automatic

Digitized by Google

block signaling devices. Is there too much advertising of these devices when human life is imperiled daily on every railroad not equipped with them?

No article of merchandise can be advertised too much so long as there are people who want it and are able to buy it.

Getting Salesmen To Read House Bulletins

There is a salesman in an automobile concern who once a day thumbs through the mail in his compartment of the mail box to note if there are any letters from customers. He then jams the notices, news letters, bulletins and all other internal material back, and about once a month, when the box is stuffed full, dumps it without a glance into the waste basket.

This case is an exaggerated illustration of a general attitude among salesmen toward internal matter, particularly of the educational type. Often such material contains most vital information, yet it receives barely a glance.

The salesman perhaps is not to be blamed. His temperament is fitted to an active, restless work. His habit is to be on the go. Reading, on the other hand, particularly heavy educational stuff, requires settled, concentrated attention.

This problem is really one for advertising to fathom. The information must be sold to the salesman. His attitude is equivalent to that of the average buyer. His interest must be gained by the appearance of the matter and held by its content.

One concern has approached the problem from this angle. Its stories of victories, changes in equipment, sales methods, and other internal notices, formerly sent out in stenciled form on regular internal correspondence letterheads, are now going out on especially printed forms set up as attractively as any piece of advertising composition going to customers. A bit of excellent psychology is used in having the form printed "Information for ——," with the name of the individual salesman filled in.

Many of the notices, instead of being stenciled with elite typewriter type, as was formerly the case, are now being printed in size not smaller than 12 point. Care is given to the lay-out to make it attractive and inviting. The "subject," formerly placed at the top of the page, is now left off. Instead, an attention-attracting opening sentence or headline is used, just as in the regular advertising. Each piece of matter approaches the subject from some fresh and interesting angle.

As might have been surmised, this salesmen literature is now prepared by the concern's advertising manager. It is succeeding, because he regards it as a legitimate advertising task, demanding as much care and thought as any other advertising work.

Advertising That Requires Courage

A phase of advertising which has only recently arrived at an active stage of development is that of creating demand for an article purchased indirectly as part of another finished product. The American Rolling Mill Company, "Armco" iron, was one of the pioneers in this sort of advertising. Only in the automobile field, where makers of axles, motors, transmissions and other standardized parts bid for public favor through the general magazines, has this type of advertising seen broadcast use. In most other directions it has been slow to arrive.

The reason lies in the fact of its being a less obvious form of advertising and one in which the returns cannot be quickly seen. Not that it is a more difficult kind of advertising, but it is one which needs a greater knowledge of the efficacy of advertising, with a higher faith and a sterner courage than the advertising of directly used merchandise. The business man who sets out to undertake a campaign of this sort must be content to settle down

Digitized by Google

to a policy of patience; he must be willing to invest in foundation work without immediate visible signs of return, knowing that his structure will eventually rear itself above the surface.

These truths are becoming more generally recognized. The manufacturers of Red-Line-In shoe lining, in recently inaugurating their national consumer campaign, have planned for a continuity of publicity over a period of three years, anticipating no extensive returns for the first eighteen to twenty four months. Gradually they expect to create a sufficient consumer recognition of the value of a known high-grade shoe lining to influence the manufacturers to build it into their shoes.

Money invested in advertising the indirectly used article may be likened to the buying of a long-term bond. It is slower in coming to maturity but often its security is firmer and the interest rates higher than that of its short-term brother.

Wholesalers, Where Are You?

What has become of that advertising campaign which the wholesale grocers of the country intimated a few months ago they might launch? Is it dead, dying, or will it soon see the light of day?

Surely an industry which covers every section of the United States, which embraces some of the most intelligent men in the country and which comes in contact, indirectly, with every American home, can find something to say which will be of interest to the community and of benefit to itself.

The wholesale grocers of the United States do not need to explain why they exist. The fact that they do exist is pretty good evidence that they should continue to do so. But can they not find, or develop, some element of public service on which to take a stand?

PRINTERS' INK believes they can.

Roundabout Advertising and Why

There is one class of manufacturers who, due to politics face an unusual advertising and merchandising problem. His products are bought, either entirely or in the majority of instances, by municipal authorities. Red tape, unprogressive and incompetent officers and petty political differences are merely a few of the obstacles he finds in his path. It seems that such manufacturers can legitimately lay claim to being excused from advertising.

Yet there really exists a fine opportunity for the use of advertising. Paid publicity can be, and has been, used successfully by manufacturers whose merchandise is not sold direct to the public. There is the Clay Products Association, which is advertising to gain the interest of the taxpayer in sewers. Then PRINTERS' INK has described the campaign of the National Paving Brick Manufacturers' Association, whose members are bringing their message to the man, or woman, who pays the bill. In both these cases the public is not directly concerned with the purchase of the product advertised. Unless local legislation requires that all municipal improvements be decided by referendum it is the governing authorities who have the "say-so." Indirectly, however, the American citizen's wishes in these matters are obeyed. If his voice can be raised in sufficient volume in favor of a certain product that product will, in time, be purchased. Of course, such a state of mind cannot be brought about hurriedly. Much time is required. But advertising can attain that end more quickly than any other method.

That is what these manufacturers are doing. Taking their cue from makers of accessories who are advertising to the public although their article may be but a minor part of the finished product, they are getting action by exerting pressure at the other end. This is a roundabout method of advertising that the peculiar nature of the situation makes necessary.

Digitized by Google

—a study for food advertisers

We know of no fairer way to judge the value of a medium than to accept the publisher's own estimate of the reader interest in each department or feature. This is shown by the amount of editorial space allotted to each subject.

The table below gives the amount of space devoted by the different women's magazines during 1919 to **foods** and **housekeeping**:

Modern Priscilla Leads
with 86,974 lines

2nd	Magazine	78,685	lines	9th	Magazine	31,870	lines
3rd	"	49,920	"	10th	"	29,241	"
4th	"	43,834	"	11th	"	26,360	"
5th	"	40,007	"	12th	"	16,817	"
6th	"	34,358	"	13th	"	14,345	"
7th	"	33,460	"	14th	"	8,785	"
8th	"	32,182	"				

Modern Priscilla not only devotes a larger amount of lineage to **foods** and **housekeeping** than any other woman's magazine, but also stands first in percentage of editorial space. The above record does not include the amount of space devoted to household linens and articles used for home decoration. This constitutes 51% of the needlework section.

The value of Modern Priscilla for food advertisers is therefore second to none. The amount of space devoted to **foods** and **housekeeping** is indicative of the type of reader.

MODERN PRISCILLA

Member A. B. C.

NEW YORK BOSTON CHICAGO

Digitized by Google

To Publishers—

Are you getting your share of advertising from New York and the East?

If not—our organization is prepared to obtain satisfying results for publishers of general magazines, class publications and trade journals.

We are a new organization—just forming to put the solicitation of advertising on a scientific basis. Our personnel includes three highly successful advertising salesmen of long experience, well known to advertisers and advertising agencies and thoroughly conversant with conditions in the East.

Who we are—what we have done and the service we are prepared to render will be gladly explained upon request.

Address:

"R. G.," Box 63, care Printers' Ink

GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000	4-page Folders, 3¼x6¼ in.	$10.00
	Each additional thousand	3.50
1000	4-page Folders, 4x9 in...	12.50
	Each additional thousand	4.50
1000	4-page Folders, 6x9 in...	16.00
	Each additional thousand	6.00

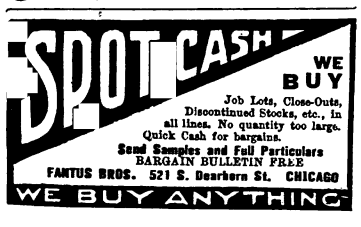
FREE—our large package of samples

ERNEST A. FANTUS CO., Printers
525 So. Dearborn St., Chicago

The RICHEY DATA SERVICE

Why are leading institutions from coast to coast using this convenient data on sales, advertising and business conditions? Ask for the August Bulletin—Sent you free.

THE RICHEY DATA SERVICE
403 Meridian Life Bldg., Indianapolis, U. S. A.



Trying to Teach the Farmer to Add a New Product

There is an interesting story of an attempt to secure one of the basic raw materials of the paint industry in this country in the efforts of the National Lead Company to encourage the growing of flaxseed by American farmers.

President Cornish of the National Lead Company in detailing these efforts, recently said:

"We consume large quantities of linseed oil in the manufacture of white lead ground in oil, the usual form in which white lead is sold for painting purposes. In addition to the oil we ourselves crush, we are probably the largest buyers of linseed oil in the world. The high price of linseed oil, therefore, by tending to check painting, is very disadvantageous to the National Lead Company.

"For many years we have expended larger sums annually to encourage farmers to grow flaxseed and educate them to the best methods of securing the largest yield per acre. The inducements to grow wheat, instead of flaxseed, during the war, have resulted in flax not being grown in the United States and Canada in sufficient quantity to supply domestic demands, with the result that large quantities of Argentine flaxseed have been imported. The best market for the oil cake remaining after the linseed oil is extracted from flaxseed has been in Europe. Recently, therefore, we have bought large amounts of linseed oil crushed in Europe from seed grown in Argentina."

McCrory Stores May Sales Over $1,000,000

The McCrory Stores Corporation, a five-and-ten-cent store chain organization, reports May sales of $1,099,200, and sales of $5,063,704 for the five months ending May, 1920.

Woonsocket "Call" Appoints Representatives

Gilman, Nicoll & Ruthman, of New York and Chicago, have been appointed foreign representatives of the Woonsocket, R. I., *Call*.

Paul Derrick to Visit United States

Paul E. Derrick, of Paul E. Derrick Advertising Agency, Ltd., London, England will visit New York, arriving during the latter part of September.

Butler Agency Incorporates

The Butler Advertising Agency, of Columbus, O., has been recently incorporated by H. S. Butler, N. W. Sheldon, F. G. Knapp, L. H. Sweetser and R. P. Smith.

Digitized by Google

How Does it Look—
In the Paper?

Many advertisements look good in press proof form—but the vital point is, how will it look in the paper?

O'FLAHERTY'S MAT PEERLESS
REG. U.S. PAT. OFFICE

O'FLAHERTY'S
PEERLESS MATS

print sharp and clear—they reproduce exactly. Why not play safe hereafter and use them?

Our representative will call upon request.

***Made by* O'FLAHERTY**
225 West 39th St. New York

What Is Rotary?

¶ Rotary is an intimate affiliation of carefully selected business men, having for its object the promotion of high ethical standards in private, commercial, and civic life, and consecrated to the ideal that the basis of all worthy endeavor is UNSELFISH SERVICE.—W. E. Douglas, Wilmington, Del.

¶ Do you want to do business with the type of men who compose this organization? There are 55,000 of them—you can reach them by advertising in

THE ROTARIAN

The Magazine of Service

Published Monthly by the International Association of Rotary Clubs

CHICAGO

Eastern Representative
WELLS W. CONSTANTINE
7 West 16th St., New York

Great Britain
THOS. STEPHENSON
6 So. Charlotte St., Edinburgh, Scotland

Advertising Manager
FRANK R. JENNINGS
910 So. Michigan Ave., Chicago

Subscription price: $1.50 in U. S. A. and Cuba; $1.75 in Canada; $2.00 in all other countries.

Member Audit Bureau of Circulations

Digitized by Google

The Little Schoolmaster's Classroom

ENTERING an office building the other day, the Schoolmaster ran across an old friend, a high-powered specialty salesman.

"Going to an afternoon tea?" the Schoolmaster asked jocularly, pointing to a walking-stick carried by his friend.

"No, that's just an old stunt of mine—carrying a stick in calling upon prospects. You would be surprised at the help it is.

"You see, with my proposition I am calling upon the big executives. It is one which they never heard about previous to my coming—one which they have no interest in before my explanation. Consequently my calls are made without appointment, as a general rule; and while I have little difficulty after gaining the interview, my chief difficulty is to get in without wasting time making a number of calls.

"The stick helps me in getting by the desk attendants. It is my practice to present a card giving only my name. The stick makes the clerk hesitate about asking any questions regarding my business, particularly when I state it is something I wish to explain to the executive personally. So far as the attendant knows, I may be a friend of the boss coming to invite him out for an afternoon's golf, or a member of the Cabinet calling to consult him on some politico-business problem. Generally the attendant takes the card in quickly and respectfully and is apt to be solicitous about me if I am required to wait."

This salesman has developed the art of "getting in" to the *n*th degree. He has studied all the ways of getting through the barbed-wire entanglements with which many executives surround themselves. Consequently, this little idea is worthy of some attention. The Schoolmaster must not forget to mention, however, one remark he made which has a bearing on its use.

"I am old enough, you see, to carry it off without its seeming to be affectation or laying myself open to the thought of being guilty of deception by implication. I have arrived at that stage where carrying a stick in business is, while unusual, not unnatural.

* * *

The successful adaptation of copy, both to the product and to the medium in which it is used, has long been one of the cardinal points of success for an advertiser. If cleverness in adapting copy to medium and speed on his feet is any criterion, then Joe Murphy, a barber of Youngstown, Ohio, comes under the classification of a successful copyman. Witness the following, which appeared in a theatre program in his town:

9 REAL BARBERS 9
Who Give Personal Service
This is the Cast

As you enter	Joe Murphy
Next in line	Jerry Agers
A chair further back	Spud Baker
A fourth one	Cleve Arnold
Count five	Bert Hartman
The sixth	Fred Felder
The Seventh Artist	Frank Johnston
Next	Bill Carr
Last but not the least	Jay Beighley
Our Manicurist	Miss Schultz
The Porter—with pep	Loney Walker

Joe Murphy, 31 E. Federal St.

* * *

The time honored request for the suggestion and criticism of his customers, in the Schoolmaster's way of thinking, is one of the most happy habits of the American business man. Yet happy as it is, it could be made more cheerful by a bit of furbishing of the wording of the request.

A piano company, Lyon & Healy, of Chicago, a short time ago advertised its desire for the criticism and suggestions of its customers

Digitized by Google

BRUCE BARTON writes "Business as a Spiritual Enterprise," and the cash value of being just humanly decent. He refers to the Bible as the best sales manual yet published. A real message for every business man who regards his job in life from the broader aspect. You will want to read it twice.

for August

24 other "how" articles with unusual illustrations

Printers' Ink Monthly

Digitized by Google

America's 2,000 GAS COMPANIES

These big, active, prosperous public utility concerns are busy rebuilding and enlarging plants and promoting gas appliance sales. Sell them through

THE GAS RECORD

(Semi-monthly) 20 W. Jackson Blvd., Chicago R. O. Jasperson, *Editor*. Walter V. Turner, *Technical Editor*. Herbert Graffis, *Adv. Mgr.* Eastern Office: 56 W. 45th St., New York. Telephone Vanderbilt 3695. Member of the A.B.C. and of the Associated Business Papers

American Lumberman

Est. 1873. CHICAGO, ILL.

National in circulation and editorial policy. Weekly markets through paid correspondents; largest circulation in lumber field; distinctive retail feature "Realm of the Retailer" written from the field. Adv. rates on request.

The Peptimist

New Telegraph Bldg., Detroit, Mich.

is to have a new name. But the things that have made it an essential trade paper to 10,000 Retail Building Supply Dealers will remain. Seen a copy lately?

OIL ADVERTISING

Send for sample copy and rate card of

PETROLEUM AGE

Representative publication of an industry where quick action and big money rules—a market that speedily and richly repays cultivation.

PETROLEUM AGE (Monthly)
20 West Jackson Boulevard, Chicago
Eastern Office: 56 West 45th Street, New York
Telephone Vanderbilt 3695

MILL SUPPLIES

A Profitable A. B. C. Medium for All Manufacturers of Mill, Mine and Steam Supplies, Machinery and Tools, Desiring to Increase Distribution Through the More than 2,000 Jobbers and Dealers in Their Line. Members of the Associated Business Papers, Inc. Address

MILL SUPPLIES,
537 South Dearborn St., Chicago

Office Appliances

The one journal which covers the field of office equipment

More than 315 manufacturers making use of every issue. Send 25 cents for sample copy.

417 So. Dearborn St., Chicago
New York Adv. Office, 508 Tribune Bldg.

in a manner that gladdened the heart of the Schoolmaster.

"There is always the other side to the street," were the opening words of this advertisement, which continued:

"When we feel we are getting too set in our notions, we like to remember that, after all, a good many things are a matter of taste.

"In China, for instance, the men wear gowns and the women wear trousers. And a Chinaman, you know, never shakes hands with a friend, but shakes hands with himself. We like fresh eggs, but the Chinaman has a partiality for an egg that has been buried for about seven years. He blacks his boots white, strings his money on a stick and reads his books backward. When he takes a cup of tea he puts the saucer on top of the cup and not under it.

"Really there is something to be said for the other side of the street! We are all traveling the same journey, trying to make the world a little better for our stay.

"So in the matter of rules and regulations of this store—there is always a willingness to receive suggestions. If our system doesn't seem right we are glad to discuss the matter.

"We wish to avoid, most of all, the mental attitude of Eliphaz, Bildad and Zophar. Job, you may remember, protested to his three friends in these words:

"'No doubt but ye are the people
And wisdom shall die with you.'"

* * *

THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field.

Agency business solicited.

BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago

POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. $1; 1 year $2.

POSTAGE 18 East 18th St., New York City

Digitized by Google

IF WE COULD GET THE MAN WE WANT,

He would look something like this —

He would be between 30 and 35 years old—maybe 40.

He would be married, but we would overlook his being single.

He would have had some years of real experience selling goods to the retail and wholesale trade,

But he would be more than a salesman—he would be an executive.

If he were so situated financially, he would like to start a business of his own, preferably a selling agency, representing some good specialty food product lines.

He would, of course, be honest and reliable and dependable and straight.

He would be a hard hitter and in the best of health to stand the pace.

He would want more than a salary—he would want a partnership in the business.

Now, here is what we have—

Ours is the leading firm of its kind in one of the largest and best cities in the East. We represent some of the very best food accounts in America. We have a group of accounts which are distinctive and separate from our other accounts. This separate group we propose to put into a separate department. We want a man to head this department. He must sell to the jobbing trade and be able to train salesmen who can sell the retail trade. He must be a business man from the word go, and a man who has made good and who deserves a real chance and a big one.

We want a man who values himself at from $5,000 to $10,000 a year because that is the kind of man we need, and that is the money he will make, commensurate with his ability.

The financial arrangement we offer him is this—

We will pay him a suitable guaranteed salary. We will finance all his operations, the employment of the men he requires, etc.

At the end of each year, a suitable division of profits will make his earnings on a line with his ability.

He will have a free hand and a wide-open chance, and every opportunity to go the limit, providing he is the right sort of man.

Such a man is probably not out of a job right now, but he might like to go into business for himself if he had the right chance.

If you are the man or know of such a man, we would like to hear from you confidentially.

One of the accounts we represent is the Borden Company of New York City.

Your reply, addressed to

THE BORDEN COMPANY
DEPARTMENT OF DISTRIBUTION
NEW YORK CITY

will receive prompt attention from us.

Digitized by Google

WANTED: A Connection With a Progressive Manufacturer

AN advertising man of mature experience, now seeking a new connection, is desirous of submitting his qualifications to and opening negotiations with manufacturers requiring the services of an Advertising Manager or an Assistant Advertising Manager.

This man's record will appeal to the manufacturer who is exceptionally critical concerning the character of his personnel.

Address
"S. E.," Box 64, c/o Printers' Ink

COPY MAN WITH IDEAS

Are you able to write technical copy for Steel Products?

Do you know advertising so you can produce copy to please the manufacturer and meet the requirements of standard advertising?

Can you meet big men and create their confidence in your ability and your ideas?

If you can, tell us about yourself and send us some samples of your work as we need a comer with ideas—big ideas, ideas that can be expressed in illustrations or words.

Address "Pittsburgh," Box 62, care of Printers' Ink.

IN
LOS ANGELES
IT IS THE
EVENING HERALD
MEMBER A. B. C.
Government Circulation Statement
April 1, 1920
134,686
Grows Just Like Los Angeles
REPRESENTATIVES
New York: Lester J. Clarke, 604 Times Bldg.
Chicago: G. Logan Payne Co., 432 Marquette Bldg.

An advertising man told the Schoolmaster recently that a law should be passed making it compulsory to set headlines for campaigns in type.

It seemed such a radical idea that he was queried at length on the subject.

"When headlines, captions, titles, etc., are hand-drawn," said he, "the letterer goes in for all kinds of queer, eccentric style of type—with lots of flourishes and curlicues and toppled-over S's and unreadable twists.

"If there is one part of an advertisement that should be more legible than anything else in the display it is the caption—that first lead-off. Because some people never read further than the first line or so. That makes or breaks the efficiency of the message.

"I have been looking through magazines and newspapers and I find that there is an alarming increase in the tendency to 'fancy' lettering, all hand-drawn and all extremely difficult to decipher.

"Understand, I am not opposed to original lettering, and all type headlines would certainly grow tiresome, but if lettering *is* drawn then it should be liberally edited by people who have a sympathy for legibility.

"Artists can secure artistic and pleasing results without going in for the eccentric and the involved. In my shop I have clipped a number of these impossible headlines and have put them on display, with a strict order that 'nothing like this should be done.'

"There are at least twenty-five different styles of hand-drawn letters that give the desired result and yet which do not tangle the eye and the mind. If there is anything more important than making a message easy to read, then I want to know it.

"The same thing occurs on painted bulletins. I looked from the windows of a fast train running between New York and Philadelphia the other day and made it a point to try to read the lettering on the many boards en route. You'd be surprised to know the percentage of them that baffled the eye."

Digitized by Google

Publicity Club of London Holds Interesting Contest

The Publicity Club of London, England, recently held among its members a rather unusual contest. Members were asked to prepare two papers: One suggesting an advertising scheme for selling rice; and the other on how to sell an organization. In the former case £5,000 was given as the advertising appropriation to be extended over a period of six months. W. T. Day, London advertising manager of *The Pioneer,* of Allahabad, India, was the winner, and F. A. Priestly, of the London office of Erwin, Wasey & Co., Chicago, took second place.

F. T. Bowers Joins Arthur Rosenberg Co.

The Arthur Rosenberg Co., Inc., advertising and printing service, has placed Frederic T. Bowers in charge of production. Mr. Bowers, who succeeds F. C. Clayton, now English and Continental representative for the Wizard Manufacturing Co. of St. Louis, was formerly with the Redfield Advertising Agency, of New York.

K. D. Ewart Advanced at "The Grain Growers' Guide"

K. D. Ewart, who for three years has been a member of the advertising staff of *The Grain Growers' Guide,* Winnipeg, and who for the preceding three years was in the advertising department of the Winnipeg *Tribune,* has been appointed assistant advertising manager of *The Grain Growers' Guide.*

E. B. Hill with Tucker Agency

E. B. Hill, formerly a member of the editorial staff of the New York Edison Company, has joined the copy department of the Tucker Agency, New York.

GEORGE SETON THOMPSON CO.
Direct Advertising on the Campaign Basis
608 So. Dearborn St., Chicago

Less than 1% of our circulation is outside of the Corn Belt. 91.1% is West of the Mississippi river, assuring a uniform audience and uniform farming conditions.

Before September 1st there will only be one farm paper with more circulation in Iowa. September forms close August 5th.

CORN BELT FARMER, DES MOINES, IOWA

More Than 6,500 Dealers
in cigars and tobacco in the Philadelphia territory subscribe to the
RETAIL LEDGER
Twice a Month; Sub. $1.00 a Year

BAD DEBTS AND FEDERAL TAXES

Bad debts play an important part in computing your Federal taxes. We have prepared an interesting letter on the subject, which is sent upon request to those interested.

AMERICAN ADJUSTMENT CO.,
406 World Building, New York City

ARTISTS WANTED
Several strictly first-class mechanical photo-retouchers.
ADDA & KUENSTLER STUDIOS
37 East 28th Street New York City

The DIRECT-MAIL "HOW"
is answered in this monthly journal of direct-mail advertising. Articles from those who have had practical experience with letters, booklets, circulars, enclosures, house organs etc. How to Write Letters that Win; How to Collect Money by Mail; How to Conduct a Real Follow-Up; How to Use Mail Salesmen --these and similar subjects covered. If you want to keep abreast of the latest in direct-mail work--if you want the biggest dollar's worth you ever bought, send your subscription NOW.

The MAILBAG
A Journal of Direct-Mail Advertising

APRIL 1920

$1.00 a year

MAILBAG PUBLISHING CO.
1805 E. 40th St. Cleveland, Ohio

We believe we have the greatest specialized knowledge of the vast student buying power to be found anywhere. Ask us anything you want to know about the College or High School Fields.

CSAA

Collegiate Special Advertising Agency, Inc.
503 Fifth Avenue, New York
Established 1913
Chicago Office: 110 So. Wabash Avenue

Digitized by Google

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Growing daily paper wants young man with advertising experience (newspaper preferably) to sell space. Must be energetic and constructive. Daily Advance, Staten Island, N. Y.

WANTED
ARTISTS—PHOTO RETOUCHERS
HOWARD-WESSON-CO.
ENGRAVERS
WORCESTER, MASS.

Wanted—To solicit Advertising Trade Publication. Write full details of residence, age, experience, salary, commission and drawing account necessary. Box 488, care Printers' Ink.

Bookkeeper Wanted—With long experience magazine or trade paper field—unusual opportunity for man with ability to take entire charge. Write full details. Box 489, Printers' Ink.

WILL AN ENERGETIC AD MAN

have enough adventurous spirit to spend his spare time helping me introduce splendid new article on the American market? No immediate reward, but life opportunity. Box 520, Printers' Ink.

Woman Copy Writer

The services of a young lady trained in producing retail advertisements are desired in the promotional department of the Elgin, Ill., Courier. Must possess keen conception of merchandise in all branches and have due regard for art in typography. Splendid opportunity in a highly developed and appreciative organization. Tell all about yourself and remuneration expected in a letter or wire for appointment. Charles W. Hoefer, Director of Advertising, Northern Illinois Group, Beacon News Building, Aurora, Ill.

Artist---Copywriter
Copywriter---Layout Man

Technical Monthly Publication has an opening for two men with the above qualifications. Both must be copywriters; one in addition must be all-around artist; the other capable of making good layouts. Address Box 491, Printers' Ink.

ADVERTISING SALESMAN

For a publication representative who wants to get out of a rut; or a dissatisfied agency man, there is an opening in a fast-growing New York agency for a successful, high-grade man. Salary plus commission and a wonderful opportunity for the right man to develop into important executive. Box 517, P. I.

COPYMAN WANTED

I want a first-class copyman, strong on layouts and able to direct artists in every particular. Apply now with samples. Confidential. E. S. MOFFAT, Advertising Manager, UNIVERSAL FILM, 1600 Broadway New York.

Wanted---Sales Executive

We have a splendid opening in our organization for a high-grade man to promote the sales of our heavy-duty scales. He must be between the ages of 30 and 45 years; technically educated along the lines of mechanical engineering and construction; with ability to write concise, convincing letters. Actual selling experience will be helpful but not so essential as a general knowledge of up-to-date factory methods. A good salary will be paid, the amount depending upon the qualifications and adaptability of the successful applicant. All applications will be considered strictly confidential. Write for appointment for personal interview, stating qualifications.

TOLEDO SCALE COMPANY

Copy Writer
WANTED

The man we want has had actual and successful experience in writing on various mail-order propositions. He can show that his copy brings results. He is a man who can get the work out when it is wanted.

If you are that man, there is a good job for you in a big, live-wire agency. Location, Chicago. Write, telling us your experience in detail, age, idea of salary, etc.

KHA, Box 513, 833 Peoples Gas Bldg., Chicago.

Digitized by Google

SALES MANAGERS—One of the largest and most rapidly growing manufacturers of paints and varnishes is open to receive the applications of men who have successful records as sales managers to take immediate charge of branch offices and sales districts in Michigan, Ohio, Pennsylvania and Indiana. In replying state past experience, qualifications, age, reference and salary desired. Box 487, Printers' Ink.

ADVERTISING MAN

a fast growing credit clothing organization is looking for young man who possesses original and sound ideas; who has proven to be a sales producer. Must know how to plan campaign and layout copy. Such young man is offered opportunity to grow with business. Write giving full particulars. No samples in first letter necessary. A. F., 803, 110 West 40th St., N. Y. C.

General Manager of an Advertising Agency

One of the well-known agencies in New York City has an attractive opening for an able man in this capacity. Kindly give details as to experience. This is an unusual opportunity. Address

A. C. H., Box 511 care of Printers' Ink

ADVERTISING MAN WANTED

Largest manufacturing concern in its line, located in New York City, and using all forms of advertising, desires high-grade experienced man.

Applicant should have some engineering or mechanical experience and be thoroughly qualified as a catalogue writer.

Address, stating age, education, experience, and salary required. Box 501, Printers' Ink.

EDITOR WANTED

for "The National Clothier," the leading trade paper covering the retail clothing field, owned and published by the National Association of Retail Clothiers, issued twice each month, published in Chicago—national circulation.

This is not the sort of position usually advertised, but a real opportunity open to some man of marked ability, education and vision. The opening is made possible because tremendous recent expansion has made it necessary for us to place our present editor in charge of another important division of our work.

The man we seek must be a forceful writer, a clear thinker, and be a man of original, progressive and practical ideas. Experience is, of course, important, but real ability will be the main consideration.

Don't apply unless you can prove that you have the necessary qualifications.

Apply only by letter and give in first letter full details regarding your qualifications, experience, etc., and, where practical, send samples of your work. Arrangement will be made for personal interviews with those whose applications interest us. Address

NATIONAL ASSOCIATION OF RETAIL CLOTHIERS,
233 W. Jackson Boulevard, Chicago, Ill.

MISCELLANEOUS

TO LET—SPACE WITH DESK FOR FREE LANCE ARTIST IN STUDIO. APPLY L. A. OF A., 111 WEST 42nd STREET.

HOUSE ORGANS — MARKET LETTERS — PROSPECTUSES — FINANCIAL, COMMERCIAL WRITING, PRE-EMINENCE 30 YEARS. GILLIAM'S BUREAU, BOSTON, MASS.

CATALOGUES, PAMPHLETS, CIRCULARS AND MAIL-ORDER ADVERTISING HANDLED ON SERVICE BASIS BY WOMAN with fifteen years' merchandising experience with foremost specialty house—highest grade of Art Work and Retouching; copy written and translation in any language. Consultation solicited. Box 510, care of Printers' Ink.

Digitized by Google

Theory and Practice of Advertising
Text book of Fifty Lessons; new 1920 edition. Boiled down for busy men. Sent prepaid on receipt of $1.00. Geo. W. Wagenseller, Author, Middleburgh, Pa., U. S. A.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

FOR SALE—A new Duplex Tubular Plate Press in 16-page Frames with Folder, capacity to print 4, 6, 8, 10 or 12 pages and to which can be added units up to 24 pages, pages of 7 columns 13 ems or 8 columns 12½ ems in width, length of columns 21¼, sheet cut 22¼, width of webs 16¾ and 33 inches. A complete stereotyping equipment is offered with the press. Immediate delivery can be made at present market price. Box 486, Printers' Ink.

MAIL ORDER BUSINESS WANTED

Will invest $25,000 to $50,000 in purchasing an established mail-order business. Write, giving full particulars as to the character of business, volume of sales, location, etc.

All communications will be held in strictest confidence and returned upon request.

D. G. Redmond, Torresdale, Pa.

POSITIONS WANTED

Practical printer, layout man and letterer desires position with agency in charge of printing and typography. 30 years young. $45. Box 495, Printers' Ink.

PUBLICITY MAN open for engagement. Has successful record in campaigns and "drives." Handles both propaganda and advertising publicity. Box 507, Printers' Ink.

Experienced Sales Correspondent Available
who really knows how to write letters. Salary second in importance, but am not a cheap man. Employer must be big, broad business man. Box 508, P. I.

A RIGHT HAND

What busy advertising or sales manager needs an experienced one? Prefer small town—want to walk to work and keep a pup. Now employed New York Agency. Box 514, Printers' Ink.

SALES and ADVERTISING MANAGER

open for permanent position requiring experienced Executive possessing initiative and ability to plan and direct successful campaigns. Age 35, Christian, married. Salary $5,000. Box 490, Printers' Ink.

LAYOUT-IDEA-MAN would like to hear from New York advertising agency needing "VISUALIZER." Can show successful creative record. Also writes copy. Box 506, Printers' Ink.

Poster Artist

Seeks outlet for work on free lance basis—now employed. Call noon hour. Box 504, Printers' Ink.

Department Store Advertising Manager, now employed by concern doing a million and a quarter annually, seeks bigger opportunity; East preferred. Salary to start, $65. Box 499, Printers' Ink.

Sales Manager or District Representative open for new connection on sound proposition. Wide acquaintance with general manufacturing, Steel and Coal Industries. Wide experience. Details? Box 516, P. I.

Lady, refined, educated, broad art training, executive ability, valuable experience publishing and other business, desires art, editorial or advertising position with publishing firm, N. Y. Box 512, P. I.

A reputable, practical, high-class Photo Engraver, also expert color process man, going into Photo Engraving business, wish to connect with publisher or printer; object partnership. Box 493, Printers' Ink.

Sales Promotion Manager

I have sold over three-quarters of a million dollars' worth during the past seven months, and wish to make a connection, where compensation will be based on results. Available now for interview at your convenience. Box 502, Printers' Ink.

This Writer of Human-Interest Copy That SELLS Seeks a Position with New York Agency or Manufacturer

A young woman who for five years has been writing story-form advertisements and heart-to-heart sales copy, and editing house organ, *successfully selling to home women,* desires a New York City connection. Present salary $4,000 with large manufacturing organization of highest standards. For an interview address Box 503, Printers' Ink.

DO YOU NEED AN EXECUTIVE

With Broad Business Experience?

College education, three degrees. Served as Dean of two large colleges.

Expert in Sales Promotion, Advertising and Interviewing.

Successfully directed two campaigns of National Importance.

Keen analyst, with marked organizing and executive ability.

Now Assistant to President of a billion-dollar concern.

Age 34. Married. Salary $5,000.
Box 492, Printers' Ink.

Digitized by Google

Office Manager, space buyer, with thorough knowledge of Agency routine, bookkeeping, etc., desires connection. Young, growing agency preferred. Address Box 522, Printers' Ink.

Experienced writer and editor, college M.A., highest references, desires permanent connection with publication or publishing house. Age 29; married. Newspaper, publicity and educational—editorial experience. Box 494, P. I.

Experienced advertising man going to the Pacific Coast by auto will conduct investigations or execute commissions while en route. Also interested in some high class selling proposition. Will leave N. Y., August 5th. Box 509, P. I.

Technical Advertising—Age thirty-three; with technical education, 8 years' experience in industrial plants, one year in publishing business, 4 months selling advertising, desires position as advertising salesman for publisher. Address Box 498. care Printers' Ink., 833 Peoples Gas Bldg., Chicago.

Aggressive young advertising man, now with large national organization, seeks new connection with agency or publication. Expert in research and market analysis. Possess real selling ability.

Man with keen merchandising instinct, sound sense of values and knowledge of markets and conditions. A writer of proven ability, combining experience in agency work with general and theatrical publicity and promotion work. Background of newspaper training. Box 505, Printers' Ink.

ADVERTISING MANAGER OR ASSISTANT TO SALES MANAGER

High-caliber man of 15 years' broadest experience in National, local and department store advertising and selling. Experienced in preparing newspaper, magazine, direct-mail advertising, house-organs, folders, buying printing and engravings, managing sales force and handling sales correspondence. Well educated. Best of references. Box 518, P. I.

A Man You Can Entrust with Your Advertising Dollars: Widely experienced executive who has worked where every dollar spent had to bring one hundred cents of advertising value. Has handled large appropriations covering all accepted forms of advertising. Trained in the work of the manager and the agency. Available as advertising manager to some manufactuer (or, possibly, as account executive with an agency) in the vicinity of New York City. Address Box 521, Printers' Ink.

Agencies! Here's a Valuable Man

Seven years' experience in all phases of advertising work for large national advertiser; last five years in full charge of advertising. Believes agency offers bigger opportunity; at present employed; 28 years old, married, well educated, energetic, works hard, ambitious, and *has a record to be proud of.* Box 497, Printers' Ink.

Situation wanted in an Advertising Agency or in Advertising Department of Corporation by a young woman who is about to complete a course in Local and Retail Advertising. College Education. M. F. H., Apt. 65a, 611 West 137th Street, City.

Sales and Advertising Manager

Ten years' experience mechanical and electrical equipment; technical education, M. I. T.; business education, Alexander Hamilton Institute; familiar with principles underlying sound business policies; capable reorganizing existing sales department or establishing sales organization for new company. Address Box 496, Printers' Ink.

Technical Copy Writer

A young fellow who can present the advertising story of a technical account in an interesting, appealing fashion. An experienced contact man. A capable handler of the entire details of several accounts. Open for position as advertising manager or with agency. Salary $3600. Box 515, Printers' Ink.

Production Manager

Executive head of agency production department—young woman with twenty years' advertising experience, buying art work, type composition, printing and plate work; also editing and handling copy. Would like an opportunity for broader development with mercantile or manufacturing concern to whom this knowledge and experience could be valuable. Address Box 500, care P. I.

ADVERTISING MAN

Competent as head of copy and plan department for agency, or as advertising manager for manufacturer. Under 40. Eleven years with strong agencies in New England and New York. 100% on layouts. Experienced as buyer of printing and engraving. "A fast worker and real producer." Ask for record No. 11442. No charge is made to employers. Registration is free. FERNALD'S EXCHANGE, Inc., Third Nat'l Bank Bldg., Springfield, Mass.

Am I the Man?

Somewhere there is a manufacturing or large merchandising concern which can profitably use a man of my qualifications. I am in the early thirties, married, and have a family. Have excellent general and technical education; twelve years' engineering, system and statistical experience with public utility corporations; five years with manufacturing and merchandising concerns. At present am General Office Manager and Building Manager of large concern in New York City, handling large force of employees successfully. Prefer duties in connection with production. Have good reasons for desiring to make change. Full detailed information and highest references furnished in confidence to those interested. Address, Box 14, Doremus & Co., 44 Broad St.

Digitized by Google

Table of Contents

PRINTERS' INK, July 22, 1920

Making the Rest of the Line Follow the Leader.....*Roland Cole* 3

Advertising That Uprooted a Foolish Prejudice..... 17

Right-of-Way Advertising 20

Honest Photographic Tricks.....*C. H. Claudy* 25

The Condition of Our Railroads: The True Story.....*J. G. Condon* 33

Wanted—A Sense of Humor.....*T. Harry Thompson* 41

Manufacturer Builds on Fast Performance When Line Is Broadened..... 49

Classified Advertising Substituted for Mail-Order Price List..... 57
John T. Bartlett

How Audit Bureau of Circulations Is Helping to Conserve Paper..... 65
Stanley Clague

Advertising to Physicians—A Consumer Market for Medicinal Agents.... 73
Harry B. Mason

Advertising That Acts as a Reception Committee for the New Product.... 81

Western Clock Company Tells Workers Why It Advertises Though Oversold 89
Roy Dickinson

What Is a Correspondence Supervisor Supposed to Do?.....*R. B. Newton* 95

Honest Advertising Won't Sell Dishonest Goods.....*Albert E. Haase* 101

Heading Off Trade-Mark Infringement by Advertising Its Penalties..... 109

Sells the Idea of Sewers by Telling People of Their Need..... 113

Collective Buying Will Enable Retailers to Lower Prices...*C. M. Harrison* 121

The One Appeal in Ide Collar Advertising.....*Ira Fleming* 125

Nationalization Doesn't Prevent Strikes.....*Harry Dubery* 129

The Value of the Illustrative Label.....*W. Livingston Larned* 133

Selfridge Leads Price Reform in England.....*Thomas Russell* 137

A Reserve Advertising Fund for Times of Business Depression..... 145

Jobbers Seek to Prove Their Right to Existence..... 150

Can Any Form of Branding Protect the Buyer of Raw Materials?..... 157

Editorials 166
Is There Too Much Advertising?—Getting Salesmen to Read House Bulletins—Advertising That Requires Courage—Wholesalers, Where Are You?—Roundabout Advertising and Why.

The Little Schoolmaster's Classroom..... 172

Digitized by Google

Marks that indicate Worth—Character and Quality

A representative can give you convincing details

Thos. Cusack Co.

Chicago New York

Digitized by Google

Largest Morning Daily Circulation in America

450,000

men and women buy THE CHICAGO TRIBUNE every week-day morning.

And these 450,000 Tribune readers are the best people in the world's most desirable market.

Write for The Chicago Tribune's 1920 BOOK OF FACTS on Markets and Merchandising

Digitized by Google

JAN 31 1921

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXII, No. 5 NEW YORK, JULY 29, 1920 10c A COPY

A Mountain of Possibilities

OUT of a mountain at Climax, Colo., comes Molybdenum ore—the finest commercial steel alloy in the world.

And out of this mountain of possibilities also comes a remarkable story which the Climax Molybdenum Company, New York City, has asked Advertising Headquarters to tell the public.

They want people to know what Molybdenum Steel has done—its wonderful performance in the light weight whippet tanks and in the crankshafts of the Liberty Motors.

They want people to know what Molybdenum Steel means to the motoring public in the form of more economical motor vehicles.

For Molybdenum Steel is making possible far lighter weight and far stronger motor cars and trucks. Eventually, every automobile, every motor truck, and every tractor will use it.

And we will have the light weight, economical motor vehicles that engineers and designers have dreamed of for years.

CLIMAX Mo-lyb-den-um The Commercial Alloy

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK BOSTON CLEVELAND CHICAGO

Digitized by Google

Heavy Farm Crops

A recent government report gives promise of a big yield for 1920.

Another year of great farm prosperity is thus to be added to the several preceding years of record-breaking farm income.

No wonder over **one-half** of the country's wealth is in the hands of farmers, although they comprise only **one-third** of our entire population.

Advertisers should take these facts into consideration and fix their 1920 and 1921 farm paper appropriations in accordance with the wealth of the farm market.

Seventy per cent of the annual farm income is produced in the 28 states where the STANDARD FARM PAPERS reach 1,120,000 farm homes.

THE STANDARD FARM PAPERS offer advertisers a local prestige multiplied by a country-wide weekly circulation of over 1,150,000 copies.

The Standard Farm Market

(Over 1,150,000 Farm Homes)

Wallaces' Farmer
Established 1895

The Ohio Farmer
Established 1848

The Wisconsin Agriculturist
Established 1877

Prairie Farmer, Chicago
Established 1841

Pennsylvania Farmer
Established 1880

The Breeder's Gazette
Established 1881

Pacific Rural Press
Established 1870

The Farmer, St. Paul
Established 1882

Hoard's Dairyman
Established 1870

Progressive Farmer
Established 1886
Birmingham, Raleigh
Memphis, Dallas

The Michigan Farmer
Established 1843

The Nebraska Farmer
Lincoln, Neb.

Western Representatives
STANDARD FARM PAPERS, INC.,
Conway Building, Chicago

Eastern Representatives
WALLACE C. RICHARDSON, INC.,
381 Fourth Ave., New York City

All Standard Farm Papers are members of the A. B. C.

Digitized by Google

PRINTERS' INK
Registered U. S. Patent Office

Issued weekly. Subscription $3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXII NEW YORK, JULY 29, 1920 No. 5

Looking Forward in Advertising

For Those Whose Feet Are to Be Guided by the Light from the Lamp of the Experience of Successful Advertisers

By Roy Dickinson

WAY back in the darkest recesses of history there lived a gentleman named Abd-er-Rahman. This man with the unpronouncable name built the City of Az-Zahra, the wonder of its age. Not a stone remains in the famous city to-day, and its site is lost in antiquity. But we do know something about Rahman, the builder of the magnificent ancient city. Some time after his death a document was found in his own handwriting, upon which he had made some notations. He had set down upon this scroll of papyrus the number of days in his reign of over seventy years which had been free from all sorrow. They numbered exactly fourteen.

All of this is more or less true historically and seems to prove that it is an ancient custom for men to think of the unhappy days and the bad times they have had, rather than to keep their thoughts fixed upon how they can make constructive progress and profit by their mistakes in not making them over again. The same habit which has come down to us from the earliest days of antiquity seems to be with us to-day in some high places. The old habit is leading to some of the same old mistakes, and many of them will prove to be poor business policy. There is, for example, the kind of manufacturer who advertises only when he has accumulated a large surplus as a result of abnormal demand. This type of manufacturer, when he hears from his sales force or his dealers that the "wild orgy of buying" has somewhat subsided, senses a slight deviation from the big demand and one of his first moves is a wrong one. Thinking of some of the unhappy days he has had, he very often calls in his advertising manager and tells him to cut the appropriation in half or to stop entirely.

As Mr. Roy G. Owens, vice-president of the Lakewood Engineering Company, points out, this kind of manufacturer certainly pulls down his own house on top of him. It is a well-established fact that advertising begets confidence. It not only begets confidence in the concern back of the product advertised, but a large volume of advertising makes people confident that men are doing business at the old stand and makes them believe that good business is to continue.

It is equally well established that business prosperity is founded on optimism and is led by the man who takes chances wisely. The rule works both ways. Mrs. Jones tells Mrs. Murphy over the back fence in a burst of confidence that her husband had a slight attack of dizziness on the street car at noon and came home. By five o'clock that afternoon the neighborhood has the eminent and respectable Mr. Jones well on his way to a hospital ward suffering from alcoholic poisoning and general drunkenness, the result of imbibing moonshine. It is the whispering Mrs. Joneses of business talking gloom over the

Table of Contents on page 154

Digitized by Google

back fences of commerce who cause most of our troubles.

Some of these Mrs. Joneses of business are now talking gloomily and discussing the advisability of cutting down their advertising appropriations. Big national advertisers do not talk or act this way. They have won their position as leaders in the field of business not alone through superior advertising, but a thing which so often goes with it, a superior knowledge of markets and of men. The big dominant advertisers of America are certainly not talking cancellations these days. They are not the kind who advertise primarily to sell a product. The vice-president of one of America's largest advertisers, a company that is in this classification, said recently: "If we should discontinue our appropriation for one year, it would take at least 25 per cent more money the following year to make up for the loss due to the absence of the twelve months."

He and the men like him (and they are the men with courage and vision upon whom our future business prosperity depends) continually reiterate that advertising is an investment, not an expense. They realize that the good-will value is several times the money value of all their advertising expenses; that it is absolutely necessary to keep on advertising in order to retail good will.

As PRINTERS' INK says editorially this week: "You cannot build good will up over night, but you can destroy it almost overnight by stopping advertising." Consistent year in and year out advertisers who have come to the position of dominance in their respective fields do not advertise for the direct sale. They realize that very often the man who advertises merely for direct sale has nothing after the sale is complete. If he builds up an advertising campaign to move goods at a certain price and bases his argument on price for making the sale at once, his competitor, for a few cents' reduction, will get the business and he will have built up no good-will asset.

The president of a large Western concern in this connection said: "Unless we increase our appropriation continually to keep pace with our greater market opportunities we are taking chances with our good will. In order to hold leadership we must continually increase the appropriation, as we are not in the business of monkeying with good will, which is our most tangible asset."

The chairman of the board of directors of one of America's largest industrial companies said that with nothing but their name they could, to-morrow, go out and sell stock for $20,000,000 to people who would back them in a new enterprise, because of the good will they had finally built up. Almost this entire valuation of $20,000,000 he attributed to consistent year in and year out advertising through various economic cycles of alleged overproduction and under-consumption, hard times, good times, bad days, clear days and gloomy days. He is not the kind of a man who wants to juggle with a $20,000,000 investment at the expense of his stockholders and the hundreds of people in his organization who are dependent upon it for their living.

A man who will study the leading advertisers in America will find that almost all have arrived at their positions of dominance in advertising and in their industry through consistent, continuous advertising. He may also find out one other very interesting fact which it is well to take to heart in these days when amateur gloom painters are abroad in the land. The leaders of American advertising are the ones who have usually increased their advertising appropriations in times of stress.

It is easy to look back and remember the period of reaction and gloom which set in immediately after the armistice was signed. It is also easy to remember that the Government immediately began a campaign urging business men to advertise heavily. It asked men who were not then advertisers to begin advertising at once and asked those who were

Digitized by Google

Our Business Purpose

IN order to be permanently successful in a strictly commercial sense, we have always realized that we must render a sound service. If our service was good—something above the ordinary—if we made service the first consideration, with proper business management, a good volume of business would naturally follow. And so it has proved.

To be known as the advertising agency which takes excellent care of the business which it handles—to gain a reputation for intelligent and skillful handling of the advertising problems of our clients, that has been our purpose in the past, is our purpose today, and will be our purpose for the future.

New business—yes, of course, we desire it, but it is the quality and efficiency of *our service* with which we shall be more concerned than with the amount of *your advertising appropriation*—when you come to us.

This is one of a series of 15 explanatory talks on our organization and our facilities. The entire series in pamphlet form—"Our Business and Yours"—will be mailed you on request.

TRUTH WELL TOLD

THE H.K. McCANN COMPANY
Advertising · 61 Broadway · *New York*
CLEVELAND SAN FRANCISCO TORONTO

Digitized by Google

advertising to increase their advertising space. These requests were disseminated broadly throughout the press. Whether or not it was due to these requests or to other more fundamental reasons, great general advertising campaigns proved to the nation that the power of advertising is almost without limit. Men who had never advertised before found out quickly that advertising was really an investment and not an expense. People all over the land, seeing men eager and anxious to sell goods and displaying them on the pages of newspapers and periodicals of all sorts, in the street cars, in outdoor display and by direct mail, got a sense of great stability which had been entirely lacking a few short months before.

The opposite effect is just as possible. Business prosperity is based upon the spirit of go ahead optimism. A man who starts to cancel orders for printed matter and advertising space is in the position of a man sitting down on the limb of a tree who starts carefully and thoroughly to saw off the limb upon which he is sitting.

THE EXPERIENCES OF SUCCESSFUL ADVERTISERS ARE GUIDE-POSTS

New advertisers who came into advertising, some at the request of the Government, some to change their business from a war to a peace time basis, and all the newer crop of advertisers generally, can well take a lesson from the experience of men who have built up the big successes in advertising. If they want corroborative evidence straight from the source, let them write a few letters to the outstanding successes in each industry which have been built up through consistent year round, year in and year out advertising. They will surely find out some fundamental truths which may have escaped their notice. They will discover that during times of slight business depression or when a bunch of Mrs. Joneses predict all sorts of dire consequences soon to follow, is a time when appropriations and expenditures for advertising on the part of the big leaders in industry have been greatly increased. The leaders in American industry are alive to the need of advertising to spread a spirit of optimism and knock out the gloom and talk of forebodings and fears.

Mr. Owen, vice-president of the Lakewood Engineering Co., of Cleveland, quoted above, points out in a letter to Congressman Fordney that every advertiser who unwisely curtails his advertising intensifies business depression. He believes that this recurring situation could be remedied if business could lay aside in times of prosperity a reserve advertising fund to be expended whenever its earnings seem too small to justify heavy advertising expenditure. He believes that such a reserve advertising fund planned to keep the country from going through the peaks and valleys of business depression and business prosperity should be non-taxable. His plan is backed by a lot of business publications and thinking men in many parts of the country. Yet it is almost too much to hope that this taxation plan or remission of taxation for a reserve can be put through immediately.

People who wait upon Government legislation are very often bitterly disappointed. Mr. Owens' suggestion is so good that every manufacturer should take heed of it immediately. In times of business prosperity lay aside the reserve fund which shall be expended in advertising. Never forget the words of Lord Leverhulme. This wily Englishman made a great deal of money and has seen a great many things happen in his long life. He says that the only kind of reserve fund which is worth anything is the kind which is secured through advertising. Listen to the man who has made fame and fortune by making a product, then advertising it:

"The best reserve fund of any business is to be found in the good will of that business. Many boards of directors devote their surplus profits to "building up a

Digitized by Google

A Hint to the Wise

There is no good reason that we have ever heard why a presidential election should slow up business—but reason or no, some times it does. Whether it will do so this year, we do not know—but if it does the small town folks will be less affected than their big town brothers and sisters. "Big Business" and those who are connected with it are usually the chief sufferers.

The subscribers to THE AMERICAN WOMAN live in the small towns, and they will continue doing business as usual during the coming struggle to see whether the country is to be saved by the Republicans or the Democrats. A Big Audience—at a low rate—for advertisers in THE AMERICAN WOMAN.

THE AMERICAN WOMAN

"The Real Magazine of the Small Towns"

Member of the Audit Bureau of Circulations

Western Advertising Office
W. H. McCurdy, Mgr.
30 N. Dearborn St., Chicago, Ill.

Eastern Advertising Office
W. F. Haring, Mgr.
Flatiron Bldg., New York

Digitized by Google

strong reserve fund," which fund is generally invested in what again are called 'gilt-edge' securities. These same directors are then kept busy for many years afterward to write down out of further surplus profits the cost price of these same 'gilt-edge' securities to falling market values. Should the business have to meet and overcome difficulties, or have to face frenzied competition, and the directors decide that their policy ought to be to draw somewhat upon these 'reserves,' they find they cannot realize on them without serious injury and loss of the confidence of their shareholders in the reputation and standing of the business; or, in other words, serious loss of 'good will.'

"These reserves are mere window dressings. They cannot be described as reserves in any sense of the word, and to do so is an act of self-deception.

"They are not reserves of strength, and even to reduce them in amount in order to employ these reserve funds in meeting any emergency would be a suicidal policy. In these circumstances directors find out that they must choose between being killed by competition or dying by suicide, and that there is no alternative.

SURPLUS BEST INVESTED IN ADVERTISING

"Now I hold strongly that the best investment for surplus profits is to expend them on judicious advertising, wisely and carefully planned, and executed with originality and forcefulness. These same surplus profits invested wisely in advertising then become a real 'gilt-edge' security, and a solid reserve of strength to meet days of difficulty, and to overcome quietly but irresistibly and surely the most frenzied of competition, and the business thus provided with reserve strength stands four-square to meet and overcome every attack."

Prominent advertisers of the country at the present moment have a big opportunity. Let them lead all progressive men, advertisers and non-advertisers, to a realization that now is the time to go forward. For every cancellation made by a timid advertiser who has not yet won his spurs, let there also be a doubling of the appropriation by a man who knows the right time to double. Then courage will take the place of weak-kneed pessimism. The grey fog of gloom shall be dissipated and the clear light of optimism based on experience will lead us to a long period of sound business expansion.

Two New Accounts for Wood, Putnam & Wood

The Wood, Putnam & Wood Company, Boston, will handle the advertising accounts of the American Forestry Company, of Framingham and Boston, and the G. R. Godfrey Company, of Gardner, Mass., manufacturer of "Wear-Proof" belts and "Horsenauto" harness.

This agency will place the advertising recruiting campaign of the New England Department of the United States Shipping Board.

Will Sell Army Canned Meats at Pre-War Prices

The War Department has announced plans for the largest sale of canned meat ever conducted in this country. The meats will be sold at prices even lower than those existing before the war. The sale will be conducted by mayors and municipal officials and postmasters of every city and town in the country.

Fernald Made Treasurer of "The Christian Herald"

At a meeting of the board of directors of *The Christian Herald*, New York, on July 16, Luther D. Fernald, business manager of that publication, was elected treasurer.

W. B. Downes Joins Collin Armstrong, Inc.

Wilbur B. Downes, recently with Murray Howe & Co., New York, has joined the production department staff of Collin Armstrong, Inc., of that city.

"Forbes" Acquires "Odd Lot Review"

The publishers of *Forbes*, New York, have acquired the *Odd Lot Review*, New York, a weekly publication devoted chiefly to investment and financial matters.

Digitized by Google

Everyone, every day, owns the same amount of time.

Some learn while others loiter.

Some Advertisers are not using the Standard Union, while many others are developing Brooklyn as a rich market.

Digitized by Google

People Have Become "Standardized" by Advertising

"Like Peas in a Pod," from Cape Cod to the Golden Gate

By J. M. Campbell

ONE of Europe's greatest attractions in the days before the war was that every country had its own individual architecture, its own code of etiquette, its own peculiar customs, its own style of dress.

You could get aboard a railroad train or diligence in a little town in Italy or Switzerland or Austria and, an hour or two later, set foot in another little town across the frontier, where everything — houses language, clothes —were as different as could be imagined.

At no time could one find anything of this kind in this country. There were differences, of course, but as compared with Europe, they were insignificant. To-day, these differences are practically nonexistent. In Maine and California, in Oregon and Florida—and everywhere between — men and women have become standardized. They are like peas in a pod. You cannot tell by the clothes he wears whether a man lives in Portland, Me., or Portland, Ore. Even differences in speech are not so great as they were a quarter of a century ago.

This is due, I think, to two things: (1) the tremendous increase in travel which has occurred in recent years, and (2) the tremendous influence of national advertising.

Speaking of travel, I am reminded of an interesting talk I had recently with a railroad man who, as he expressed it, "commutes regularly between New York and San Francisco." On his monthly trips across the continent, he told me, he spends a few days in certain cities en route. His statement was this: "I estimate that there are, at the present time, three million people 'milling around' in the United States. They seem to have all kinds of money. I presume they have homes somewhere, but they are not occupying them. They are just moving around from place to place, living in hotels or boarding houses or renting apartments or cottages for a few months at a time. I figure that no small part of the present unsatisfactory conditions in housing and living costs are due to them. They are not producing. They boost food prices, for they insist on having the best there is. Not only that, but to all intents and purposes they are occupying two places at one time—their own homes, which are empty, and those they rent elsewhere."

This man may be guilty of exaggeration when he says that three million people are "milling around" the country. But if one-tenth of that number are doing what he says they are, the condition is an unhealthy one.

EVEN SEEM TO THINK ALIKE

There can be no room for differences of opinion as to what the effects of advertising have been in the way of standardizing the people of the United States. They wear the same sort of clothes, they eat much the same sort of food, they do the same things in the same way. They even seem to think alike.

I cannot prove the statement, but I am willing to wager that the sales, per capita, of nationally-advertised clothes, pianos, toilet articles, canned foods, underwear, tires, motor cars, shoes, hosiery, talking machines, etc., are pretty much the same the country over —allowance being made, of course, for differences in the wealth of the different States.

In this task of standardization, the chain stores—cigar, drug, 5 and 10 cents and general—have been a factor. Less than a month ago I made a trip by rail and

Digitized by Google

It's Being Done

Not only on the crowded floors of big city ball-rooms are feet tickling and bodies swaying to the rhythms of the dance. It's swept the country like a flame—they're dancing in Maine—in Oregon—in Kansas. Wherever there's a phonograph and young folks—well, they simply can't stop.

Throughout America there are 200,000 fruit farmers—all doing well. They can afford the little extras that make life worth while and they pay for the best. That's the reason that during the first six months of 1920

7,245 lines of Phonograph advertising

appeared in the pages of the AMERICAN FRUIT GROWER.

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

Guaranteed minimum circulation, 200,000 monthly

Members of Agricultural Publishers Association
Members of Agricultural Editors Association

SAMUEL ADAMS, Editor
ROBERT B. CAMPBELL, Publisher
J. E. FORD, Director of Advertising

Digitized by Google

automobile through certain states in the Trans-Mississippi region and I found that Woolworth, the United Cigar Stores Company, Penney and the A. D. S. are as well represented there as in the East. I found the same brands of tooth-paste on sale in Enid, Okla., as in Scranton, Pa.; the same electric devices; the same ready-made garments; the same breakfast foods; the same sorts of furniture; the same shaving soaps; the same underwear. And I am sure that if I had gone further west—to Colorado or California—precisely the same thing would have been found.

We have, of course, lost something through standardization. There is, in the United States—except perhaps in the South and in certain isolated sections of the Far West—very little "local color." But it is equally true that standardization has simplified, very greatly, the advertisers' problem. He can start out with the knowledge that a very large percentage of the people of the United States react to the same appeal. In this State or that, because of greater prosperity, which means greater buying power, a larger percentage of men and women will do what he wants them to do. He does not need to be told that those are the States in which he should make a special effort. But he does not, as in Europe, have to combat different languages, different customs, different traditions. People are like peas in a pod.

Cost-Mark Law Enacted by Idaho City

Merchants of Pocatello, Idaho. are now compelled, by an ordinance recently passed by the city council, to mark cost and selling price plainly on all goods, without code, before it is lawful for them to dispose of any merchandise.

A committee appointed by the mayor will have full authority to investigate any merchant's books at any time, the committee consisting of a representative merchant from every line of industry, and women from the various women's organizations.

Merchants of the city, it is stated, will be given a reasonable time to prepare their stocks.

P. I.—100%

S. E. Leith
SPECIAL REPRESENTATIVE, ASSOCIATED FARM PAPERS

New York, June 28, 1920.

Editor of Printers' Ink:

I had not overlooked the valuable editorial in Printers' Ink for June 24. I think it is very much worth while and hope it will be carefully noted by the many publishers of farm papers who are reading Printers' Ink. I expect you will hear from some of them.

To my way of thinking, Printers' Ink is about as near 100 per cent as one can hope to get when it comes to filling the mission of a real business publication. I seldom find a worthwhile sales or advertising manager who is not a reader of Printers' Ink. You earn this popularity, to an unusual degree, by your editorial excellence.

S. E. Leith.

R. D. Smith Joins J. Walter Thompson Co.

Ray D. Smith, formerly vice-president and general manager of The Dal-Ray Corporation, advertising service, Buffalo, is now with the Chicago office of the J. Walter Thompson Company, Inc.

The Dal-Ray Corporation has discontinued business.

L. B. Kritcher, Art Director, Rauh Agency

L. B. Kritcher has been appointed art director for the Richard S. Rauh Company, Pittsburgh. This agency has secured the account of the Thimbo Manufacturing Company, Pittsburgh, manufacturer of "Thimbo," a thimble that cuts thread.

Construction Machinery Account for Drew Agency

The Waterloo Construction Machinery Company, Waterloo, Ia., maker of concrete mixers, hoists and contractors' equipment, has put its advertising account in the hands of the Drew Agency, of Waterloo.

Death of Charles S. Gleed, Kansas City Publisher

Charles S. Gleed, one of the owners of the Kansas City *Journal*, died July 25, aged 64 years. In 1884 he became editor of the Denver *Daily Tribune* and later president of the Kansas City *Journal*.

Edward Stendel Joins Jerome J. Klapka

Edward Stendel, formerly with Bert L. White Company and Rogers & Co., Chicago, is now with Jerome J. Klapka Company, Inc., Chicago artists, as vice-president.

Digitized by Google

The Best Trade-Mark in the United States

Do you know of any device, emblem or trade-mark that tells its own story more effectively than this famous family group which from coast to coast has come to mean **The Youth's Companion** Family?

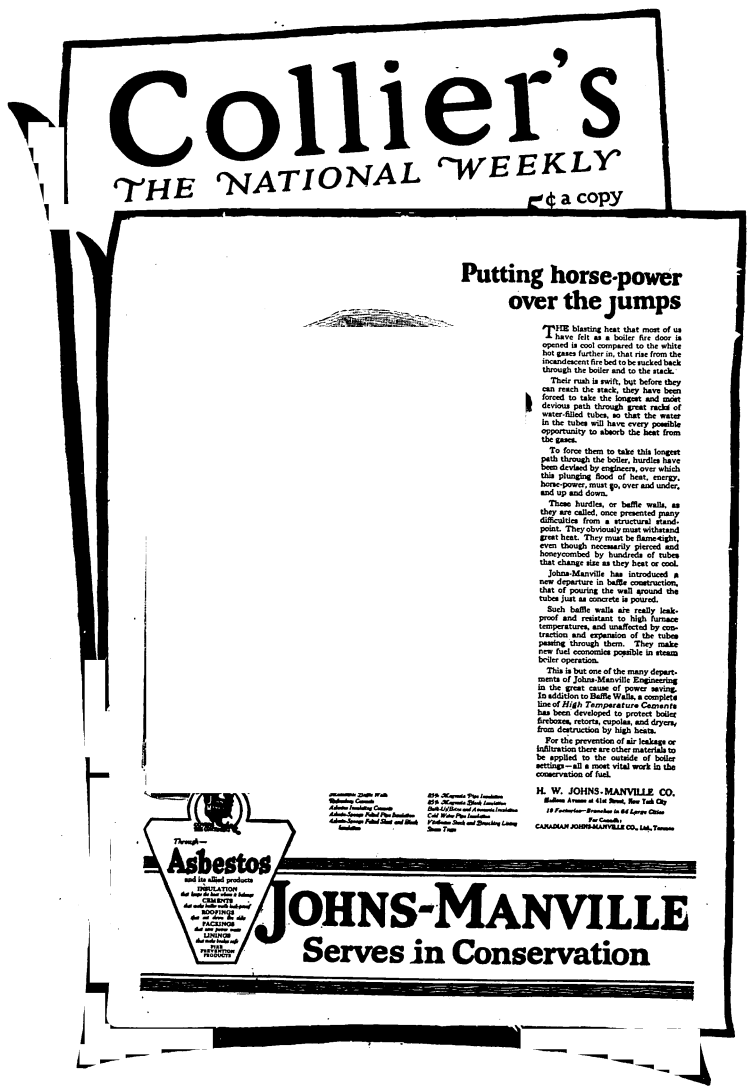
It is one of the exceptional instances where a story-telling illustration speaks to the mind with a power that words cannot equal

A Trade-Mark that tells the whole story of The Youth's Companion's Big, 5-plus Families

THE YOUTH'S COMPANION, *For All the Family*
Boston, Massachusetts

New York Office: 1701 Flatiron Building Chicago Office: 122 So. Michigan Boulevard

Digitized by Google



Collier's
THE NATIONAL WEEKLY
¢ a copy

Putting horse-power over the jumps

THE blasting heat that most of us have felt as a boiler fire door is opened is cool compared to the white hot gases further in, that rise from the incandescent fire bed to be sucked back through the boiler and to the stack.

Their rush is swift, but before they can reach the stack, they have been forced to take the longest and most devious path through great racks of water-filled tubes, so that the water in the tubes will have every possible opportunity to absorb the heat from the gases.

To force them to take this longest path through the boiler, hurdles have been devised by engineers, over which this plunging flood of heat, energy, horse-power, must go, over and under, and up and down.

These hurdles, or baffle walls, as they are called, once presented many difficulties from a structural standpoint. They obviously must withstand great heat. They must be flame-tight, even though necessarily pierced and honeycombed by hundreds of tubes that change size as they heat or cool.

Johns-Manville has introduced a new departure in baffle construction, that of pouring the wall around the tubes just as concrete is poured.

Such baffle walls are really leak-proof and resistant to high furnace temperatures, and unaffected by contraction and expansion of the tubes passing through them. They make new fuel economies possible in steam boiler operation.

This is but one of the many departments of Johns-Manville Engineering in the great cause of power saving. In addition to Baffle Walls, a complete line of *High Temperature Cements* has been developed to protect boiler fireboxes, retorts, cupolas, and dryers, from destruction by high heats.

For the prevention of air leakage or infiltration there are other materials to be applied to the outside of boiler settings—all a most vital work in the conservation of fuel.

H. W. JOHNS-MANVILLE CO.
Madison Avenue at 41st Street, New York City
10 Factories—Branches in 64 Large Cities
For Canada:
CANADIAN JOHNS-MANVILLE CO., Ltd., Toronto

Asbestos Felt with Asbestos Cement
Asbestos Insulating Cements
Asbestos-Sponge Felted Pipe Insulation
Asbestos-Sponge Felted Sheet and Block Insulation
85% Magnesia Pipe Insulation
85% Magnesia Block Insulation
Dry Lime and Magnesia Insulation
Cold Water Pipe Insulation
Firebrick Brick and Stretching Lining Stoker Trays

Through the Asbestos and its allied products
INSULATION that keeps the heat where it belongs
CEMENTS that make the joints tight and stay tight
ROOFINGS that "stand up" in the sun
PACKINGS that make steam tight
LINING that stands up under the heat
FIREPROOFING PRODUCTS

JOHNS-MANVILLE
Serves in Conservation

Digitized by Google

Johns-Manville and Collier's

As in past years Collier's is one of the strongest factors in the 1920 Johns-Manville national advertising campaign.

Collier's
THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

Digitized by Google

TIME was, and only a short time ago, when the tire manufacturer ran a page or double page Ad in a great periodical, the primary purpose of which, so far as Baltimore was concerned, was to bring out an inquiry from many who wanted to sell that particular tire in Baltimore.

Nowadays, with a certain district in Baltimore almost wholly a distributing instead of a retail center for tires, and with all of the best advertised tires selling to Baltimore consumers through anywhere from a dozen to fifty outlets, scattered all over the city, the advertising which interests distributors and retailers alike is advertising that will make the most pronounced impression on the consumer. In other words, advertising in the tire business is very rapidly getting down to a brass tack proposition, stripped of all non-essentials, as to what type of advertising will sell the most goods to the ultimate consumer.

Powerful, definitized NEWSPAPER ADVERTISING WILL DO IT—advertising concentrated in a SPECIFIC medium of intense circulation, like the NEWS, for instance, that dominates the market and gets close to the people 365 days of the year, supporting at the same time, distributors and retailers, through which support the tire manufacturer can get 100% selling co-operation!

Keep your tires moving in Baltimore by dominating the NEWS, which has an intensified circulation of 100,000, equivalent to the 100,000 automobiles in Maryland, 50% of which are in Baltimore.

The Baltimore News

Goes Home and *Stays* Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Digitized by Google

Why the Promised Big Railroad Advertising Drive Is Held Up

In the Meantime, Many Railroads Are Doing Things Advertisingly

By J. G. Condon

THE first day of September is now the sure tip for the beginning of that grand scramble for business which has been expected of the railroads ever since the Government returned them to private control on March 1. About the time Uncle Sam abandoned the throttle of the United States Railroad Administration and permitted the presidents of the various lines again to assume control of their systems, it was generally supposed that competition would start immediately. The so-called Cummins-Esch bill, which became the Transportation Act of 1920, breathed the spirit of competition. Old traffic war horses, who had fumed and suffered under Government control because they could not go out and get the business going to a competitor, but which might have been theirs, were champing at the bit and eager for the fray.

It was a luring and lurid story they pictured in the traffic clubs, the advertising clubs, the boards of trade, chambers of commerce and other spots where transportation salesmen often gathered, back in the ides of March. They saw competition outdone. Even executives predicted business would be sought as it had never been sought before. Offices in the best and newest buildings in every important city in the country were sought, advertising agencies were appointed and copy sharks began the preparaton of great spreads, passenger men resumed calling trains by names instead of numbers and it seemed as if the traveler going to a point served by more than one line was in for a jolly time before he bought his ticket between the importunings of representatives of competing railroads.

Then something went wrong.

In the first place, the guaranty period caused a pause and some consideration. The framers of the railroad law, realizing the acute financial situation of most of the carriers, wisely had included a section in the law providing that for six months after the end of Government control railroad companies desiring it might receive the same income that had been made them as rental by the Government while Mr. McAdoo and his successor, Mr. Hines, were at the head of the nation's transportation system. Most of the railroads promptly accepted the guarantee. They realized that the prevailing freight rates had not been sufficient to meet expenses under Government control, and they knew there was hardly a class of railroad employees, except the officers, which was not clamoring loudly and insistently for increases in wages. The officers wanted the increases, too, of course, but being unorganized, their clamor was faint and lost in the more resounding tumult of the unions' members.

Acceptance of the guarantee aroused the question as to what was to be done regarding the solicitation of business, either through agents or advertising. The public had made one of its greatest kicks against the railroad administration because of the difficulty it had experienced in getting information. There was a demand for the reopening of offices which had been closed at the beginning of the career of the railroad administration. Most executives were in a quandary as to what to do under the circumstances. The Government was planning to scrutinize all their expenses during the guaranty period, and there was no assurance that expenses for off-line offices, ad-

Digitized by Google

vertising and other forms of solicitation would be accepted as legitimate. On the contrary many feared these expenses would be regarded as improper, and if incurred, the owning corporations would be called upon to assume them. This was by no means desirable.

Preservation of good will created in former years, however, demanded that something be done. Compromises were decided upon by a number of the managements. Offices were opened in many of the larger traffic producing centres, ample forces were organized to give business men in these places the information and advice they needed regarding transportation matters, and incidentally to obtain for their lines such competitive traffic as could easily be diverted in that direction.

But this solution left the question of advertising still uncared for, and not a passenger traffic man hardly was to be found who did not regard publicity as necessary. Discussions on the subject were under way on many lines when the outlaw strikes began, and then hopes for early railroad advertising went glimmering. Government control ended March 1, the switchmen and those they prevailed upon to follow them began to crowd into the news on April 1.

It may be argued that a time of trouble for the transportation lines, such as the switchmen's strike precipitated, was the time for the railroads to advertise. It is possible, but few railroad executives will be inclined to agree. Service on many lines was paralyzed, manufacturers and other business men were demanding more cars for the handling of their shipments, railroad employees were quitting work because their wages had not been raised as they believed President Wilson had intended they should, and the transportation executives were telling the Interstate Commerce Commission freight rates must be advanced if the companies were to be kept out of bankruptcy and be enabled to provide the nation's business with the service so vital to its prosperity.

And so spring passed into summer.

DID NOT STOP ADVERTISING ENTIRELY

Advertising by individual railroads did not stop entirely, however. Brave spirits in many organizations succeeded in doing something to keep their lines before the public. Travelers had to have time-tables, even the Government had recognized that. It is true the folders of the Railroad Administration had been gloomy, standardized affairs, but at least they gave the schedules of trains. With the duty of getting out new folders in the hands of the individual railroads, the opportunity was seized upon to do something. Old-time color schemes returned to the covers of most of the folders, and pages inside devoted some space to telling of the equipment on the traffic department's favorite trains—the ones with the names—the scenic advantages of the line and numerous little suggestions calculated to lure the prospective traveler who is none too sure as to what line he will use.

Warm weather also brought individual summer books. The Railroad Administration last summer issued books for particular regions, mentioning lines only casually. Without the Administration it was incumbent upon the individual railroads to be certain the public received full information in deciding upon annual vacations and the booklets were made as attractive as the size of appropriations and railroad advertising agents could make them.

But summer books and timetable folders have had to carry the greater part of the burden. Newspaper columns have seen little railroad advertising of the play spots along their lines.

In some instances, hotel owners and boards of trade in the larger resorts have combined and succeeded in getting railroads to make a contribution toward a joint advertisement of a section or resort, but there has been practical-

Digitized by Google

ly none of that old-time good-looking copy the railroads used to scatter through newspaper and magazine pages, the kind which forced a man to sit down and write for more particulars about the fishing or the golf, or sent his wife in search of rates, train schedules, etc.

Of course, there has been some newspaper advertising of particular things. New trains put on by some of the lines, old trains restored by others, reduced rate excursions, changes in schedules, etc. have caused the lines to buy limited space. The handsome advertising done by the New York Central soon after Government control ended, and temporarily held up, is now being resumed, the first of a new series having just appeared.

The Central Railroad of New Jersey has conducted a small campaign featuring its New York-Philadelphia service in attractive fashion. "A few minutes on the river to cool you off" and "Panoramic view of the greatest skyline in the world" are the alluring references to the ferry ride from New York to Jersey City which goes with the trip. Instead of admitting the ferry ride as a disability as compared with the all-rail service its competitor, the Pennsylvania, offers, the Jersey Central advertises it as an added advantage. The familiar "Every Hour on the Hour" and "Your Watch Is Your Timetable" are missing from the advertising, but the Jersey Central has not as yet restored all of the New York-Philadelphia service it had before Government control. Later, perhaps, these slogans will find their way back into Jersey Central copy.

There has been considerable direct by mail advertising to ticket agents by the Western lines. The man behind the counter who lays out the routes for tourists usually has a big say in the choice of railroads to be used, and even though newspaper advertising has been under a cloud, the ticket seller has not been forgotten by the general passenger agent who wants the business he controls. Some attractive mailing cards have been gotten out by the Santa Fe—always a leader in handsome publicity; the Rock Island, Northern Pacific, the M. K. & T., etc. The Santa Fe's advertising is addressed directly "Mr. Ticket Agent" and points out that the thousands going West this summer should use the Santa Fe for the various scenic and other reasons the management has advertised for years and which are enumerated in fascinating detail in the circular, including "Fred Harvey meals all the way."

PUBLICITY FOR RAILROAD MEN

While many of these circulars are elaborately designed and there is a rich use of color on several of them, practically all are technical—publicity for railroad men only and written largely in the vernacular of the tariffs.

Probably the most interesting drive of the period, however, has been made by the Pennsylvania Railroad at Detroit and in that vicinity. Pennsylvania passenger trains are still comparatively an innovation in Detroit. The line does not get into the city by a number of miles, and Pennsylvania locomotives and the familiar mahogany-colored cars travel over the rails of the Pere Marquette Railroad to reach the Michigan metropolis. Detroit always has been a greatly desired goal of the Pennsylvania, however, and the arrangement it has made with the Pere Marquette, which will make it an important factor in the transportation situation in the hub of the automobile world, undoubtedly is a source of joy to its management. The occasion of the departure of the first train from the Pere Marquette station, a month or so ago, was made a notable one. There was a band on hand, moving pictures were taken, and by large newspaper advertisements and otherwise it was sought to impress upon Detroiters that their city had officially been put upon the railroad map that bears the familiar red keystone.

Now there are sleeping cars

Digitized by Google

running daily between Detroit and Philadelphia, Washington and even New York, via the Pennsylvania, and the Pennsylvania likes it known that it is part and parcel of Detroit now and is expecting both passenger and freight patronage in a field which has always been regarded as more or less exclusive New York Central territory through the latter's control of the Michigan Central.

This is a big fight the Pennsylvania has taken upon itself, and the results will be watched with keen interest, not only by railroad men, but by advertising men as well.

The New York Central—or the Michigan Central, they are the same thing in Detroit—is a popular institution there. Within a few years it has constructed a tunnel under the Detroit River, electrified the line between Detroit and Windsor and built a huge passenger station and office building. The latter has been of particular advantage to the city. When the site of the new station was announced many thought the railroad was going miles out of the way. Even the short time which has elapsed has demonstrated that the men who planned that station knew what they were doing. Almost over night, just as they do everything else there, Detroit expanded and took the station to its bosom. It has been a big aid in developing the city, and Detroiters will not be likely to forget it soon.

The Pennsylvania is not necessarily asking Detroit to forget the rights of its older rival; it is saying nothing about them, but it is taking definite steps to make an important impression on Detroit on its own account. The fact that it is planning to spend $10,000,000 improving its terminals and other facilities about Detroit has not been kept a deep-dyed secret, and recently, as its plans matured and it was able to arrange for through sleeping cars to Washington, Philadelphia and New York, it has taken large and consistent space in the newspapers calling attention to its service.

But the Pennsylvania has not stopped there. Its traffic people, after looking the situation over, apparently decided that the Detroit Consolidated Ticket Office looked too much like a New York Central proposition. The public, to all intents and purposes, has liked the McAdoo plan for one general ticket office, and it required considerable nerve to buck this idea. The Pennsylvania's purposes were too important to itself, however, to let anything like this stand in the way. The answer is that it has announced its withdrawal from the Consolidated.

Large centrally located offices, identified in the mind of the public as railroad offices in the days before Federal control, have been leased, and the Pennsylvania is preparing to move in. But the likes of the public have not been entirely ignored in the plan. The Pennsylvania has succeeded in prevailing upon the Pere Marquette and the Wabash also to turn their backs upon the Consolidated. They will go with the Pennsylvania to the new stand, which will be known as the "Union Ticket Office." Traveling Detroiters may have their choice now of patronizing a "Consolidated" or a "Union." Within a few months it is probable only railroad men will recall which was the first in the field.

Leaving the Consolidated Ticket Office is nothing new for the Wabash. The management of this railroad made a similar move at Chicago, departing from the big Jackson Boulevard establishment immediately following the end of Federal control. The Chicago & Northwestern made a similar move at that time and both of these lines now occupy their own individual city ticket offices. Other Chicago lines so far have shown no disposition to follow suit. In New York and in most of the other larger cities where Consolidated offices have flourished, all of the railroads continue under the McAdoo arrangement.

While railroads of the United States, possibly excepting the

(*Continued on page 25*)

Digitized by Google

The firm that sells the most paint in

Philadelphia

(the third largest market in the U. S.) is the one that will tell Philadelphians where they can buy it.

If you have your paint on sale in Philadelphia it is a mistake for you to refrain from constantly telling consumers where they can purchase it.

This sales-making truth was forcibly illustrated by the efforts of a house owner in Philadelphia to get some paint of a certain make.

Inquiry in different paint, hardware, housefurnishing and department stores failed to locate the brand asked for, but each had a certain kind that he was pushing and recommended as "just as good."

400,000 dwellings, 16,000 manufacturing places, 48,000 stores, etc., in Philadelphia, and many more thousands in the cities and towns in the Philadelphia trading territory, are constant consumers of paint.

Educate these people to know your paint, to specify it when they make contracts for painting, or do their own painting, but above all, tell them where they can buy it.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

Net paid average circulation for the six months ending April 1, 1920, as per U. S. Post Office report: 466,732 copies a day.

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

More than one-half the people in the U. S. ride in street cars "Made in Philadelphia"

Digitized by Google

SCRIPPS NEWSPAPERS

The Cleveland Press

"First Newspaper 5th City"

First in Daily Circulation and Advertising Volume

A new record was established in June for volume of local display advertising carried by the respective daily papers for Cleveland merchants.

The Press Published 1,085,014 Lines

Exceeding 2nd paper (morning) 429,688 lines
Exceeding 3rd paper (evening) 284,634 lines

In June, Cleveland's six greatest department stores placed their advertising as follows:

	THE PRESS	*Second Paper*	*Third Paper*
The Halle Bros. Co.....	**3,752 inches**	3,676 inches	3,711 inches
The Higbee Co.....	**2,855 inches**	3,726 inches	2,872 inches
The May Co.....	**7,945 inches**	3,729 inches	7,630 inches
The Bailey Co.....	**6,468 inches**	159 inches	6,208 inches
The Wm. Taylor Son Co....	**5,588 inches**	3,302 inches	5,258 inches
The John Meckes Sons Co..	**905 inches**		163 inches
	27,313 inches	14,592 inches	25,842 inches

The Press has more home-delivered, home-read circulation than all other Cleveland dailies COMBINED!

Digitized by Google

SCRIPPS NEWSPAPERS

SCRIPPS Newspapers reach a million families who know what they want, and who are willing and able to pay the full, fair price for it. The circulation of Scripps Newspapers is built upon the rock of reader-faith.

The twenty-two Scripps newspapers are:

Akron Press	Memphis Press
Cleveland Press	Oklahoma News
Cincinnati Post	Portland (Ore.) News
Columbus Citizen	Sacramento Star
Covington (Ky.) Post	San Diego Sun
Dallas Dispatch	San Francisco Daily News
Denver Express	Seattle Star
Des Moines News	Spokane Press
Evansville Press	Tacoma Times
Houston Press	Terre Haute Post
Los Angeles Record	Toledo News-Bee

Scripps Newspapers

Foreign Advertising Department

Union National Bank Building, Cleveland, Ohio

New York Office: MARBRIDGE BLDG. *Chicago Office:* 1ST NATL. BANK BLDG.

Digitized by Google

The Focal Point

The distinctive function of newspaper advertising is this:

It *localizes* sales effort.

The more closely the newspaper localizes its circulation, the more efficiently it performs that function.

That is its great strength. That is its true power.

The highest point of concentration reached by any newspaper in the United States is attained by The Chicago Daily News.

94% of its 400,000 daily circulation is in the city and suburbs of Chicago—the most compact newspaper circulation in the country.

No market in America is capable of such intensive development. In no newspaper can the full force of advertising effort be so economically applied as in

The Daily News

First in Chicago

Digitized by Google

Pennsylvania, remain quiet, it cannot be said that the Canadian roads are sleeping. The situation to the north is an interesting one. Mention has heretofore been made in PRINTERS' INK of the passenger service campaign of the Canadian Pacific in the United States. Some question was raised then as to what the attitude of the Canadian Government railroads would be on this subject. It will be recalled that the Government, already in possession of a sizable railroad system, is now in the throes of taking over the Grand Trunk and assimilating it with the lines it already had nationalized. The answer has appeared recently in goodly sized copy in various newspapers in the United States advertising a passenger line to the Pacific coast representing a combination of the Grand Trunk and the other Canadian national railways.

The copy outlines a route between Toronto and Vancouver and Prince Rupert showing the important cities reached, and gives a time-table which includes the leaving time of connecting trains over the Lehigh Valley from New York, the Reading from Philadelphia and the Baltimore & Ohio from Baltimore and Washington. The subtlety of this shows in the fact that the New York Central works in close connection with the Canadian Pacific out of New York and the Pennsylvania enjoys a similar advantage out of Philadelphia, Baltimore and Washington. The Canadian Government may be running the railroad, but it is not overlooking any of the solicitation methods of a privately owned corporation. It is quite needless to say that the Canadian Pacific is not a Government owned road.

Apparently there is no intention upon the part of the Government that the prestige and good will of the Grand Trunk shall be lost simply because the line has been nationalized. It is true the advertisement bears the name of the Canadian National Railways, but the Grand Trunk is there, too. "Canadian National—Grand Trunk New Service Across Canada," is the headline. And more important still, the old familiar trade-mark which has served to identify the advertising of the Grand Trunk for years, with its peculiar tilt—as if it had slipped when the printer made up the form—vies with the lesser-known trade-mark of the Canadian National.

In the meanwhile railroad advertising men in the United States and those who work with them in agencies, studios and print shops, are keeping their eyes on September 1. The guaranty period ends August 31. After that day each line will be dependent upon its own efforts for its income, with the understanding that the Interstate Commerce Commission will make certain that rates are made which will insure the railroads a living wage. Under the Transportation Act the Commission has greater regulatory powers over the railroads than ever before, but it is generally believed the commissioners will sense the nation-wide desire for competition in the industry and offer no hindrance to a legitimate competition for business—making sure only that the competition does not become wasteful. That the public welcomes the better service which goes with this state of affairs undoubtedly will be the controlling fact.

In the meanwhile the situation has generally improved. The outlaw strike is over. The Labor Board has announced increases in wages for railroad employees who deserve them, insuring, it is hoped, a happy and contented rank and file. The Interstate Commerce Commission, after extended hearings, has taken under consideration, and is expected before August 31 to announce adequate increases in freight rates, placing the railroad companies in a stable financial condition and restoring again, it is hoped, that old-time railroad credit which made transportation securities all they should be and made possible the advancement and development of the industry.

Digitized by Google

How Will the Jobber Elimination Policy Affect Advertising?

Will the Action of the Procter & Gamble Company in Eliminating the Jobber Cause the Wholesale Distributor to Say: "Beware of Advertised Goods"?

By Leon Allen

ON the outskirts of Cincinnati is a spotless town called Ivorydale—founded and owned by the organization of which Colonel William Cooper Procter is head.

Ivorydale is a child of advertising. It is on the map because millions of people have been fed on "99 44-100% pure" and "It Floats" slogans from birth.

Because of this, Ivory soap business policies affect not only the Procter & Gamble Company, but they react upon all advertisers and re-echo down through advertising halls with thunderous sound.

Up to a few years ago the Procter & Gamble organization leaned entirely upon the wholesale grocers of the country and its great strength was established through co-operative effort with the various wholesale organizations.

At that time, however, it took over the direct sale of its product in the Eastern territory, congested New York and New England offering a splendid field for economical close retailer contact. Presumably this departure was a feeler, for in June the Procter & Gamble Distributing Company announced the total divorce of the P. & G. organization from its wholesaling connections, and stated that beginning July 1st they would distribute direct throughout the United States.

Ordinarily, what position a manufacturer takes concerns himself alone, but this step by this national advertiser of long standing has touched off a business war that promises to involve a whole lot of innocent bystanders who as yet do now know that hostilities are on. The wholesale grocers feel that Brutus has betrayed them and that a stand must be taken here and now. As they see it, if P. & G. get by with this attack, the wholesale grocerymen of America must fold up their tents, like the Arabs, and fade away, and they do not intend to let their betrayal go unnoticed. The New York Wholesale Grocers are sending out a letter that reads like the Verdun challenge of the French — "They shall not pass."

COULD NOT ASK FOR A BOYCOTT

To ask for a boycott of P. & G. merchandise would trespass the law, so the secretary contents himself with a couple of paragraphs which are gems of suggestive thought:

"Procter & Gamble announce to all wholesalers and all retailers, in fact to the country, that they will sell to retailers. They also have suggested that they can do the work more cheaply. It occurs to me, therefore, that since they have announced they will do this work and can do it more cheaply, they ought to do it all. Their announcement seems to imply this, and we will assume that they intend to give the consumer the benefit of any saving they think they can effect. Surely, then, there is economic waste, both to the trade and the public, if the wholesale grocer, who has thus been cut off, duplicates this work or any part of it. If it is cheaper to cut out the wholesale grocer, then let him be cut out. Why should he burden the public or himself by injecting himself into this Procter & Gamble situation, where he is not wanted, and volunteer to duplicate work that Procter & Gamble have announced they will hereafter do? He has a great many soaps, lard substitutes and cooking oils to sell. He performs this distribution service

Digitized by Google

for many manufacturers and he believes he does it cheaply, as economically—yes, more economically than anyone else, because the distribution overhead is thus spread over thousands of grocery items and does not rest heavily on any one; the manufacturers who enjoy this service and desire to continue it are surely entitled to as much consideration as the manufacturer who rejects it.

"This is a matter in which every individual wholesale grocer must determine his own course for himself and do so independently. Procter & Gamble, as we have said, have the undoubted right to sell where they like, unhampered by us or anybody else, and our association has no thought of interfering, directly or indirectly, with that right or with any manufacturer's policy."

Every manufacturer will watch this fight with zeal.

You can also paste up an "I told you so" to the effect that before a decision is reached the beginning of the scrap will be lost sight of in the widened scope of principles and organizations involved.

The Procter & Gamble Company is probably the largest in its field. It is strongly entranched in public favor. It manufactures an article of merit that is widely distributed. It has "some" war-chest.

The Wholesale Grocers are well organized through both national and State organizations and they will undoubtedly follow similar lines of action, even though united refusal to deal with the Procter & Gamble Company would possibly be declared illegal.

HAS NO PARALLEL

With so much power on either side, the spectator should get a run for his money and incidentally a liberal education, for nothing of a parallel nature has ever been staged on such an extensive scale since advertising became a great distributive factor.

The
George L. Dyer Company
42 Broadway
New York
Western Offices
76 W. Monroe St.
Chicago

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

Digitized by Google

The pity of this whole proposition is that it cannot be kept within bounds and that the bitterness of the fight will spread to other lines of business, doing immeasurable harm. The fellow who has it in for wholesaling will not wait for the test of time; he will start in to prove his case by pointing to P. & G. action. And the wholesaler who is suspicious of advertised lines will immediately begin preaching what an ungrateful lot of blackguards branded line manufacturers are.

WILL CONSUMER AND RETAILER BENEFIT ULTIMATELY?

All is not lost, however, if the advertising profession on one hand, as representative of the manufacturers, and the wholesalers themselves, keep their heads, and put into the melting pot only the issues which belong there.

Whether Procter & Gamble can do without wholesale co-operation or not is not the issue. In fact, I think, considering their position, they can. The big point is, will the new system function more efficiently, so that both retailer and consumer profit? I think not, but then time will tell.

Second to this is the question of how far Procter & Gamble's mental attitude reflects the mind of the average manufacturing organization. The greatest prophet of the ages said, "No man can serve two masters," and certainly no manufacturer can have the perfect vision of co-operative effort with wholesale partners if his eyes are glued on green but distant fields of direct selling.

To work successfully in the wholesale field, the efficiency and economy of wholesaling must be a religion to which the believer must be willing to swear fealty.

And if the present P. & G. fight rivets the mind of manufacturers, distributors and merchants upon the fundamental principles and necessities of distribution—and if it leads manufacturers to define to themselves and to declare to the world their policies, present and future, an apparent misfortune will prove a blessing in disguise.

Columbia Working to Improve Industrial Relations

COLUMBIA UNIVERSITY IN THE CITY OF NEW YORK, SCHOOL OF BUSINESS
NEW YORK, July 24, 1920.

Editor of PRINTERS' INK:

I note in your issue of July 15, a letter from C. Farnham, of the American Stove Co., Lorain, Ohio, in which he refers to your urging Columbia University to put into existence a new chair which would lead to the training of "university graduates equipped to better the relations in the manufacturing world."

May I call your attention to the fact that we have already at Columbia a number of courses in personnel management and shall give these courses during the coming year?

JAMES C. EGBERT,
Director.

Corn Products Makes Gain in Earnings

The semi-annual financial statement of the Corn Products Refining Company, New York, "Mazola" salad and cooking oil, and "Karo" corn syrup, for the six months ended June 30 last shows net earnings from operation after deducting maintenance, estimated excess profits taxes, etc., of $10,456,038, as compared with $7,996,330 in the same period in 1919.

President E. C. Bedford says the outlook for the company is good. "I do not expect a business depression this year," he added, "in view of the fact that there is no surplus production. But I do look for some recession in commodity prices as consumption approaches production."

Four New Piggly Wiggly Stores in Indianapolis

Four additional Piggly Wiggly self-serve stores have been opened in Indianapolis. These stores are now operating in a total of twenty-nine States and 143 towns. A short time ago, as reported in PRINTERS' INK, twenty-six Piggly Wiggly stores opened in one day in Washington, D. C., with more than one hundred thousand visitors.

Women's Coats and Suits to Be Advertised

The Mutual Garment Manufacturing Company, Cleveland, maker of ladies' and misses' coats and suits, is about to start a campaign for the sale of garments direct to the wearer. Women's magazines will be used generally. The account has been placed with the House of Hubbell, Cleveland.

With New Orleans "Item"

L. D. Scharff has become a member of the Trade Extension Bureau of the New Orleans *Item*. He has been engaged in various kinds of research and advertising work.

Digitized by Google

A Food Service

far in advance of the ordinary—recognizing food as a great fundamental—giving the best obtainable scientific advice, in a practical way, upon those food problems which govern the physical and economic welfare of the home—this has long been the aim of the Editors of the JOURNAL.

That this sincere editorial effort is tending towards accomplishment may be observed in any current number of the JOURNAL.

The People's Home Journal
NEW YORK

For 35 Years the Magazine for Every Member of the Family

Digitized by Google

Ask Leslie's

ADVERTISING MEN are talking about the strength of an editorial policy that would come out flat footed and put all this vague talk of reader-interest to the test. For that is exactly what "Ask Leslie's" is doing, so far as advertising is concerned, in its sweeping invitation to Leslie's readers. Glance through the questions listed herewith and you will understand the sort of information we are being asked to supply.

FRANK L. E. GAUSS
Advertising Director

THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST

LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S

Digitized by Google

TEN TYPICAL QUESTIONS

What kind of a bonus system can I install to get greater efficiency from my truck drivers?

Will it pay to buy adding machines for use in my wholesale hardware busniess?

What are the different kind of sprinklers and how do they affect insurance rates?

Will a furnace regulator reduce my coal consumption this winter?

The masons are on strike here. How can I make a necessary addition to my factory?

Is the individual drive more economical than the larger power unit in a large machine shop?

In view of the high price of coal, should I install an oil burner under my boilers?

What is the best kind of roofing for my summer camp in Canada?

Can paint intended for interior work be used for porch floors?

Would it pay me to install my own water pump and electric lighting system at my home, located ten miles from the city?

Leslie's

Illustrated Weekly Newspaper

Half a Million Guaranteed

THE FIRST 500,000

THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST THE FIRST

LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S

Digitized by Google

Try it out in Representative Milwaukee

Automobile Publicity

"Brownie," Automobile Editor of The Journal and well known to every Wisconsin Motorist, likes nothing better than accepting a challenge. Every so often some manufacturer challenges "Brownie" to prove that the merit of his car is less than he claims. Then "Brownie" puts the car through its paces. Right now it's a Marmon 34. "Brownie" has accepted a challenge. He is driving a Marmon 34 over the 7,500 miles of Wisconsin Highway. Thousands of people are following him and the performance of the Marmon 34 by his human interest story of the tour being published only in The Journal.

This is *real* publicity. Publicity that means something—that has reader interest—that has value. The usual run of "Automobile Publicity" is conspicuous by its absence from the columns of The Journal.

No wonder The Journal is the motorists' newspaper. No wonder The Journal is read by 4 out of 5 of the English-speaking families in Milwaukee. No wonder it prints more advertising than all the other Milwaukee newspapers combined.

Does "Brownie" and Wisconsin know what your car will do when put to the test?

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.
Special Representatives
New York Chicago

Digitized by Google

Making a Summer Drink a Year Round Seller

Dealers Had Always Closed Their Fountains When the Fall Season Came On, but the Coca-Cola Company Insisted That There Should Be a Continuous Business

By S. C. Dobbs

President, The Coca-Cola Company

[EDITORIAL NOTE: Consistent advertising can certainly take a product out of the seasonal class. It used to be thought that a drink like Coca-Cola could be sold only in the summer, and that therefore the advertising should be spasmodic also. Mr. Dobbs tells how the change was brought about.]

IN the early days of this business we began about May first and practically closed up shop the first of September.

My first year as traveling salesman for the Coca-Cola Company I was in Tennessee in early July and found it almost impossible to take any orders because the operators of soda fountains felt that the season was drawing to a close and looked forward to the first of September with more or less pleasant anticipations, when they could close up the soda fountain and use it for a counter upon which to display fall goods.

The season gradually extended itself from about the first of April until the middle of September, and we began to advertise Coca-Cola as a year-around drink, but the proprietors of soda fountains wanted to close up in the fall.

One large dispenser in South Carolina found after closing his fountain that the demand was so persistent for Coca-Cola that he was forced to continue to serve it, and did so by putting on his counter a bottle of Coca-Cola syrup, a pitcher of ice water and a few glasses, but shut down his fountain.

We not only advertised but kept our men on the road in the South, and in a few instances we were able to keep soda fountains running and in others even succeeded in getting them to open up again after they had closed, on account of our advertising and sales promotion work.

LOST MONEY IN THE WINTER MONTHS

We, of course, lost money in the winter months, but we kept increasing our advertising during the winter, until now there is a comparatively small margin of difference between our sales in January and July. To illustrate, in 1918 the largest month's business we did was March; in 1919 we did exactly the same amount of business in April as we did in October, and the same amount in September as we did in June, while our largest month was July.

This has been brought about by continuous, persistent advertising twelve months in the year. There is now very little difference between the advertising expenditures during the six so-called winter months as compared with the other six.

New Agency's Officers Announced

Long-Costello, Inc., a new advertising agency, has begun business in the Chicago field. F. E. Long, the president and treasurer, was formerly publisher of the *Farmer's Review*. T. D. Costello, the vice-president, was for several years Western manager of the Associated Farm Papers. The secretary, E. J. O'Sullivan, was formerly connected with the advertising departments of the Hudson Motor Car Company and the Maxwell Motor Car Company.

Whaley to Manage Tractor Show

The sixth annual Tractor Show will be held at Columbus, Ohio, February 7 to 12, 1921. It will be managed by E. E. Whaley, manager and editor of *Implement and Tractor Age*, Springfield, Ohio. This show is given under the direction of the National Tractor Demonstration and Show Committee.

J. E. Burke, Business Manager, "Marine Engineering"

J. E. Burke has been made business manager of *Marine Engineering* and of *The Boilermaker*, published by the Simmons-Boardman Publishing Co., New York.

Mr. Burke has been the circulation manager of these two publications for several years.

Digitized by Google

Emotion in Advertising Copy

A Well That Will Never Run Dry—A Vehicle of Persuasion That Advertising Men Can Use to Advantage—Should Turn to the Novelists for Examples and Guidance

By James Wallen

BULWER LYTTON wrote, "Emotion, whether of ridicule, anger or sorrow—whether raised at a puppet show, a funeral or battle, is your grandest of levelers." Evidence that literary craftsmen consider emotion the vehicle of persuasion is abundant.

In this discussion I am not going to treat of the obviously essential emotion in the advertising of fire extinguishers, skid chains, revolvers and disinfectants, but the feeling and sentiment in every-day wearing apparel, furniture and food.

Promise is the essence of advertising. To my mind, the greatest advertisement ever written is the Twenty-third Psalm of David. My first claim is that it is the most satisfying. My second consists of the fact that with this psalm you convince yourself, and to sell one's self is a great deal more difficult than to convince the other fellow.

This psalm is all promise. It is undiluted emotion. It gives no reasons why, and yet, as Henry Ward Beecher said, "It has charmed more griefs to rest than all of the philosophy of the world." Most of the great consolations of the human heart do not particularize.

Let us remember that man does not live by the bread of reason alone. He lives partly by the inspirational word.

We speak of pictures as a power. They are not nearly so potent as a few words of consolation that have gone down the ages. "Surely goodness and mercy shall follow me all the days of my life." The mere affirmation couched in the language of faith without a shred of explanation suffices all of the needs of the average heart and mind. Now, here is the great secret of emotional writing. There is reason back of it, but the machinery is not revealed.

EMOTION COPY WILL STAY

In advertising copy, we have gone through several stages from the card style to "reason why," from "reason why" to more or less exact description. Now the emotional appeal seems to be in high favor. It seems to me that it will remain, for, as Victor Hugo said, "Emotion is always new." There will be no need of changing, for we have struck the well of human feeling which never runs dry.

Remember that emotion is not ever violent. It does not always pulse with passion nor burn with fervor. It has the haunting quality of romance and may be induced by a mere word. By the insertion of a single word, the master of English may intensify the feeling that underlies an entire sentence.

I would refer you for example and guidance to the writers of novels rather than of advertising of the present for examples as to what advertising will be in the future. If you are called upon to prepare copy for a hotel, read Arnold Bennett's praise of the American hotel.

"The great American hotel is a wondrous haven for the European who in Europe has only tasted comfort in his dreams. The calm orderliness of the bedroom floors, the adequacy of wardrobes and lamps, the reckless profusion of clean linen, that charming notice which one finds under one's door in the morning, 'You were called at seven-thirty, and answered,' the fundamental principle that a bedroom without a bathroom is not a bedroom, the magic laundry which returns

Portion of address delivered before the Advertising School of Western Reserve University.

Digitized by Google

your effects duly starched in eight hours, the bells which are answered immediately, the thickness of the walls, the radiator in the elevator-shaft, the celestial invention of the floor-clerk—I could catalogue the civilizing features of the American hotel for pages. But the great American hotel is a classic, and to praise it may seem inept."

Now what are the words that make this passage alluring? "Haven," "reckless profusion," "magic laundry," "celestial invention," "classic" are words charged more with emotion than logic. Ask any hotel proprietor, for instance, if he does allow a "reckless profusion of clean linen."

No writer on interior decoration listing facts, measurements and detail could so comprehensively describe a room as Frank Swinnerton with a few simple but eloquent phrases has done with the dining salon of a yacht in his novel, "Nocturne."

"It seemed, partly because the ceiling was low, to be very spacious; the walls and ceiling were of a kind of dusky amber hue; a golden brown was everywhere the prevailing tint. The tiny curtains, the long settees into which one sank, the chairs, the shades of the mellow lights—all were of some variety of this delicate golden brown. In the middle of the cabin stood a square table; and on the table, arrayed on an exquisitely white table-cloth, was laid a wondrous meal. The table was laid for two; candles with amber shades made silver shine and glasses glitter. Upon a fruit stand were peaches and nectarines; upon a tray she saw decanters; little dishes crowding the table bore mysterious things to eat such as Jenny had never before seen. Upon a side table stood other dishes, a tray bearing coffe cups and ingredients for the provision of coffee, curious silver boxes. Everywhere she saw flowers similar to those which had been in the motor car. Under her feet was a carpet so thick that she felt her shoes must be hidden in its pile. And over all was this air of quiet expectancy which suggested that everything awaited her coming."

This passage emphasizes one of the truest elements in advertising appeal. One does not sell an upholstered chair, but really the depression made by the body as you settle into the chair.

What do you buy when you go to an antique dealer and acquire a decrepit old chair? Not the sensation of comfort which you secure with the upholstered chair, but an even less material element —that of tradition, of bygone association and historical legend.

Personally, I have found the appeals to sentiment, ambition, a sense of luxury, more compelling than reams of logic and pointed argument.

In the skilled advertising writer there is much of the historian, a good bit of the biographer, some of the scientist, an alloy of the philosopher and more than an atom of the economist. In short, he is an editorial writer crossed by a tendency to produce a wholesome story.

TRUTH MUST BE ALWAYS REMEMBERED

The skilled advertising, though keen on readability, consorts on good terms with truth. On this point I quote you Clayton Hamilton with regard to where the novelist stands in relation to truth.

"It is only in the vocabulary of very careless thinkers that the words 'truth' and 'fiction' are regarded as antithetic. A genuine antithesis subsists between the words 'fact' and 'fiction'; but fact and truth are not synonymous. The novelist forsakes the realm of fact in order that he may better tell the truth, and lures the reader away from actualities in order to present him with realities."

I think I can illustrate Mr. Hamilton's point graphically: A mattress is a very definite piece of furniture to the average mind. The makers of the Sealy call their mattress "a pillow for the body." It requires a lift of the mind from actuality to vizualize what this mattress really is.

Digitized by Google

Now just a word of warning on humanizing copy. Next to being half-baked, the most serious thing that can happen to a roast is to be over-done. Someone has warned, "Don't get humaner than life," like some of the underwear advertisements which exhibit all of the members of a family in the drawing room in negligée. Or the ads of a certain silverware in which language is used that only two people could possibly understand, the secret code of a single pair of lovers. Do not press sentiment too closely. While mellow may mean ripe, it may also imply a further stage in the life of the choicest verbal pippin.

BEWARE OF GOING TOO FAR AFIELD!

Do not strain too far for effect. George H. Daniels, the famous general passenger agent of the New York Central Railroad, used to employ the simile, "Like the dreams of fair women or the cars on the Twentieth Century Limited." I suppose that Mr. Daniels' only aim was to provoke a smile.

There is a certain type of merriment which is fatal to your advertisement. There was a girl who pleaded in the divorce court that she had taught the complainant in the case "not to use bay rum." This reform was her major argument for consideration. Doubtless she had rendered a great service, but she could not alter the judge's decision, for she had made him laugh right heartily. There are products and mediums which lend themselves to humor, but they are few, and caution is wisdom.

Let me quote you a practical rule laid down by Sir Arthur Quiller-Couch to the students of Cambridge University.

"Whenever you feel an impulse to perpetrate a piece of exceptionally fine writing, obey it—whole-heartedly—and delete it before sending your manuscript to press. Murder your darlings."

There are just five points that I desire to urge upon you:

First: That emotion or feeling is a most vital feature in advertising copy.

Second: That to secure it use the methods of the novelist; study the ways of the fictioneer.

Third: Reserve is the guardian of true emotion. As Elbert Hubbard has said: "Pack your pauses with emotion." Pauses are simply a leaving out. In being emotional also be reasonable. For common sense is the mentor of sentiment.

Fourth: Base your romance on facts. Know everything the shop, the store and the books can tell you about your wares. Create an atmosphere of authenticity. Surround your products with the aura of greatness.

Fifth: Memorize the Twenty-third Psalm for the good of your art as well as your heart.

American Departments Join in Foreign Purchases

A plan for co-operative foreign purchasing has been put in operation in Paris by American department stores. An arrangement has been entered into by department stores of Los Angeles, Minneapolis, San Francisco, Boston, Pittsburgh, Detroit, Toledo, Dallas, St. Louis, Cleveland and Sacramento whereby a buying company has been formed. This buying company will do all foreign purchasing for the various department stores in bulk, and intends to deal directly with manufacturers in order to cut out all commissions and charges of intermediaries.

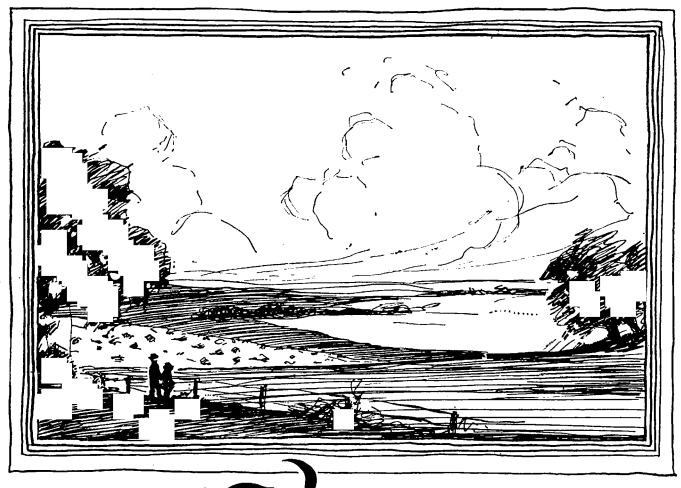
Uniformity of Trade-Mark Laws Wanted

The Merchandise Works Committee appointed by the British Government urges international action to effect greater uniformity of laws regarding trade-marks, according to the American Chamber of Commerce in London. If the recommendations are accepted, the Board of Trade will have power to require indications of origin of imported goods, so as to determine whether the goods are manufactured, produced or sold under unfair competition.

Donald L. Pratt Leaves "Printing"

Donald L. Pratt, for six months Western representative of *Printing* has joined the Ben Franklin Publishing Co., Chicago, as advertising manager. Previous to his connection with *Printing* Mr. Pratt was on the staff of the New York *Sun*, now the *Sun and New York Herald*.

Digitized by Google



"We wish that you could see with us the fertile fields of growing crops which stretch away to the horizon on every side—here in the great Midwest. It promises to be a harvest of plenty and a year of prosperity for the farmers."

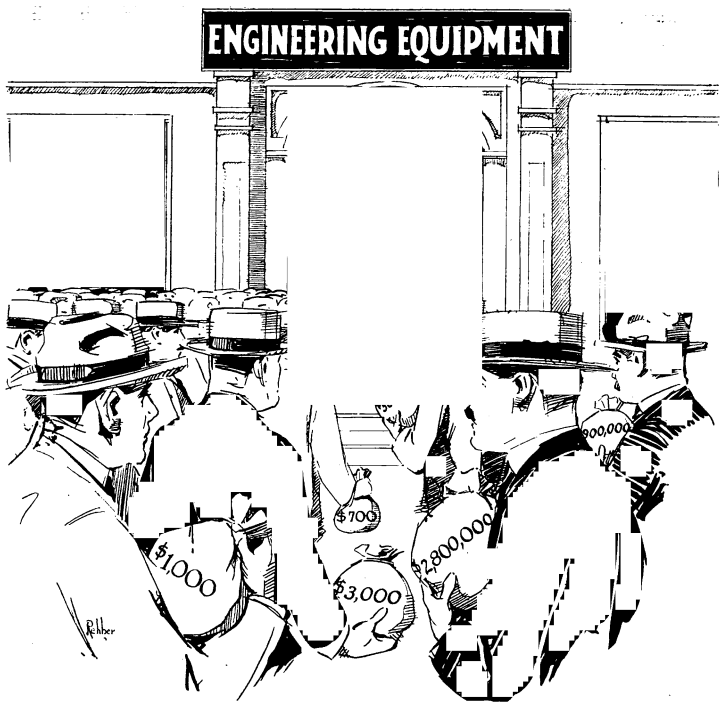
BRANCH OFFICES
CHICAGO
109 N. Dearborn St.
NEW YORK
501 Fifth Ave.
DETROIT
Ford Building
KANSAS CITY
Graphic Arts Bldg.
ST. LOUIS
Chemical Bldg.
OMAHA
Iron Bldg.
OKLAHOMA CITY
Farmer's Nat'l. Bank

The
CAPPER FARM PRESS

(Members A.B.C.)
Topeka, Kansas
Arthur Capper, Publisher
Marco Morrow, Asst. Pub.

The Capper Farm Press goes into more than one of every three farm homes in the 16 Capper States - the ⅓ of the United States which produces ⅔ of its agricultural wealth.

Digitized by Google



Not "How many are there?"
But "How much do they buy?"

When you buy space in the general publications it is perfectly correct to lay prime stress on *quantity* of circulation.

But in buying technical journal space this is only indirectly a vital consideration. Of course you have a right to, and should have, A. B. C. audited circulation

Digitized by Google

data, but there are two other questions you must consider first:

1. What is the total buying power of the field which the paper in question serves?
2. How thoroughly does the paper cover that field?

Take, for example, the "Electric Railway Journal." Space buyers whose first thought is quantity might not at first grasp the full value of its 6,650 circulation. Yet that modest figure is enough to reach the executives who control 99% of the existing electric trackage of the country (actual count), men with a disbursing power of at least $1,000,000,000 a year.

Measure the other ten McGraw-Hill journals by this rule and you will find that, while the circulation is there—hand-picked, A. B. C. audited—yet it is not the big thing which these dominant technical publications have to sell. What you get when you use McGraw-Hill space is direct access to the men who buy the equipment and material for the civil, electrical, mechanical, chemical and mining engineering fields.

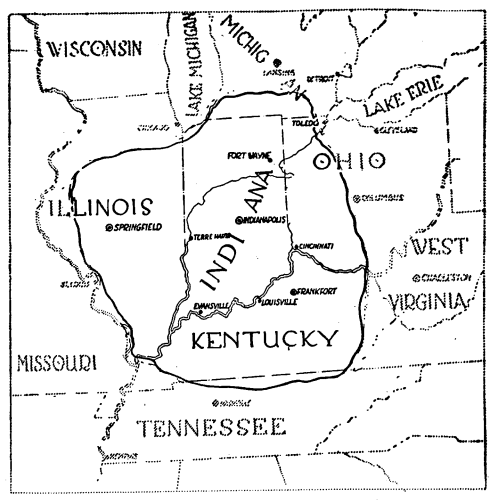
The 11 McGraw-Hill Publications

Power
Coal Age
American Machinist
Electrical World
Electrical Merchandising
Journal of Electricity
Electric Railway Journal
Engineering News-Record
Ingenieria Internacional
Chemical & Metallurgical Engineering
Engineering & Mining Journal

McGraw-Hill Co., Inc.
Tenth Avenue at 36th Street
New York

Digitized by Google

WHAT DOES "JOBBER INFLUENCE" OF A NEWSPAPER MEAN?



Indianapolis Jobbers Sold $19,000,000 of Merchandise to the 2,544 Retailers in This Territory in 1919

News Advertising Helps Sales of Dry Goods Over Six States

More cities of a population of 30,000 or more can be reached in a night's ride from Indianapolis than from any other city on the American continent. This ideal location coupled with the fact that there are three large, aggressive dry goods jobbers in Indianapolis makes Indianapolis a very important distributing point for dry goods. The largest of these jobbers has fifty-two salesmen. These salesmen are influenced in their sales by the wishes of their customers. But at the same time they are employed to sell what their houses want them to sell. The buyers in the houses are influenced more by the advertising in The Indianapolis News than any other advertising medium. In this way News advertising has a very definite influence far beyond its circulation radius.

Send for booklet—"Seven Studies in Distribution"

The Indianapolis News

First in America in National Advertising 6 Days a Week

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Digitized by Google

What Results the One-Cent Sale Plan Brought

Ten Million Dollars in 1919 to Druggists Alone—Figures Show Remarkable Appeal of the Plan

A PEDDLER set up his push-cart one afternoon about fifteen years ago on the campus of a well-known Chicago college. In the cart the peddler had a variegated assortment of neckties, of the freakish patterns affected by college youths. "How much?" asked the boys. "50 zents a biece," replied the peddler, "and to prove I'm a sportz, you can hev another for one cent." The boys cocked up their ears—one cent for a flashy tie if you buy one at the regular price—Izzy is sure one sportz—true to label. The boys fell to it as the softest snap they had ever been offered—fought, jostled and pushed each other out of the way for a chance to get to the ties.

In an hour, more or less, Izzy's push-cart was cleaned dry as a bone. Here was the first one-cent sale in the world of which we have record and it was a howling dazzling, spectacular success.

Last year the druggists of the United States and Canada sold upward of $10,000,000 worth of merchandise at one-cent sales in 150 cities, and of the thousands who held these sales not more than two or three possibly knew that the idea used by them with such remarkable success as an extra business getter was originated by a poor Jewish peddler selling neckties on a college campus.

In results achieved, the one-cent sale evolved by this peddler is acknowledged the greatest sales idea ever put over in the history of modern merchandising. Who the peddler is or what has become of him we do not know.

What we do know is that a man capable of originating a Class A sales idea on which other men are able to make millions of dollars cannot be long kept down—he's too rare and precious a bird.

To men who think, peddling is only a freshman stage for post-graduate honors—Jay Gould and George Peabody started as peddlers, and Josiah Wedgwood once meditated doing the same thing to sell his famous Queensware from house to house and the records show all hit the bull's-eye before they took the planetary express for 'tother parts. So, somewhere behind a mahogany desk in the office of a large cloak and suit or other manufactory, on the door of which appears the word "President," you'll find that peddler to-day if you can locate him. Down on the street at 5:30 P. M. you'll discover a soft-cushioned Pierce Arrow car with his initials etched on its door. Follow him home and you'll be ushered into a handsome dwelling furnished with richly carved furniture, painting and statuary. Study a Dun or Bradstreet report on him and you'll note he can now write his check in six figures—maybe more.

As he passes a drug store holding a one-cent sale, he probably thinks what the druggist owes him for the idea of that sale, but he makes no demand for royalty—he has thought of a dozen other selling ideas since then on which he has cashed in and he has no grudge against the world or its folks. It's satisfaction enough to feel that he has helped others and made the world richer than he found it—all of us cannot say as much.

Among the students at the Chicago college who bought neckties from the peddler at his one-cent push-cart sale was Walter Wright, afterward an employee in the Gray and Worcester drug stores of Detroit. At a cabinet meeting of the department heads of this store one day when the question of new selling plans was under discussion, Wright described the odd one cent sale of the peddler on

Reprinted by permission from *Drug Topics*.

Digitized by Google

the college campus. The story made a deep impression on at least one of those present—Edson O. Geisler, now manager of the West Drug Stores in Grand Rapids, Mich.—but nothing was done with it at the time. But the idea would not down—Geisler kept thinking of it and dreaming of it.

In August, 1909, his store had on hand a lot of merchandise for which it had little call—odds and ends which it desired to turn over, but seemed unable to move by any of the ordinary sales methods then employed. It was all good merchandise, but the public simply wouldn't buy it. There was only one hope left, thought Geisler—that one-cent sale stunt. He decided to try it—there was nothing to lose. So, some 30 different items were collected together and an advertisement inserted in the Detroit papers announcing that any patron buying one of these articles at the regular price could get a second article of the same kind for one cent.

DEFEATED NEGATIVE IMPULSE

That one-cent had a selling lure and magic to it that just knocked the bottom from under the negative impulse of every person who read the "ad." Crowds began to pour into the store and purchase. It was a hot summer day when folks ordinarily hate to go out of their way for anything they do not consider indispensable, but heat or no heat, they just couldn't miss that one-cent sale, and some traveled miles to get in on it.

The idea had gone over with a wallop. By the end of the day the day's business was at least 30 per cent larger than that of any summer day in the records of the store. Every item advertised at one cent sold big. Numerically the store was visited by more customers than ever before at that season of the year.

Previous to the one-cent sale the store at different times had advertised Epsom salt, selling regularly at 15 cents a pound, as a sales special at 7 cents and each time sold but a few pounds. Offered in the one-cent sale at the regular price of 15 cents a pound, with an extra pound for one cent, or two pounds for 16 cents, the store sold a hundred pounds a day. The store had a lot of towels which had cost 10½ cents each, which it had previously advertised at 19 cents, or two for 25 cents. It never could sell more than a few dozen at each sale. Put in the one-cent sale at 25 cents for the first towel and one cent for the second towel, the store sold them by the case. That one-cent idea clinched it—got the buying impulse working overtime.

Believing that they were getting something almost for nothing, customers, who ordinarily would feel that they did not need even one article offered in the sale, would buy two to get the extra one for the one cent—just could not resist the temptation to buy. The remarkable success of the sale, coupled with the demonstration of popular interest in its novelty, induced the store to repeat it three times in the same year.

At subsequent sales as high as 2,000 pounds of coffee were sold in a single day. When olives were thought to be a dead issue, the store sold as many as 50 dozen bottles a day. The turnover of merchandise, including articles generally foreign to drug stores, reached almost unbelievable figures. Good news spreads fast—the one-cent sale idea became infectious.

SPREADS TO THE EAST

In the East John Henry Miller was the first to take it up for his Lancaster, Pa., store. Mr. Miller added Rexall packages to his list of one-cent sellers and sold them by the carload. Rexall agents in cities adjacent to Lancaster complained to Louis K. Liggett against the use of Rexall preparations in such a sale—claimed it hurt their sales. Mr. Liggett refused to interfere—the idea, he thought, stimulated the sale of Rexall preparations, and the more Rexall packages that this sale got into the hands of the consumer the bigger the future call for them would be in all local stores—it would be poor business for

Digitized by Google

Twenty-Five Million Dollars Terre Haute's Annual Pay Roll

Twenty-five million dollars is the amount spent yearly by the working population of Terre Haute, of which a large proportion is spent for nationally advertised goods.

Terre Haute and the Wabash Valley Empire, because of its great natural resources in coal, oil and agriculture, and because of its industrial and high wage conditions, has become one of the richest of markets for the national advertiser.

The Wabash Valley Empire has all things that make for prosperity: Rich farm lands, coal and oil fields, manufacturing and unexcelled transportation facilities.

Those who would know more of this rich section, and this means all national advertisers, should send for the complete analysis of the Wabash Valley Empire which has been prepared by the Terre Haute Star, the dominating newspaper of this section.

The Terre Haute Star, The Muncie Star, and The Indianapolis Star offer to discriminating advertisers the least expensive and most effective method of covering Indiana. They compose

The Star League of Indiana

The Greatest Combination of Quality Circulation in Indiana

Eastern Representative—Kelly-Smith Co.
Marbridge Building, New York

Western Representative—John Glass
Peoples' Gas Building, Chicago

THE SHAFFER GROUP

Indianapolis Star **Terre Haute Star** **Muncie Star**
Louisville Herald **Chicago Evening Post**
Rocky Mountain News **Denver Times**

Digitized by Google

everybody to choke off such an outlet.

No merchandising idea used by a drug store to stimulate sales has ever brought more customers to a store or encouraged so large a volume as is now reached by these business-building sales.

Thomas P. Breen, manager of the one-cent sale department of the United Drug Company, which last year did $3,500,000 in this department, estimates that a one-cent sale, if run properly, should net a retailer at least 15 per cent profit. Many earn more.

Some druggists are opposed to one-cent sales, believing that it loads up their customers with merchandise at a low price that ultimately they would buy anyway at regular prices—that it brings no extra business. In answer to this it is claimed by druggists who have held one-cent sales that statistics show that approximately 70 per cent of the customers attracted to a one-cent sale are customers of other stores—that if any loading is done it is to the other druggist's clientele—that it does not overload the customers of the store holding the sale. More than this, the increased purchases stimulated by the one-cent sale, it is assserted, stimulates the use and consumption of merchandise which ordinarily would never be used in the quantities which the one-cent sale encourages.

During the years 1917, 1918 and 1919 the difficulty in securing merchandise put a check to the one-cent sale, but now it is in full swing again. Most new ideas are one-day wonders. But not the one-cent sale. The records disclose that the interest is increasing in one-cent sales and that invariably the volume reached exceeds previous volumes attained. Some interesting figures showing some of the remarkable results achieved by these one-cent sales have been collected. Here are some of them:

In two days the Harley Drug Company, of Lincoln, Neb., did a total on its one-cent sale of $15,711.11, with a first day's business of $6,503.92. It took fifty-three clerks with adding machines, etc., to handle the crowds.

Harry Dockum, of the Dockum Drug Company, Wichita, Kans., in a three-day one-cent sale in November last, did a total of $20,158.91 handling 15,227 customers out of a total population in Wichita of 75,000. His average sale was $1.33. Here are some of the quantities he sold during the sale: 4 tons of coffee, 63 dozen combs, 3,888 bottles bay rum, 10,683 bars soap, 4,500 tubes tooth paste, 3,700 rolls toilet paper, 820 hot-water bottles, 4,500 pounds candy, 2,592 tooth brushes, 1,596 cakes chocolate, 1,500 cans grape jam.

In Franklin, Pa., a city of 14,000 inhabitants, G. B. House & Co. did $3,318.21 on a one-cent sale lasting four days.

Altogether in 1919 one-cent sales were held with proportionate results in 150 cities for a total estimated value of over $10,000,000.

And an unknown peddler on a college campus started it all. God bless the peddler!

Lagerstrom Leaves Topeka "State Journal"

Charles E. Lagerstrom, for thirty-three years in the advertising department and advertising manager of the *State Journal*, Topeka, Kan., has been made representative in Arizona and California for the Continental Works, of Chicago.

The advertising department of the *State Journal* will be under the management of Paul Morgan, local advertising, and William P. Snyder, foreign advertising.

England Needs Typewriters

Typewriters are now being made in England, but not in sufficient quantities to meet the demand, according to American Consul William J. Grace, at Sheffield, England. In the last five months England imported 38,907 typewriters, at a cost of £611,043 ($2,973,640 at normal exchange).

New Washing Machine to Be Advertised

A new washing machine known as the "Quicker Yet Washer" will be advertised in the fall by the Globe Manufacturing Company, of Perry, Ia. The account will be handled by the Wade Advertising Agency, of Chicago.

Digitized by Google

Business Is Good In Baltimore

¶ In one month this year Baltimore building permits totaled $4,268,100; a 239% increase over the same month last year.

¶ In the same month 13 new industries representing plant investment of $3,555,000, and employing 5,426 hands, located in Baltimore. Four industries invested $1,658,000 in additional equipment and took on 170 more employes.

¶ Bank clearings increased in a single month 30% over 1919 and 20% on a 6 months' period.

¶ The Service Department of The *Sunpapers* has spared neither time nor effort in gathering information that will enable manufacturers to increase their volume of business in the Baltimore market. We will be glad to help you in the solution of your distribution and sales problems.

¶ Where business is good is the likeliest spot to try out new products or increase sales on established brands.

¶ Particularly true in Baltimore because you can enlist the co-operation of Baltimore's dominant *Sunpapers* and

Everything In Baltimore Revolves Around THE SUN

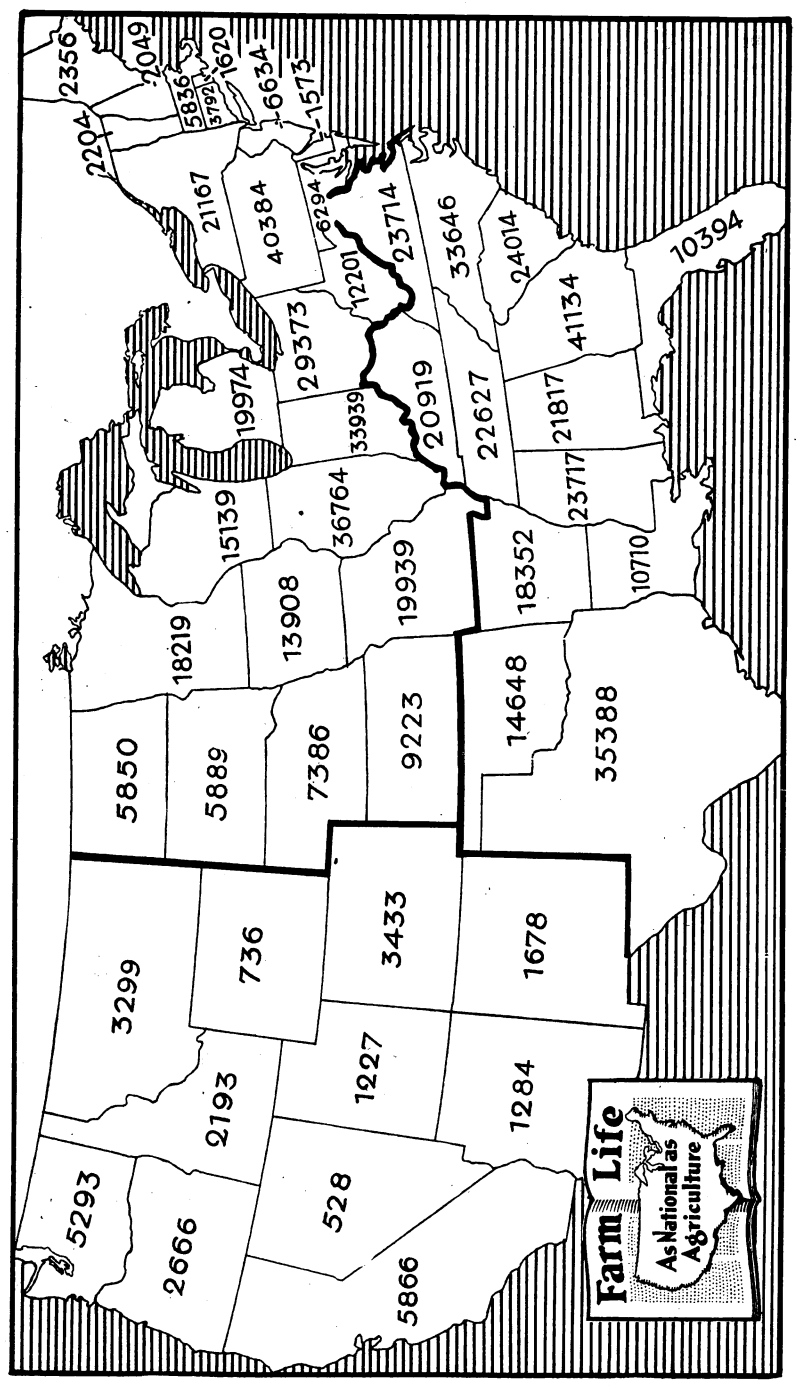
Morning **Evening** **Sunday**

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"

Digitized by Google


2356
2049
5836
5792
1620
6634
1573
2204
21167
40384
6294
23714
33646
24014
10394
12201
29373
41134
19974
20919
22627
21817
33939
36764
23717
15139
19939
18352
10710
18219
13908
14648
35388
5850
5889
7386
9223
3299
736
3433
1678
2193
1227
1284
5293
2666
528
5866
Farm Life
As National as Agriculture

A Circulation as National as Agriculture

Here is a map showing by States the distribution of Farm Life's circulation and showing how evenly—in proportion to the farm population—it is distributed through every agricultural State in the Union.

That circulation is not banked up in any particular section—it is a blanket of reasonably even thickness covering the whole country.

But there is one point, important for the wide-awake manufacturer, at which this circulation differs from that of other national farm papers. It covers the wonderfully developing South—the land of business promise—as thoroughly as it does the North. It is in fact one of the very few national publications in any field that has a substantial southern circulation.

As a cover medium for the South it is superior even to the southern sectional farm papers. Of the four leading papers of that type No. 1 is stronger than Farm Life in only one State and weaker in the other 12. No. 2 is stronger than Farm Life in two States (where 46 per cent of its circulation is located) and weaker in the other 11. No. 3 is stronger than Farm Life in six States (where it has 81 per cent of its circulation), and weaker in the other five. No. 4 is stronger in three States (showing 70 per cent of its circulation), and weaker in ten.

The South is the most prosperous part of agricultural America today. The increase in the value of its products of recent years has far outdistanced that of the northern States in recent years. It is buying a variety and quality of merchandise that it never bought before. It offers a tremendously expanded outlet for the product of northern manufacturers at a time when they need that outlet badly.

SPENCER, IND.
Farm Life

The Farm Life Publishing Company

THE JOHN M. BRANHAM COMPANY

Advertising Representatives

New York Chicago Detroit St. Louis Kansas City Atlanta

Digitized by Google

The LARGEST PAPER
In the State of Connecticut

The
HARTFORD
Sunday
COURANT

The LARGEST
MORNING PAPER
In the State of Connecticut

The
HARTFORD
Daily
COURANT

Gilman, Nicoll & Ruthman
REPRESENTATIVES
World Bldg. New York
Tribune Bldg. Chicago.

Digitized by Google

The High Cost of Ransoming Pirated Trade-Marks

The Trade-Mark Thief Likened to a Highwayman Who, Sitting in a Mountain Pass, Demands Toll of Each Passerby

CERTAIN national advertisers of American automobiles may conclude that "nominal" is a very elastic term when they receive their bills for the expenses incident to the recovery of their respective trade-marks from the possession of Manuel de Silva Carmo of Portugal. However, explanation is due that the trade-mark attorney who congratulated the officials of the National Automobile Chamber of Commerce on the recovery of each pirated mark for "a nominal sum" used the qualifying word in a relative sense. He was thinking of the ransom that might have been exacted by the Portuguese raider had he not lost his nerve. He was thinking, too, of historic examples of the high cost to the victims of trade-mark piracy.

There has been, moreover, on the part of some of the automobile manufacturers who have been having their first experience with a trade-mark pirate some misconception as to the routine incident to the recovery of misappropriated trade-marks. When it was announced that the daring privateer of Oporto, who essayed to take title to thirty-seven United States automobile and tractor trade-marks and five American motorcycle marks in the thirteen countries governed by the trade-mark rules of the Berne Convention, had been prevailed upon to "settle" practically on a basis of his actual outlay incident to registration, some of the persons whose trade-names had been rescued jumped to the conclusion that recompense of $30 or $35 (the average minimum cost of a trade-mark registration at Washington) would set matters right.

A bill of several times that amount does not warrant suspicion of padding of the expense account. Indeed, if he but realized it, the average automobile manufacturer might thank his lucky stars if he got off thus easily. His "restoration" outlay would have been much heavier had it not been that this particular case of trade-mark piracy was so flagrant that the United States Department of State took a hand to the extent of instructing our consular officers in Portugal to make the preliminary investigations and to arrange with a local attorney at Oporto to represent the rightful owners. This meant, however, attorney's fees in Europe as well as in the United States, to say nothing of "incidentals," fees for the entry of the assignments of trade-mark rights, etc.

ANOTHER EXPENSIVE EXPERIENCE

If any manufacturer be inclined to say "Whew!" at the cost of the Carmo "adjustment," what would be his feelings if he knew of the experience of a prominent American manufacturer of passenger cars. This manufacturer was warned some time since by his trade association that his sales agent in Argentina had taken the preliminary steps to register in his own name the manufacturer's trade-mark. Procrastination on the part of the warned one allowed registration to be completed, and the sequel was that it cost the American manufacturer the sum of $3,500 to buy back his own property. Clowry Chapman told, in one of his lectures, of an American automobile manufacturer of his acquaintance who had to pay for recovery of his trade-mark in a single country two hundred and fifty times as much as original registration would have cost in that country, or four times as much as the aggregate expense of registration in the more than one hundred countries where protection via registration is possible.

Digitized by Google

The spectacular raid by Carmo, following closely upon an only slightly less ambitious foray by Mittler, the Austrian pirate, has naturally created an impression in the United States that American automobile firms are the chosen prey of this class of adventurers.

PIRATES GUIDED IN CHOICE BY ADVERTISING

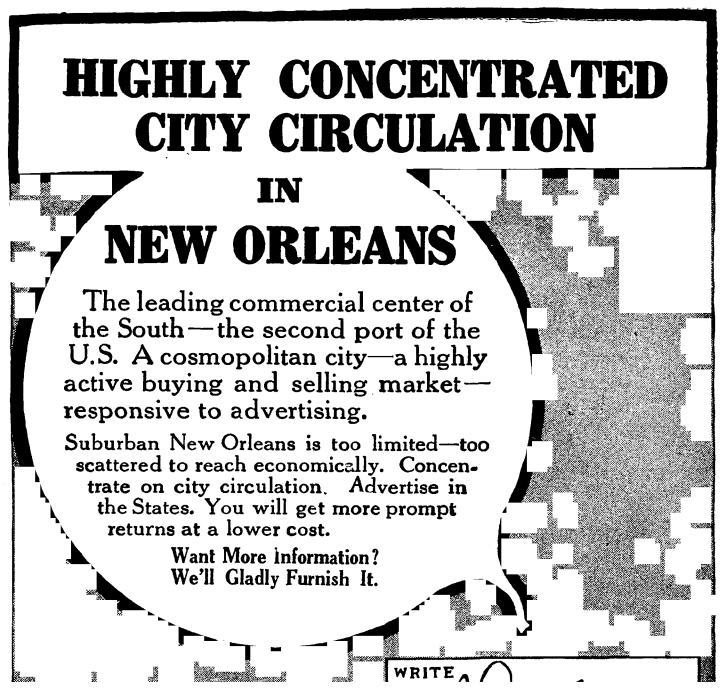
As a matter of fact, there is no intentional partiality. Motor marks have been obvious plunder because automobile manufacturers are, as a class, probably the most conspicuous advertisers in the American magazines and periodicals that circulate in foreign countries. The professional trade-mark pirates are guided in their choice of victims by the showings in the advertising columns. Especially do they see promise in the trade-mark of recent advent that is the subject of an energetic introductory campaign in the United States, but whose owners, for the very reason that they are occupied at home, may be expected to neglect the foreign market for the time being.

Familiar names of American proprietary articles and patent medicines have always been shining marks for trade-mark pirates. Witness the story of the mineral-water concern that was called upon to stand and deliver to the tune of $50,000 and the tradition of the patent medicine manufacturer whose repentance at leisure is said to have involved an outlay of $28,000. That the pirates are often more catholic in their tastes than were the Europeans who specialized in Yankee motor marks is attested by General C. H. M. y Agramonte of the City of Mexico, who stated a few weeks ago that he knew of one pirate in the Mexican capital who, with no "plant" save an office with a desk and a chair, had registered American marks covering tobacco, cigars, cigarettes, threads and yarns, woven goods of all kinds, shoes and shoe accessories, clocks, watches, jewelry, paper specialties, matches, sewing machines and various well-known brands in use on American canned goods. Most of this man's registrations were annulled in due course, but not until he had collected tidy tribute from the owners in America and from Mexican merchants handling the goods whose marks had been misappropriated.

This last reference gives us a peep at a phase of trade-mark piracy of which little is heard in the United States, but which adds materially to the aggregate cost of trade-mark piracy. In most of the countries, say Latin-American countries, where trade-mark piracy thrives, it is possible for a pirate who has duly taken possession of a United States mark to prevent the entry of merchandise bearing the mark he has stolen. With a sorely needed shipment of goods held up at the dock, it has often come about—and this was especially true during the exigencies of the war period—that the native merchant or importer is tempted to seek a compromise with the pirate rather than see the goods returned to the shipper and rather than take time for long-range negotiations with the manufacturer whose mark has been kidnapped.

What might be termed "syndication" in trade-mark piracy at the expense of American victims has recently had considerable vogue in Mexico, Brazil and some other countries. Under this plan the pirate makes wholesale registration of a symbol or a word that is favored for purposes of identification in many lines of commerce—say a representation of a five-pointed star, or the word "Eureka" that was recently pre-empted by a Brazilian. With a monopoly on a popular mark, the pirate has but to sit back and wait, in the fashion of a highwayman at a mountain pass. As one user after another of these diversely applied marks sends his goods into the country where blanket registration has been made, the pirate may step forward and collect or give his victim the undesirable alternative of tedious and costly procedure to bring about

Digitized by Google



Digitized by Google

cancellation of the misappropriated mark.

In the estimation of officials of the United States Bureau of Foreign and Domestic Commerce, one of the most impressive items in the high cost of trade-mark piracy that stands as a charge against the American trade advance is supplied by the toll taken by sales agents overseas. When the foreign agent of an American manufacturer registers, in his own name, his principal's trade-mark, he does not always desire to brazenly collect ransom, nor yet to insure indefinite continuance of his agency relation, albeit there are plenty of examples of each of these types of strategy. More subtle, and by no means infrequent is the maneuver of the sales agent who registers an American mark, ostensibly as a matter of course, but who uses the registration as a club to gain a more generous commission on sales of the trade-marked goods. Instances have been related at Washington where commissions were boosted as much as five and ten per cent by use of this form of persuasion. Finally, not the least of the causes of the high cost of trade-mark piracy is to be found in the leisurely procedure of Latin-American courts. The spectacle of a dispute over the confiscation of a shipment of "Eagle" pencils dragging along for twenty years is a case in point.

Fred Shaffer Heads Hutchinson Ad Club

At a recent meeting of the Hutchinson, Kan., Advertising Club Fred Shaffer was elected president. Other officers are George Hipple, vice-president; Ralph Henderson, secretary; Bert Mitchner, treasurer. Executive committee: Harry Smith, George Hausam, C. O. Hitchcock, William H. Schrader and Richard Hall.

E. J. Felt Joins Moss-Chase Agency

Edmund J. Felt, recently space buyer for the Buffalo office of the Manternach Company, has joined the Moss-Chase Agency of that city, as a representative. At one time Mr. Felt was connected with Landers, Frary & Clark, New Britain, Conn., in their advertising department.

The Copy-Writer's Elysium

Once there was a copy-writer
  Who had little time to spare;
"Lord, I wish my tasks were lighter"
  Was the burden of his prayer.

Rest and comfort were denied him
  Till an angel came, one night,
And sat down awhile beside him;
  She was beautiful and bright.

"Cheer up," said the angel sweetly,
  "I have come to bring you joy;
Here your troubles end completely,
  You shall grieve no more, my boy.

"You henceforth shall write the clever
  Copy for two fine accounts.
And your job shall last forever;
  You'll be paid in large amounts.

"First of these—you'll love it dearly;
  Smooth the wrinkles from your brow—
Is the one that tells us merely:
  'Eventually—why not now?'

"And you'll thank me for the other,
  When I mention it, I know;
Now, then, are you ready, brother?
  It is: 'Kodak as you go.'"

For a time the copy-writer
  Sipped the sweetness from his cup;
Then the morning sun grew brighter,
  And the milkman woke him up.

—S. E. Kiser in "Seaman's Log."

Arthur Jerome Eddy Dies

Arthur Jerome Eddy, of Chicago, died at New York on July 21, in his sixty-first year.

Mr. Eddy, a lawyer, was the organizer of the American Steel Foundry Corporation, National Turbine Company, American Linseed Oil Company and many other large corporations, and was a member of the Chicago law firm of Wetten, Matthews & Pegler. He was counsel for many corporations and author of "Eddy on Trusts and Combinations."

Mr. Eddy was the originator of the "open competition" plan of operating trade associations. For several years he devoted the greater part of his time to the organization and operation of these so-called "open-price associations."

Schenck and Coakley at Omaha

Daniel S. Schenck, formerly with Marshall Field & Co., and the American Garment Company, and M. J. Coakley have become members of the sales promotion department of M. E. Smith & Co., Inc., Omaha, Neb.

E. M. Roberson with Emerson Beck Knight

E. M. Roberson, former head of the service department of the Traction Advertising Co., of Peoria, Ill., has joined Emerson Beck Knight, advertising, Indianapolis.

Digitized by Google

THE life of a medium has little to do with the life of its advertising.

An advertisement is only alive so long as someone is reading *it*.

Active attention to its advertisements is a big thing for a medium to promise—and deliver.

In New York Theatre Programs reader attention is assured and the promise fulfilled to a positive degree.

Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.

New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO *406 Tower Bldg.* — *BOSTON* *Little Bldg.* — *SAN FRANCISCO* *Crocker Bldg.*

Digitized by Google

Second Largest Daily Morning Circulation In Ohio

Dr. Harvey W. Wiley

On The Ninth A
The Ohio State Jou

Copyright by Clinedinst

DR. HARVEY W. WILEY

Read By The Buying Power For 109 Years

Digitized by Google

Read By The Buying Power For 109 Years

Stamps His O. K.

ıual Food Show of ıal, Nov. 1st to 7th

"I THINK the food exposition under the auspices of the Ohio State Journal is a medium of great good, not only to the people of Columbus, but to the whole state of Ohio and incidentally to the public at large. I have had the pleasure of attending one of these expositions and am looking forward to my opportunity of being at the next one in November."

H S Wiley

Make Your Reservations Today

(Address, Merchandising Dept., Ohio State Journal, Columbus, Ohio)

The Ohio State Journal.

Established 1811

STORY, BROOKS & FINLEY, Foreign Rep.

NEW YORK PHILADELPHIA CHICAGO

Second Largest Daily Morning Circulation In Ohio

Digitized by Google

OUR TELEPHONE
NUMBER *NOW IS*

LONGACRE 2320

Will you kindly have your operator put this on her list as delays occur by calling the old number which was
Greeley 3210

The telephone company did not ask our consent but claim necessity caused the change. Please get it on your mind

LONGACRE 2320

Charles Francis Press
Printing Crafts Building
461 Eighth Ave. New York

Digitized by Google

New Uses for Old Advertisements

Pride in Workmanship and in Quality of Products and Growth of a Company Can Be Graphically Revealed by Featuring an Old Advertisement in New Copy

By R. Bigelow Lockwood

THE life of an advertisement is not necessarily limited to its initial appearance, and the advertiser who is searching for new copy slants can often find them by running back over his scrapbook of old ads. It is surprising what facts will be uncovered which will suggest new uses for a piece of copy, even though the information it embodies is out of date and, to all intents and purposes, dead.

Modern industry teaches the wisdom of reclaiming by-products, and even an advertising graveyard is full of suggestions needing only a little ingenuity to make old pieces of copy serve another term of usefulness.

Last March the Aetna Explosives Company ran a piece of copy in a mining paper featuring what was at that time a record for advancing a haulage drift through hard wall slate by blasting. "Aetna Helps Break Another Record" was the headline, and the copy stood pat on the ground that the figures shown by the record were remarkable. It so happened, however, that a few months later the same mine and the same captain again broke the record for drifting, thus rendering the old piece of copy obsolete. By every good rule it would have been a mistake to ever again feature the copy announcing the old record. The new figures had killed the old advertisement and relegated it to the dust heap. Perhaps the majority of advertisers would have been content to let it lie there—but not Aetna. Digging out the old copy, they reproduced the page in cut form, smaller by half than the original, and featured it in a new piece of copy bearing the headline, "We've Smashed Our Own Record!" By this means a "dead" piece of copy was brought to life and served to strengthen the new record, made under the same conditions.

Very similar to this is the method used by Nordberg Manufacturing Company to correct a statement used in a previous advertisement. Under the headline, "A Remarkable Hoisting Record," this company mentioned 5,419 tons per day as the hoisting record for the Nordberg Hoist at the Orient No. 1 Mine of the Chicago, Wilmington & Franklin Coal Company. This copy ran last December, and on June 12 the Nordberg Company reproduced it again, in small size, as a part of a page which featured a letter from the Chicago, Wilmington & Franklin Coal Company calling attention to the fact that since the original information had been given the hoisting record had hung up a new figure. The Nordberg Company lost no time in turning to their scrap-book, pulling out the old piece of copy and designing a new page which linked the letter with the old advertisement under the headline, "O. K. With Corrections."

TYPICAL CASES THAT REVEAL POSSIBILITIES

These two cases are typical of the possibilities for using old copy, and they only serve to introduce the almost countless uses to which old ads may be put.

Catalogues, despite the best of efforts, are often dry, especially if dealing with mechanical subjects, and to relieve this situation the old scrap-book of past advertisements can be drawn upon to help. From an old file of advertisements it might be a simple matter to select those which treat of various points of past design and reproduce these pieces so as to form the left-hand pages of the catalogue. Opposite each left-hand page might be a page de-

Digitized by Google

voted to tracing the development of the part shown, through its various stages, up to present day design. A catalogue compiled in this manner would at least be unique, and if carefully done its contents would be instructive.

The advertiser who looks over his old copy with the view of seeing how it can be used again will find many ideas hidden in paragraphs written many years ago and forgotten. Some of these old statements, if properly handled, can be put to a new use by linking them to modern copy.

CONTRAST WITH OLD COPY TO REVEAL PROGRESS

To illustrate this point let us assume that twenty years ago a manufacturing plant employed 100 men, and advertised this fact at the time. To-day, the same company employs 3,000 and wishes to again advertise the number of employees. Reference to the old advertising file discloses the piece of copy that mentiond the old number. If the advertiser is imaginative, he will see the chance to link up the two and not only spread broadcast his present size, but show his growth as well. "From 100 to 3,000," might be the new headline selected, and the reproduction of the old copy proves it. An arrow, its tail encircling the original paragraph carrying the statement, will suffice to snap it out.

Modern use of old copy does not always demand that the comparison show change or growth. Many an advertiser who years ago advertised *quality* could well rake out one of his old advertisements and set it at work again to prove that through the years he has held steadfast to an ideal. Inspection of old files will often show that present-day claims of honest dealings, careful selection of materials and attention to minute details of building, etc., are duplicated in these old copies. Not to make use of such material is, in many cases, sheer waste, and to give it life calls only for a little ingenuity in the patching.

"Twenty Years Ago We Were Hammering On Quality," is a typical headline which might be used in connection with the reproduction of an old piece of such copy. "We Began Choosing Our Material Carefully Back in 1890," is another. "In 1900 We Stood For Our Present Policy—Honest Dealings," might be a third.

A certain advertiser, many years ago, featured the picture of one of his skilled workmen engaged in turning out a part made in his factory. After running a few times, the copy found its way into the scrap-book and was forgotten. Not long ago this same company, upon looking over its files, discovered this piece of copy. Fortunately, someone recognized the picture and pointed out that the same workman was still on the payroll, grown grey in service, but upholding by his good work the high ideals for quality established a generation ago. As a result, the old workman was photographed on the job and a new page of copy prepared which incorporated the advertisement carrying the original picture. The two photographs gave a strong talking point to the argument of long service and enabled the manufacturer to get a new slant in his advertising.

A certain large department store on Fifth Avenue occasionally exhibits rare prints and old photographs in one of its windows, the last exhibition being various views of New York City as it existed many years ago. Among the photographs was a picture of the funeral of General U. S. Grant, and the crowd around the window appeared to take special interest in this particular picture. Naturally, the association with General Grant was partly responsible, but if the reason for this interest was analyzed it would probably be found that a keen appreciation is always attached to a photograph that shows life as it existed many years ago. One could not help wondering, when looking at the picture, how many of those closely packed people who saw the funeral procession were still alive. And the

Digitized by Google

Get The Facts!

About the LOUISIANA-MISSISSIPPI MARKET

TRADE EXTENSION BUREAU

Approximately 1,050,000 pounds of BAKING POWDERS are now being sold annually in our territory. There's a market here, however, for 4,568,400 pounds. We know how, when, where and why.

Who wants to cash in on this opportunity?

THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

JAMES M. THOMSON
Publisher

National Advertising Representatives
The JOHN BUDD COMPANY

A. G. NEWMYER
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle.

Digitized by Google

crowd was drawn to it, largely because of this speculative curiosity which always clings to old photographs, whether picturing war or peace.

OLD PICTURES HAVE CERTAIN ATTENTION-GETTING QUALITIES

Many old advertisements carry something of this ability to attract, and hence the old advertising scrap-book should be carefully combed with an eye toward the attention value of its contents. Advertisements of the past which contain pictures of life should be carefully considered for possible use because of their ability to attract. Your modern workman in a machine shop does not wear long side whiskers. In the first place, Burnsides are not in style, and again their flowing ends are apt to get mixed up with running gears to the discomfort of the wearer. But fortunate indeed is the present-day advertiser who can dig up an old piece of copy picturing a group of workmen with flowing whiskers unfurled to the breeze. Whether he knows it or not, he has in his possession a far stronger means to attract attention than when the old advertisement first appeared.

There is a thought, too, in using old advertisements to help educate a modern sales force in facts relating to company growth, improvements and advertising policies. This educational work may take the form of bound copies of old advertisements, accompanied by descriptive matter, or lantern slides for salesmen's gatherings. In any event, every manufacturer who has in his possession a complete collection of old advertisements should give it careful consideration with the purpose in mind of sharing with his sales force anything helpful which this collection may contain.

Despite common belief, an advertisement is not always dead upon its being consigned to the scrap-book. While it is true that the facts presented may quickly be out of date, a new way of using the advertisement later on may bring it out of the morgue and set it working again.

Advertises to Explain the Mysteries of Chemistry

To the average man or woman chemistry is a subject that is to be left strictly alone.

However, the average man and woman are going to know more about it. For the curtain hiding the tremendous importance of the science is being lifted by advertising. One of the most recent attempts along such lines is that of the Arthur R. Maas Laboratories, of Los Angeles, Cal. This firm has just issued a booklet entitled "Chemistry and You," which starts off on the following line:

"If we were butchers or bakers or candlestick makers, we would not think it necessary to explain our business. The world has had butchers, bakers, candlestick makers and many other trades and professions for centuries, and knows all about them. The chemist, however, occupies a comparatively new field. His work, we find, is but poorly understood. The early chemists dealt mainly with medicines and poisons, and many still think of our work in terms of those things. What a misnomer! The chemist of to-day is a very vital factor in everyday life. It is our purpose in this little book to give in a general way the "story" of our work, that it may be more thoroughly understood and appreciated."

Will Use Grass to Make Paper

The Leesburg, Fla., *Commercial* reports that E. R. Lacey, after four years of experimenting, has succeeded in making newsprint paper from native Florida saw grass. A company is being organized under the name of the Grass Fiber Pulp & Paper Corporation, and the promoters are planning to establish the initial saw grass pulp mill in Florida within four months. It is also planned to build, altogether, ten mills in various parts of the States. There are millions of acres of saw grass in Florida, and it is reported that the company has enough raw material under its control to run many mills the size of the ten contemplated.

In Texas a venture of a somewhat similar nature is under way. J. Y. Webb and his associates of Dallas, Tex., are said to be promoting the organization of a company with a proposed capitalization of $1,000,000 to be known as the Trinity Paper Mills. This organization proposes to make paper from cotton linters and it is planned to have the mills ready in ten months, producing twenty tons of paper a day at the start.

New Kansas City Engraving Company

A new engraving company has been formed in Kansas City under the name of the Kansas City Engraving & Color Plate Co. A. H. Petrus for many years with the Kansas City *Journal*, is president of the new company. His associates are J. L. Stephensen and W. E. Rodgers.

Digitized by Google

Many are the ways for securing circulation but there is only *one* way to make *readers!*

After all, a circulation statement is only the publisher's evidence that so many copies were mailed!

And the advertising value of a publication lies not in a mailing list but in the number and quality of ***readers!***

There is only one ***way*** that a publication can make good with ***readers!***

That way is ***inside the book itself*** on the pages where the editorial contents are spread!

That is why the matter privileged to appear on the editorial pages of the FURNITURE MERCHANTS TRADE JOURNAL is devoted to a ***single purpose:***

The purpose of placing at the disposal of the group of quality merchants, ***who read*** this publication, the ***tried and proven plans and methods by which other furniture merchants have made their business bigger, better and more profitable!***

FURNITURE MERCHANTS TRADE JOURNAL
PUBLISHED BY
Merchants Trade Journal Inc
Des Moines, Iowa.
ALSO PUBLISHERS OF
DRY GOODS MERCHANTS TRADE JOURNAL
HARDWARE MERCHANTS TRADE JOURNAL
New York, Chicago, Indianapolis, Boston, Rochester

Digitized by Google

A Definition — of Craftsmanship

PEOPLE speak easily of craftsmen and craftsmanship. But every good mechanic or carpenter or metal-worker is not a craftsman!

Craftsmanship is the individual creation of useful things in a beautiful way.

To attain craftsmanship one must know the relation of parts to the whole, must have a complete conception, must be able to image forth an idea, and must be so skilled in manual execution as to reach close to perfection.

The New England men who build Stevens-Duryea Motor Cars have attained craftsmanship, not alone by practice and application and study, but also through an inherited tradition which came to them as a birthright from many generations.

Thus their New England birthplace and forbears become significant factors in judging the quality of their product.

In the very nature of the case, it is practically impossible that any other section of America should have been able to provide similar craftsmen numerous enough to build motor cars in such quantities as will satisfy a national demand.

Stevens-Duryea Motor Cars are truly "useful things, individually created in a beautiful way"—products of New England craftsmanship—costly, but not expensive.

STEVENS-DURYEA, Inc.
Chicopee Falls, Massachusetts

Stevens-Duryea Motor Cars
30th Year

"NEW ENGLAND CRAFTSMANSHIP"

THERE is one Idea that will better express your business than any other. This Idea is utterly unlike any idea that could be used by any of your competitors—yes, even if you are a manufacturer of clothing, collars or silverware.

The Blackman

ADVERTISING

Digitized by Google

Always so have done!

IN the East Indies you will find a tribe of natives who throughout their lives keep their teeth filed down to the gums. Someone asked them why.

"Oh," was the reply of one of the victims, "our people always so have done."

"Always so have done" might be the advertising motto of many manufacturers.

For example, there is the typical clothing advertisement—can't you close your eyes and see it?

There is the typical collar advertisement—the typical silverware advertisement—the typical automobile advertisement.

Ask the advertiser why, and in more elegant English he will reply "Well, you see, I suppose it is because that seems to be the one best way to do it."

"Always so have done" will not do for American advertisers.

Competition in space is about reaching its limit. The circle is completing itself. The advertising business faces a renaissance. An insistent demand will soon shout for better Ideas.

There is one Idea that will better express your business than any other. This Idea is utterly unlike any idea that could be used by any of your competitors—yes, even if you are a manufacturer of clothing, collars or silverware.

But the Idea may take months or years to find. That is why the best group of men you can employ ought to be wrestling with that problem *now*.

Company New York
95 MADISON AVE.

Digitized by Google

Good Will

When an advertiser buys space in a newspaper or periodical, his first consideration is circulation. Doubtless this is as it should be.

There is, however, another matter that deserves almost as much consideration—the standing of the publication with its readers. When a newspaper has the *good will* of its readers, the people have faith in its advertising columns.

The News-Times has the confidence of its readers—the News-Times always tries to deserve and hold the good will of its public. The News-Times is *the strong paper* of Northern Indiana and Southern Michigan.

Let us send you—News-Times, Jr.

SOUTH BEND NEWS-TIMES

Morning *Evening* *Sunday*

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE & WOODMAN, INC.

Chicago New York Detroit Atlanta Kansas City

Digitized by Google

Some Union of Consumers Necessary

A Majority of the People Should Have a Voice and Power in Order to End Strikes of Both Labor and of Capital

By H. Gardner McKerrow

Acting Secretary, People's League of America

IT is somewhat difficult to follow the logic of Mr. Wright's article in criticism of The People's League of America, in a recent issue of PRINTERS' INK; how an organization which makes its appeal to clerks, technicians, artists, lawyers, business men, ministers, doctors, teachers, newspaper men, and—to use Mr. Wright's own phrase, "a miscellany too numerous to enumerate," can be characterized as "being representative of employers" is not apparent to the average mind.

Mr. Wright appears to construct an entirely fictitious bogey, which, having been set up to his evident satisfaction, he promptly proceeds to belabor and abuse.

Anglo-Saxon liberties have been based, from the days of their earliest extortion from tyrannical minorities, on the rule of the majority, and, taking Mr. Wright's own claim that the "organized labor family is really a family of 25,000,000"—three-fifths of which must be regarded as children, since it is not to be supposed that the American Federation of Labor indorses polygamy—it is apparent that the force and rights of the majority of the population of the United States do not rest at all with organized labor.

It may be true, theoretically, that the use of the general term, "People's League," should indicate that this organization speaks for all of the public, and not simply for a portion of it. That is the trouble with selecting a proper name for a body of this kind; the lines of demarcation between the different classes of the community are so intermingled, and overlap so persistently, that it is impossible to select a correctly descriptive title. We are all of us workers, we are all of us, at times, employers; we are all of us, at other times capitalists; and, above all, we are all of us, all the time, consumers.

Hence the selection of such names, as the Middle Classes Union of Great Britain, and The People's League of America, in default of more exact titular descriptions, and as being properly representative of the great majority of the possible membership to which they make their special appeal.

Neither of these organizations has any quarrel with organized labor, as such. They earnestly desire that all workers shall receive compensation for their labor on a basis which will enable each one

AS a "discussion-provoking" topic the article, "What if There Should Be a Brotherhood of Consumers," by E. St. Elmo Lewis, in PRINTERS' INK of June 3, was a winner. In this issue the series is concluded by two articles. Above, Mr. McKerrow, acting secretary of the People's League of America, pays his respects to Chester Wright, Associate Editor of the American Federationist, who wrote in the issue of June 24 that the Consumers' League idea was economically unsound. Following his article a man who is in charge of sales for a large industrial enterprise sides with Mr. Wright. Perhaps both men are right and eventually a way will be found for ordinary folks to have their viewpoints respected by both capital and labor.

Digitized by Google

to live in liberty, comfort and contentment. If the cost of living is abnormally high, then the rates of wages and salaries should be correspondingly high; when the cost of living declines, in response to natural economic laws, then the rates of wages and salaries should decline, too.

Where these bodies part company with organized labor, or with organized capital, is when a minority, by virtue and power of that organization, attempts to dictate conditions which impose suffering, limitation, undue and unjust costs, on the vastly greater majority of the people, and thus deprive this majority of the liberty, comfort and contentment to which it is entitled.

They would oppose the tyranny of organized capital just as readily and earnestly as they would that of organized labor, and the only reason that their present efforts seem to be arrayed especially against the latter is that capitalistic encroachments on the rights of the public do not seem to be the menace they were twenty-five years ago, while labor is becoming more and more unjust and arrogant in its demands.

The days of predatory capital, of the unscrupulous exploitation of public franchises, of the criminal appropriation of public wealth, seem to have passed, and our capitalists are no longer to be described as "malefactors of great wealth," but are, under the enlightening influences of our advancing civilization, men of vision, of broad appreciation of the rights of those who help to create wealth, and possessed of a desire to administer their responsibilities as trustees under the laws which are created for all. In so far as they fall short of this ideal they will be opposed by the newly arising body of opinion representative of the majority of the people.

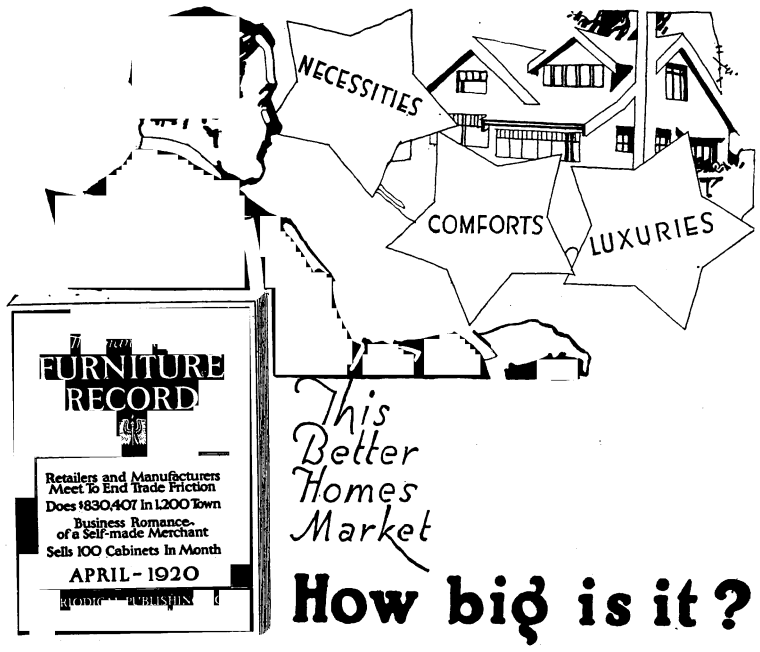
When representatives of organized labor bodies say, as Mr. L. E. Sheppard, president of the Order of Railway Conductors, said recently in an address before the City Club of Chicago, that the railroad brotherhoods are unalterably opposed to arbitration boards on which the public is represented, and that it should be left out of the issue in dealing with railroad problems, there is nothing left for the 75,000,000 of the people outside of Mr. Wright's organized labor family to do but to prepare to fight for their rights and their liberties.

The short-sighted inconsistency of those who speak for organized labor to-day is remarkably illustrated by the position taken at the recent Conference in Montreal. While demanding the nationalization of the means of transportation, with the avowed purpose of placing the public under Federal control, the unions reasserted their own right to strike on occasions of the expediency of which they are to be the sole judges, and in the very next breath denied to their own members the right to strike—as in the recent so-called "outlaw" strikes—against domination and government which they consider unjust! If the American Federation of Labor were only blessed with a sense of humor, it would seem as if it must, perforce, laugh itself to death!

WHAT IS PUBLIC OPINION?

We have seen during the past year a succession of strikes, both in Great Britain and in this country, which have signally failed because, it is said, they have not been supported by public opinion. What is this public opinion? Let us stop for a moment to analyze it, and see whence it derives its irresistible force. What is this omnipotent power before which capitalists and politicians, corporations and labor unions alike bow; whose verdict they all fear, and whose approval they all covet? No intrenchment of special privilege or of law-defying labor organization has ever reached, or will ever reach, such a degree of confident irresponsibility as to permanently defy "public opinion." It is the power by which a democratic people governs itself, and while the phrase "Vox populi, vox Dei" may be a literary epigram, it contains the germ of truth.

Digitized by Google



This Better Homes Market

How big is it?

Member A. B. C.
Member Associated Business Papers

No one knows. Like space, no one has ever covered its whole distance and the further you travel the greater the market appears.

There is plenty of room. Room in all lines.

Home and household is rapidly gaining its place. A new national frame of mind is in the making, and the retailer in home needs and comforts is growing to be a greater power every day.

Well-placed, well-directed activities will get you representation among these retailers. The furniture and home furnishing merchant reads his business paper, THE GRAND RAPIDS FURNITURE RECORD. To him this paper stands today a great clearing house of ideas and a guide to buying and merchandising. Get in!

Write for Facts

PERIODICAL
PUBLISHING COMPANY
Grand Rapids Michigan

The Grand Rapids Furniture Record

A paper with true dealer influence

Digitized by Google

The expression of public opinion, free and unafraid, is the right for which our forebears have fought and died from Runnymede to the present day.

And what is "public opinion" but the opinion of the man in the street, the unorganized majority, in other words? If this unorganized majority could awaken and learn its own vast potentiality, and know that if organized and directed, it could make profiteering, the abuse of public service facilities and the increasing extortions of organized labor things of the past, then the reign of order and moderation would be with us, and "a government of the people, by the people, for the people" would cease to be a vision of the night.

Associated Clubs Hold Executive Meeting

AT a special meeting of the Executive Committee of the Associated Advertising Clubs of the World, held at New York on July 26, a new vice-president, Frank E. Lowenstein, was elected, and a plan for committee supervision of the activities of the Association was acted upon. Action on the question of electing a new president to succeed Charles A. Otis, Jr., was deferred until August 12.

A communication from Mr. Otis, addressed to P. S. Florea, secretary of the Association, was presented, which gave the reasons that compelled him to resign as president of the Association. Ill health and business pressure made it impossible for Mr. Otis to help carry out the work of the Associated Clubs in the manner that the Association's programme calls for.

The following members of the executive committee of the Association were present: Miss Jane J. Martin, New York, representing the women's clubs; Frank A. Black, Boston, vice-president for the first district; John E. Raine, Baltimore, vice-president for the third district; Rowe Stewart, Philadelphia, vice-president for the second district; Bert N. Garstin, Louisville, vice-president for the fifth district; Wm. J. Betting, St. Paul, vice-president for the eighth district; P. S. Florea, New York, secretary-treasurer of the Association.

The National Vigilance Committee was represented by Merle Sidener, of Indianapolis, chairman.

In the absence of President Otis, Vice-President Black was elected chairman.

Action on committee supervision was taken; since it was thought that due to the increased size of the executive committee as well as the growing importance of the activities of the Association, a subcommittee of not more than three members of the executive committee should be appointed by the president, to assume supervision of each of the following most important of those activities:

(1) "Associated Advertising."
(2) Vigilance work.
(3) Educational and club contact work.
(4) Finance.
(5) Annual Convention.
(6) Headquarters management.

The meeting on August 12, at which a new president will probably be elected, will be held at Cleveland, O.

Wyerhauser Lumber Account for George L. Dyer Co.

The Wyerhauser Lumber Company, St. Paul and Tacoma, has put its advertising account in the hands of George L. Dyer Company, New York. Space will be used in newspapers and periodicals in the near future.

Tooth Paste Manufacturers, Note!

A traveling museum to educate the public in the care of the teeth has been organized in the Netherlands by the National Dental Association, with the aid of the Green Cross Society. Examination of 20,000 school children in one Holland city showed carious teeth in 80 per cent.

A. R. Johnson, formerly with the Charles H. Fuller Company, Chicago, has joined Nelson Chesman & Company of that city, as space buyer.

Digitized by Google

"Always Reliable"

In these days of political activities, when there is always a greater tendency on the part of newspapers to dilute with prejudice and thicken with exaggeration—more and more people discover that

THE PHILADELPHIA RECORD

Is Always Reliable

Foreign Advertising Representatives

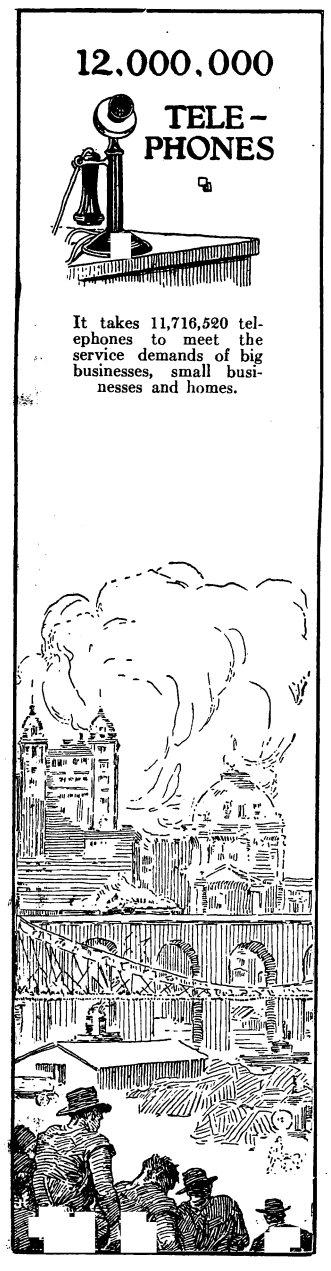
STORY, BROOKS & FINLEY

CHICAGO
Peoples Gas Bldg.

NEW YORK
Fifth Ave. Bldg.

Digitized by Google

The Telltale *of the*



THE marks on a tooth are a telltale. They identify the living descendants of pre-historic animals. By using such methods the work of scientists becomes more exact.

If you sell the things that business buys—such as machinery, paper or buildings—you have found out a good deal about the Business Market.

You know that one big concern may buy as much as 10,000 little concerns. But you need to know *how many* big concerns there are.

Is there some telltale that will make your marketing methods more exact? For it makes a difference in the way you advertise when you know whether there are a million big concerns —or a hundred thousand.

* * *

THERE is a cryptic mark that identifies all of the bigger concerns and enables you to count them. It's "PBX," meaning in telephone parlance, "private branch exchange"—the outfit run by your operator.

SYSTEM
THE MAGAZINE OF BUSINESS

Digitized by Google

Business Market

Every business has telephone service. Every concern of any size has a private branch exchange. Yet the latest report shows but 80,914 PBX's.

Just 80,914 concerns large enough to use private switchboards; just 80,914 big customers in the whole Business Market.

And in growing to a Quarter Million circulation, SYSTEM is rapidly covering this best part of the Business Market.

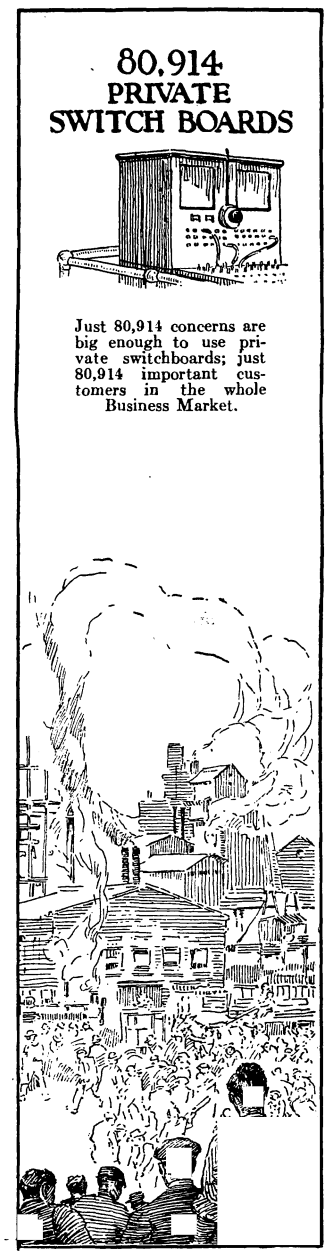
* * *

BUSINESSES of the PBX size have the most employees. And employees make problems for business men.

Did you read in SYSTEM for August, "Who pays wages?" by Geo. M. Verity, president, American Rolling Mill Co.? Or, "The paramount business today," by Herbert Hoover in July SYSTEM? Or "Adding a handshake to the bonus," in June?

Try the current number of SYSTEM yourself. You'll see why it is covering your Business Market. And you'll enjoy the test.

RAPIDLY COVERING THE WHOLE BUSINESS MARKET



Digitized by Google

Most of the "Big" Name
Are Shown in Oplex Sign

MOST of the well known trademarks have b
molded into Oplex Electric Signs—West
Union, the Victor dog, Dodge Bros., Ho
Tires, Delco-Light, Standard Oil, Piggly Wiggly, Fo
Overland and scores of others.

The idea is to hook up the national advertising
the place the product can be bought, and the O
Sign does it in graphic style.

Oplex Electric Signs are the kind with the rai
snow-white, glass letters, standing out from a
background—perfect day signs as well as night
They ve greatest reading distance, lowest
cost most artistic designs.

send you a sketch showing how you

ELECTRICAL

A League of Consumers Would Be Out of Place

The Proposed Organization Is One-Sided—An Economic Club of Capitalism Striking Blindly in the Dark

By George H. Corey

ROGER W. BABSON, in a recent bulletin to his clients, says: "There is no doubt about it—labor is beaten. Mr. Gompers was at his zenith in 1918. Since then he has steadily lost power. He has lost power with his own people, because he is no longer able to deliver the goods. He can no longer deliver the goods for two reasons: For one thing, peace urgency has replaced war urgency, and we are not willing to bid for peace labor as we had to bid for war labor; and for another thing, the employing class is immensely more powerful than it was in 1914.

"There is more money at its command. This money capacity is more thoroughly unified than ever. In 1914 we had 30,000 banks, functioning to a great degree in independence of each other. Then came the Federal Reserve Act and gave us the machinery for consolidation, and the emergency of five years' war furnished the hammer blows to weld the structure into one. The war taught the employing class the secret and power of widespread propaganda. Imperial Europe had been aware of this power. It was new to the United States. Now, when we have anything to 'sell' to the American people, we know how to sell it. We have the schools, we have the pulpit. The employing class owns the press. There is practically no important newspaper in the United States but is theirs! . . . What, then, are we going to do to our opponents? When, in 1918, we gritted our teeth and said that we were going to show them where they got off, we had no very definite aim in view beyond just words. Now that we have indicated successfully the point of disembarkation, the question arises: What are we going to do about it?"

Because Mr. Babson's utterly frank statement completely expresses the present attitude of the great bulk of the employers of America toward organized labor, I quote it at some length as a preliminary to analyzing this new movement of "business men" known as The People's League of America.

The programme of the People's League, as announced by Mr. Lewis, is to protect the "public" (though just what public and whether that public also includes union labor is left to the fertile imagination) from the further encroachments of organized capital and labor. Its programme with regard to protecting itself from labor is clearly and explicitly defined—strike-breaking seems to be the essential feature around which the great plan evolves! Just how it proposes to protect itself from capital is not so clear—in fact, to the unregenerate, it appears quite delightfully vague, which is, perhaps, as its founders intended. Possibly it would be mean to suggest that its capitalistic programme is so vague because it has none.

Much emphasis is placed by Mr. Lewis upon the congenital wickedness of organized labor and the prime necessity of protecting the public from such strikes as interfere with its ease and comfort. Passing lightly over such a pitiable exhibition of intellectual poverty as the assumption that economic troubles and industrial disputes can be settled effectually by breaking strikes, one wonders why, when the railroad switchmen struck, the People's League did not investigate their claims, find out that these underpaid men had waited patiently for more

Digitized by Google

than a year for a wage increase, and then used the power of "public opinion," of which it boasts, to help them get it. But no—"The Rotary Club of Tonawanda handled the traffic and organized public opinion won"; commuters of the Lackawanna and Erie manned the trains and the strike "petered out." Nothing more than these few snatches from Mr. Lewis' statement is required to place the permanent attitude of the People's League accurately and precisely.

The People's League asserts that the longshoremen, dockmen and truckmen "have been trying to starve New York into submission to excessive wage demands for inefficient work." I am told that these longshoremen and dockmen have been working for 65 cents per hour, $5.20 per average working day, $1,591.20 per year of 306 days, if they are allowed to work that number of days, which, so far, has never happened; while the minimum existence wage in New York to-day for a family is computed at not less than $2,080 per year. These men ask for 80 cents an hour, $1,958.40 if they work every day, or $121.60 less than the basic living wage! And they are told by the Shipping Board's National Adjustment Commission that the coastwise steamship lines cannot pay it and make a profit! Hence, because the steamship lines cannot make a profit, men must be compelled to work for less money than it costs to live! If these men have no right to starve New York into paying them enough to live on, what right has the People's League, in conjunction with —or under the influence of—the Merchants Association of New York, to assist in forcing these men and their families to starve? If the demands of the longshoremen are justified, and my figures are correct, why is the People's League talking about men "trying to starve New York into submission to excessive wage demands," and why is it not aiding them and organizing public opinion in their behalf? I will tell you why: Because its interests, and the interests of its membership, are not there. There is nothing in the League's programme calculated in the smallest degree to disturb the status quo. The members of the League, individually and collectively, can snap their fingers at organized labor because organized labor, economically, can do them little direct injury; while the dispensers of lucrative jobs laugh up their sleeves, holding, as they do, the balance of power, and eagerly welcome into the fold another weapon to pull their chestnuts out of the flames. What a greeting the People's League will get from the business men of Seattle, where they are busily engaged in establishing the "American Plan," which, freely translated for the benefit of the unworldly, means that the worker, who does not own his means of livelihood becomes duly grateful for a chance to exist upon the generosity of the man who does!

But we are told the American business man of to-day is more "enlightened," a more "public-spirited citizen" than was the "highwayman" of yesterday. Now we have the "age of service"—and all that sort of rot. This line of conversation, so popular among our hopefuls, usually makes me exceedingly weary; in the first place, because it is not true (on the average), (See Babson's report!), and second, because it is impossible to convince these superficial enthusiasts that like causes produce like results. I freely admit that we have many shining exceptions, but I refuse to "kid" myself into the idea that a fundamental economic fact, having to do with such basic things as food or starvation, is non-existent.

HOLDS NO BRIEF FOR ORGANIZED LABOR

Strange as it may seem, I hold no brief for organized labor. I only know that organized labor, and organized labor alone, has been the instrument by which all labor had its status advanced. I know that from the time the

Digitized by Google

Sound Selection

The selection of a city like Erie, Pa., insures a calculated future. You know that it is wholly a manufacturing city and that its manufactures are so diversified that there is scant likelihood of abnormal depression. There can be neither excessive labor supply nor alarming shortage. The wage scale is high but not inflated. The populaton is a substantial, home-owning class.

The Erie market (city 102,093, suburbs, 35 miles radius, 52,000) offers a population unit of 154,093—large enough to be attractive.

This situation is further stamped as a sound investment through the economical selling cost of one dominating home newspaper:—

Erie Daily Times

(A. B. C. Member)

Paid Circulation, 28,673

Average for June, 1920

Line Rate 7c flat. Evenings except Sunday

Consider this: there are in Erie 20,418 families. The Times' city paid circulation, June, 1920, was 20,490. In suburban Erie, 35 miles radius, there are 10,400 families. The Times' suburban paid circulation, June, 1920, was 7,001.

The Erie Daily Times, established 32 years ago in 1888, has about 50% **more** than the **combined** paid circulation of its two daily competitors and about **treble** the circulation of either.

The Erie Daily Times for EVERY National Advertiser

Representatives

E. Katz Special Advertising Agency

Established 1888

Chicago **New York** **Atlanta**
Kansas City **San Francisco**

Digitized by Google

plebeians of ancient Rome fought their four hundred years' fight for freedom up to the present day the workers of the world have had to fight entrenched capitalistic power, in most cases buttressed by governments which it controlled. I know that where labor has been strongly organized it has frequently succeeded in forcing from reluctant employers a living wage; that where it has been weakly organized, it has frequently existed in misery, squalor and degradation. Organized labor, under our present economic system, is the only protection of the "unpossessing" many against the vast economic power of the "possessing" few. I am aware of the failures and abuses of organized labor, but in the light of the remarkably able report recently presented to the Railroad Labor Board by W. Jett Lauck, I rise to remark that, if organized labor continues to abuse public confidence for the next 50 years, it will not even then commence to equal the outrageous and ghastly robbery of the public perpetrated by "Big Business" and "Small Business" and "All Business" since the beginning of the war.

The trouble with the People's League is that it seems to regard itself as a social savior, whereas it is no more than an economic club striking blindly in the dark, supported by the terror of ignorance and impotence on the one hand, and lacking even the most remote appreciation of the fact that the status quo is not going to status very well henceforth.

Judkins Valves in National Campaign

The Judkins Valve Company, Detroit, maker of a Ford accessory, will start a national campaign in August magazines. The account has been put in the hands of the P. T. Gould Advertising Agency, Detroit.

Truck Account for Brandt Agency

The Brandt Advertising Company, of Chicago, is now handling the account of The O. K. Truck Company, Muskogee, Okla. A campaign in the Southern States will soon be engaged in.

An Unusual Use of Advertising in England

England, during the war, and after, has witnessed many unusual uses of advertising. Right now, in the great political struggle that is going on in that country, paid space is being used for a number of purposes. The National Union of Manufacturers, Inc., of London, took a full page recently in the *Daily Mail* with which to attack Mr. Chamberlain, Chancellor of the Exchequer, and his Excess Profits Duty Bill. The association claims that this bill, which would appropriate 60 per cent of excess profits, would stop all industrial initiative and development and would create extensive unemployment.

"Costumes and Dresses" a New Trade Paper

The Costumes and Dress Publishing Company has recently issued the initial number of its new publication, *Costumes and Dresses.* It is planned to make the paper a direct point of contact between the producer of dresses and the retail distributor.

Variety Merchants to Convene

The National Variety Merchants Association will hold its annual fall meeting in Chicago on August 3, 4 and 5. Addresses pertinent to the business, with a large part of the time devoted to a discussion of advertising subjects, compose the programme.

Pilot Motor Cars to Be Advertised

The Pilot Motor Car Company, Richmond, Ind., has put its advertising account with The Martin V. Kelley Company. This account will be handled through the agency's office in Toledo, O.

Magowan With "National Stockman and Farmer"

George Masgowan, formerly with the *Pennsylvania Farmer,* Philadelphia, has joined the advertising department of the *National Stockman and Farmer,* of Pittsburgh, Pa.

Duratex Account for Street & Finney

The advertising account of the Duratex Company, maker of leather substitutes, Newark, N. J., is now being handled by Street & Finney, Inc., New York.

Robin Damon Dies

Robin Damon, publisher of the Salem, Mass., *Evening News,* died on July 18 as the result of an automobile accident.

Digitized by Google

Announcing

N. C. WYETH

Charles Daniel Frey Company are pleased to announce that Mr. Wyeth's paintings for advertising purposes will now be arranged for exclusively through their Chicago and New York studios.

CHARLES DANIEL FREY COMPANY

Advertising Illustrations

Flatiron Building NEW YORK

Monroe Building CHICAGO

Digitized by Google

Sure—The

OUTDOOR ADVERTISING

Digitized by Google

y'll see it!

-it's right in front of them

Digitized by Google

Compared with the 100,000,000 people of

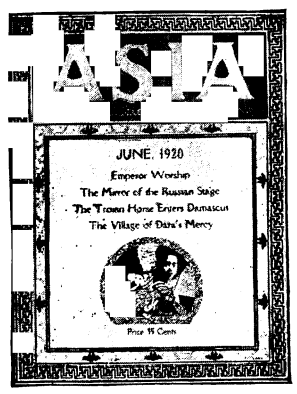
the United States, the 50,000 paid subscribers of ASIA are as a drop in a bucket.

But—

Among those 50,000 are leaders of financial, political and social life who are helping to shape the destinies of those 100,000,000.

After all you do not have to buy a quarter of beef to get a tenderloin steak.

RAYMOND H. BABCOCK
Director of Advertising



ASIA PUBLISHING COMPANY, 627 Lexington Ave., New York
In the West: SEARS & IRVING, Peoples Gas Building, Chicago, Illinois

Digitized by Google

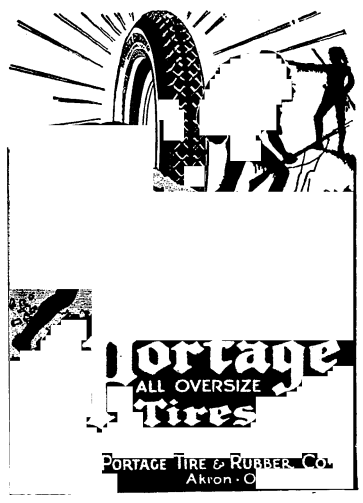
Putting Poster Punch in the Picture

Simple Striking Technique Gives Billboard Strength to Small Space Drawing

By a Commercial Art Manager

MORE than one advertiser has come to feel that modern display should be of the poster variety—very direct, very simple, very easily assimilated by the eye and by the mind.

A sales manager, who has studied advertising, said: "I don't care what the other fellow does with his campaign, but if I can just get over one thought in one picture, and make every advertisement a miniature billboard, I'm satisfied. They won't read the long stuff."



DOMINANT DISPLAY FOR SMALL ADVERTISEMENT IN POSTER STYLE

Brevity of text is one consideration, but it is by no means the deciding factor. The artist's technique and his method of handling the composition is the real test of the "poster advertisement." And it takes a poster artist to do it successfully.

Two prominent accounts have, for a number of years, kept rigidly to this simplified appeal. One of them, the Zenith Carburetor, finally went into two colors, and clinched the idea. The trademark figure of Mercury, now firmly established, is featured in decorative poster outline, and always against flat masses of color or of solid black. In trade publications these pages are astonishingly conspicuous. They dominate. An analysis of a Zenith drawing shows that it is in not more than three color planes—black, white, and perhaps a flat intermediate tint. With curtailed copy, these page advertisements could be enlarged and would make ideal posters.

Have you followed Snowdrift color campaigns for the past two years? If so, you will have noted that every advertisement is virtually a reduced poster, both in text and in the spirit of the illustration. It is perfectly possible to read them across a room. And at a single glance the story is assimilated.

"Open the air-tight can and find fresh Snowdrift" is the text, and the picture combines a showing of this feature, plus several recipes. It is all done simply, in the poster spirit, and with the least possible number of lines and colors and areas of light and shade. If Mrs. Jones is not particularly interested in the advertising section of her favorite magazine, and merely ripples through it, she must nevertheless see that page and get its message. No study, no concentration is necessary.

POSTER STYLE GROWING IN FAVOR

Other advertisers are coming around to the poster-ad. The Fisk campaign for a little more than a year settles down to brevity, and the largest possible showing of the tire. These are the working principles of outdoor display.

The product is aggressively presented, and is not cluttered up with little scenes, fancy back-

Digitized by Google

grounds or accessories of any description. Gone are the days, in Fisk advertising, of fashionable motoring scenes, and the things that seem to be always done, year in and year out. By eliminating them, Fisk advertising has become distinctive to a degree. The name-plate is second in size to the tire—and no enlarging glass is needed to read it, for it is in billboard display.

The type of illustration used in advertising White trucks and, formerly, the White automobile, smacks of the poster, and therefore is new in its physical appeal to the eye. Trade-marking "White," and emphasizing it by having the car the only white part of the design, is a poster trick, and is art technique wisely administered. The same scheme was carried to the visualizing of the factory in a very recent double-page spread. The vast buildings, covering many acres, were handled in one or two tones only, against a solid black background.

Recently a small Portage magazine advertisement, taking a quarter page, seemed much larger and made a stronger bid for attention than its three competitors on the same page.

Every line of the drawing was of the poster school. Black figures, in silhouette, were superimposed against a Ben Day background, from which the tire rose in a typical poster halo of radiance. The ground upon which the Portage figures trudge along was employed as a flat base for the name-plate and one other line of text.

The average advertising illustration is either a complete wash drawing, with all detail mapped out carefully, or a pen-and-ink, equally filled with minor elements. There is, in other words, what we may look upon as an accepted technique for the average picture. Poster treatment is a radical departure from this.

Certain campaigns do not permit of the employment of this poster idea. A great deal of copy is necessary and illustrations of a practical character. However, in almost every series there should be an opportunity to give display and brevity the play of the stage. Cream of Wheat and Old Dutch Cleanser have discovered the wisdom of delivering one big message, in a few words and with a dominant illustration. The very fact that they have adhered to this policy for years is significant.

Building the design on black cardboard or dark gray stock encourages the poster technique. Try the experiment. It is unnecessary to use white paper invariably, although we grow to think so. The most striking and unusual effects are secured on the papers referred to and the artist is seldom tempted to indulge in an extravagant amount of unnecessary detail.

Through an accident, one advertiser adopted the policy of poster display in magazine space. An advertisement had been prepared for a certain month. At the last moment it was held up. The space had been paid for and something to fill it was urgently needed. The company had just released a most attractive one-sheet poster. The artist, in presenting it, had made a photograph in small size, and in black and white. When the advertising manager saw this he decided to run the same design as a magazine advertisement. It rang the bell, attracting very favorable attention. And from then on complex ideas gave way to poster-advertisements.

Advertising to Influence Grain Shipments

The Merchants Exchange, St. Louis, is conducting a campaign in daily papers in the Southwestern territory for the purpose of advising grain shippers to buy and sell through the Exchange. It also hopes to influence a greater volume of wheat shipments to St. Louis as a result of the campaign.

Lincoln Motors With Brooke, Smith & French

The advertising account of the Lincoln Motor Company, Detroit, is now being handled by Brooke, Smith & French, Inc., Detroit.

Digitized by Google

No. 1 of a Series on Personnel

HARRY LEVEY
President

THE personnel of this organization is that which is largely responsible for the important position of Industrial-Educational films among other media for advertising and merchandising.

Harry Levey himself is fortunate in his experience. He secured valuable information first hand pertaining to retail problems of varied types. Following this came generous contact with the workings of wholesalers and distributors. In this work as in the retail trade Harry Levey served both as salesman and executive.

More recently Mr. Levey and his associates have accomplished definite results for a large number of prominent American businesses through the application of Industrial-Educational films to their problems.

This same effective medium is available to you through the Harry Levey Service Corporation, to aid in merchandising your products, instructing executives and workmen in standards of practice, bettering sales direction, effecting congenial plant relationships and making graphic efficiency systems.

HARRY LEVEY
SERVICE CORPORATION
Producers and Distributors of Industrial Educational Films
NEW YORK CITY

Temporary Offices **1662 Broadway**

Digitized by Google

Commercialized Psychism Sells Hard Candy

The Ouija Board, Entered as a Medium to Be Used in Advertising Mediums by the Imperial Candy Company of Seattle, Proves That It Can Bring Results

MAKING capital of the present widespread interest in communication with the spirit world, and combining that interest with the element of curiosity, a teaser campaign of unusual attracting force, judged by results, was recently undertaken in Seattle for Societe hard candy by the Imperial Candy Company.

The first advertisement, with its theme based on the Ouija Board, brought a picture of two middle-aged gentlemen sitting in close attention before their occult medium, striving to grasp the import of a message whose nature is yet too shadowy to determine. Four séances on consecutive days are necessary before the faint message takes form and the dark curtain behind the pair opens wide to declare Societe hard candy to be best.

This campaign was perhaps unique in the fact that the public was not alone in doubt as to the outcome of the message, but dealers, and even the Imperial Company's own organizations, were teased as well. Only the advertising manager, sales manager and president of the company knew the "inside" of the stunt.

STRANGE SERIES OF ADVERTISEMENTS TO TRAP ATTENTION

Dealers were completely in the dark. On the opening day of the series they received in a blank red envelope a proof of the first advertisement which was appearing simultaneously in the newspapers. Beneath the picture of Séance number one was the following wording: "The spirit world is calling on the Ouija Board! The message is faint, the meaning is shadowy, mysterious! Over and over again Ouija says, 'Buy the original,' 'Try it yourself!' What can these flashes from the outer darkness mean?'" Fastened to the dealer's proof went a small yellow slip with these words: "Here's a Sticker! What does Ouija say, anyway?" And down in the lower left hand corner: "Ouija commands you to stick this on your window and to wait and see."

The scene changed on the following day to Séance number two, with curtains parted slightly wider toward revealment of the mystery.

A blank envelope carried to the dealer proofs of the third day's advertisement.

On the fourth day came the climax of revealment when the message rode through. The curtain is pulled aside and a jar of Societe hard candy stands within the opening. Beneath the picture the text reads: "Séance number four. This Séance Tells All! Conditions were just right, and Ouija's message came through! Science is convinced that Weegie tells the truth! With the mists of misunderstanding dissipated, the message came sharp as the flash of a ghostly gun. Weegie said, 'There is no candy like Societe hard candy!'"

This day's message to the dealers was sent out on the company's regular stationery, the first intimation to them of the author of the campaign.

Poster and street-car cards were hooked up with the campaign to carry the air of suspended mystery. That the desired effect was gained and interest proved was demonstrated by the manner in which newspaper information bureaus and the street-car advertising agency were bombarded by curious questioners as to the meaning of the pictures.

Running the series resulted in a strong pull for Imperial summer business, according to William H. Horsley, advertising manager. "Not only did the candy trade feel the impetus of the campaign," said Mr. Horsely, in summing up results, "but a strong movement in Ouija boards was also reported."

Digitized by Google

Still Gaining!

The average daily net paid circulation of the Herald and Examiner for the week ending July 10—the first full week at 3c—was

329,096

This is 19,501 more copies at 3c than were sold one year ago at 2c and is 2,852 more than A. B. C. average for the six months ending March 31, 1920.

John A. Dickson
General Manager

CHICAGO HERALD AND EXAMINER

Largest 3c Morning Circulation in America

Digitized by Google

Seven Years and Six Months

W. M. Steppacher & Bro., Inc., Makers of *Emery* Shirts, is one of the accounts that has enabled us to make a record of association with our present accounts averaging 7 years and 6 months per account.

Nearly fourteen years ago, W. M. Steppacher & Bro., Inc., commenced building up a public appreciation for EMERY Shirts.

They had not advertised before. They commenced this most important merchandising function with members of this firm . . . and

Donovan

National

1211 Chestnut St

Digitized by Google

they *have never changed.* Today, EMERY Shirts are standard—with a big nation-wide sale.

Together with our unusual record of long association with our clients is the *character* of our business.

1919 showed an increase in advertising placed by us of 150 per cent over 1918.

And 96 per cent of the total business placed by us in 1919 was from accounts we, as a firm or as individual members of this firm, had been serving from one year up to twenty-five years!

There are many firms whose growth could be more rapid by the proper sort of advertising assistance — firms now advertising whose sales and advertising are not correlated.

We would appreciate an opportunity to tell these firms more about Donovan-Armstrong Service—the kind that *develops* and *holds* its clients.

Digitized by Google

We'd be glad to have everybody make good mats, like ours. The more good mats there are turned out, the more good mats, like ours, will be demanded; because men who use mats will get used to good ones, and want them, and will find uses for them that mediocre mats weren't up to. If you don't happen to know of anyone making good ones get in touch with us.

Distance is no obstacle; get in touch by mail.

Partridge & Anderson Company
Electrotypes · Mats · Stereotypes
714 Federal St., Chicago

Digitized by Google

Building a Business on Children's Good Will

A Firm That Makes Express Wagons Finds the Right Appeal in Selling Its Product to Boys

By S. C. Lambert

TO get anything out of this advertising story you must go back to your kid days—the days of the ol' swimmin' hole, the back lot where the "gang" held its baseball battles.

You must recall kid standards, kid ambitions and kid ideals. If you are one of the unfortunates to whom these things are but names, read no further, you are wasting your time, for though you may have mastered all the arts of prestige building, the wiles by which some men build up dealer co-operation, though you may know all there is to know about selling motor cars or overalls to millionaires, you can never be a success at putting over a product sold to boys of from ten to fifteen years of age, and that is what this story is about.

In a Middle West city, known principally as an important lumber centre, is a business which has been built up entirely on "Kid" good will. This good will was won through knowing boys —not the Little Lord Fauntleroy type, but real honest-to-goodness back-lot boys who go to school, play and dream dreams, to say nothing of working at odd jobs once in a while when the chance offers to pick up a "couple of bits." The men who did this thing write nothing but advertising copy and letters, but they have the knowledge of kid psychology of the Tarkingtons and Mark Twains. That is their business—knowing how kids think and act.

They say that in this knowledge lies success or failure—that it is not enough simply to build something which fills the needs of a growing boy. He has to be "sold" and he cannot be "sold" except by someone who understands him.

The company makes two general lines—express wagons and coasting sleds with steering control. Some idea of the extent of the business may be gathered from the fact that the factory every month cuts considerably over a quarter of a million feet of lumber. Think of the small amount of wood in a wagon or a sled and you will be convinced that it has a pretty big production. Three million feet of lumber makes quite a pile when it is all together and that is turned into coasters and sleds every year. Practically every one of these is sold to a small boy somewhere between Maine and California, sold in competition, for there are other similar wagons and sleds on the market, and what is more interesting from a merchandising standpoint, they are usually sold at a lower price. The coaster we tell about is the Pierce-Arrow of Boyville.

Question: How is it done?

BOY PSYCHOLOGY THE GUIDE

That brings us back to the matter of knowing how to talk the kid language, and what I am going to tell about this accomplishment is based on what I learned at the plant.

First of all, you want to get clearly into your head the fact that a boy is more or less a primitive creature, and from the beginning of time primitive races have formed themselves into tribes. If you were a real boy you belonged to a "gang." Not necessarily a tough gang—it may have sprung from a Sunday school class—but it was a gang nevertheless, and ruled by gang laws. Your gang had an informal leader. What made him so you cannot tell to this day. Sometimes it was physical prowess, but

Digitized by Google

not always. As likely as not the leader of your gang was a skinny-legged kid with glasses, who when there was fighting to be done left it to one of his henchmen, but this informally chosen leader as a rule set the style for the gang. If he got a bicycle or a new variety of marbles you were not happy until you had the same thing. Don't forget this point, for it is almost the basis of this sled-selling campaign.

Another thing you must recall before we can get down to a proper understanding of the business methods the company follows is the kid attitude toward "grown-ups." Think back and you will recall certain men whose front gates and porch chairs were perfectly safe on Hallowe'en. Why? Simply because the owners were sort of honorary members of the gang, men who because of a friendly attitude were placed in a selected class by themselves. If your gang had encountered another gang disturbing their property it would have meant a battle.

As you think back from a mature viewpoint you will see that the secret lay in the fact that these men knew boys. They did not inflict themselves upon the gang, or aim at any "uplift," but when the baseball team needed new equipment they were always there with a quarter or half a dollar. If the gang got into trouble, they would get a twinkle in their eyes and go to the front for you. Perhaps they would hand out a bag of candy once in a while, and when they did, they knew the right way to do it. Just a hint of the "here, little boy, is something nice for you" attitude and the gang would have been their enemies for life. Here is point No. 2 to remember.

Also, somewhere along between ten and fifteen years, there was a time when you began to take great pride in the fact that you could earn money. It made you feel like a man, and to be a man is one of the prides every real boy carries under his shirt. This is another worth-while thing to know in kid merchandising.

Now before we go any farther in the study of boy psychology, let me show you how the company uses the points I have mentioned. Take first of all the "gang spirit."

SEVERAL SALES ASSURED INSTEAD OF ONE

It does not seek to sell one boy a coaster; it follows the natural course and sells the gang, and this is the way it proceeds:

The company has formed a Coaster Club. Briefly, the scheme is this: If a boy will interest five other boys who own or will purchase express wagons, and form a club he will be formally made captain of his club. He receives free a nifty cap bearing the word "Captain" and each of the other boys receives a club hat. They are also supplied with information on how to start the club, and told new ways to have fun and make money with their coasters. How this information is gathered will be explained later. The club idea is put across by advertising in boy papers and a few farm publications. There are seventeen publications on the list at present.

It has been found by experience that the "gang leader" is usually a careful reader of boy publications, and like any other good business man, he is on the lookout for new ideas which he can apply to his business. If they can sell him on the idea of forming a club the trick is turned, for he is pretty sure to sell the members of his gang. This may mean five or more sales instead of the one sale which might result if the copy simply aimed to sell the boy on the advantages of owning an express wagon himself.

Of course there is nothing about this plan which would put it across on its own merit. The trick lies in the boy appeal of the copy in which it is presented. Just as an example of the tone of this copy here is a paragraph taken from a circular selling the club idea:

"It's the boy who develops his genius for leadership that rises to

Digitized by Google

be the bank president, the manager of the big business house, the college professor. Make your start as captain of the Coaster Club. It's an easy step from there to captain of the baseball team, manager of the football or basketball outfit, and similar chances to develop your qualities of leadership. It's a big thing to be the acknowledged leader in your crowd. Soon others consider you as a leader also, and you'll find yourself sought both socially and in business. But you must develop leadership first—there's no better way than by getting busy right now with the fellows and starting your local Coaster Club."

Note how this copy plays to kid ambition, the dreams that every real boy has in the back of his rattle head. It ties up the express wagon with the dream of being a bank president, a big executive, a professor, just a touch of respect for the boy who has won a place of gang leader, and stimulation to go on and make the most of his qualities for leadership. You will also note that this copy is entirely free from a patronizing tone—straight man-to-man stuff. All of the copy has the same ring, it is written in the same style as the man talks to boys whose front gate is safe on Hallowe'en.

SETTING THE BOYS TO WORK

Another thing the company is constantly striving for is to get in personal touch with the boys. It does this by contests. For instance, one successful contest was based on ways of making money. The advertising manager for the company told me that in this contest more than 2,000 letters were received, and you can imagine what a wealth of material they unearthed — uses for the coaster that did not come from the fagged brain of a copy-writer, but fresh and vital from the life of the boys themselves. For example, take these few uses picked at random from a list: Hauling water, hauling firewood, bringing in rocks for an oven, carrying papers, hauling sod, taking out ashes, bringing dirt for the flower bed, hitching up to your dog, making a train, collecting old papers to sell, delivering groceries. One boy told how he made $9.50 in two hours. He loaded up his coaster with old boxes and sold them to people waiting for a parade. Another fellow explained just how he "cleans up" hauling baggage from the boat at a summer resort. Another explained in detail how a fellow can handle a six mile newspaper route and not be late for school with the help of a coaster and how it netted him $117.

One thing which often stands in the way of boys getting express wagons is lack of money. The company is trying to get around this by the use of small banks. These banks are well made, pocket size, and will hold just about the price of a coaster. The boys are given the banks, told to put their money into them, and when the bank is so full it will hold no more, they take it to a dealer who has the key. Dealers report that this plan works.

So much for the way the boys are sold. Now for the dealer end of the campaign. The plan whereby the dealer is induced to stock is simply to show him how the coaster is sold to the boy. It has the same effect upon him as a big national advertising campaign would have, for that is what it is—a national advertising campaign to reach Boyville. He is shown that this particular brand of coaster is what the boys in his neighborhood want. If there is any doubt about it, the boys are very likely to tell him so themselves, for it has been found that the boy takes his advertising seriously and is inclined to scorn substitutes. In the finding of the right dealers the boys do a lot of the work themselves. They are induced to send in names of dealers in their localities, and the dealers they name are pretty likely to be the right ones, for they have a tendency to overlook any who do not "stand in" with the gang.

Digitized by Google

The Poet Scores—P. K. Marsh Wins

W. F. WENDT PUBLISHING CO.
BUFFALO, N. Y., July 7, 1920.

Editor of PRINTERS' INK:

I feel I can add something in the way of direction for the advertiser who is anxious, as he should be, to harness every available force to his own particular wagon—advertising.

P. K. Marsh is quite right. A little search into the poet's lore would bring up much buried treasure. H. V. O'Brien quite misses the point. It would be ridiculous, of course, to run full-page advertisements in ballads or roundels. Nor would it be altogether suitable to use the same language to describe "lucent syrops" and "common garden variety garters." Your poet has a nice distinction in these things. He has a power of description beyond other men, we all admit. What we want to know is how he does it.

A little study of the underlying principles will show that the poet and the advertiser are, to a great extent, governed by the same rules. First, there is the question of space. The poet is restricted by the limitations of his verse structure; the advertiser must get his story across before the attention of the reader begins to lag. The poet gets around this restriction very well, and one of his ways is in the choice of words.

Each word he uses must be packed with meaning, must be colorful, must be musical. A large order? But consider that the poet is not only telling a story—he is painting a picture and setting the whole to a tune. So each word must work. He uses words and pnrases that will instantly call into the reader's mind a condition, an emotion, a memory, or a whole train of ideas. He combines his words in a new way sometimes to bring to the reader a new angle of an old picture. But never does he use a word or phrase that is not absolutely essential to the structure he is building.

In setting these word pictures of his to a tune (meter) it is absolutely necessary that he strike a beat at regular intervals. He cannot do this without the requisite number of forceful words. Nor could he do it with an overabundance of weak tones. He must keep a balance of strong and weak, the purpose of the weak words being to throw force upon the strong by comparison (by their arrangement and proximity), the effect being to give added stress where required to bring out some idea. In this way he accomplishes the story and music end of the job.

Now to bring out his picture, he uses, as I said, colorful words, picture words, as soft, velvety, misty, blue-grey, surging sea, rocky fastness, and so on *ad infinitum*.

Take, for instance, this single line from Longfellow and see how it answers all three requirements:

"Silent and soft and slow descends
the snow."

Here we have a complete representation of a snowfall. Not one word wasted. Immediately we visualize it, we see its soft and slow descent. We know the action of it, we hear it in the cadences of the line "silent and soft and slow." There is nothing noisy or hurried about a snowfall, nor is there in the soft flowing of this simple line.

I would recommend a reading of Longfellow to any copy writer if only because of the simplicity of his language, for we must, after all, use the language that the consumer will appreciate, and the most beautiful of our English words are those in most common usage. They have come to mean concrete things to us all, and call up the same definite picture or idea to each.

But a Longfellow reading will benefit for another reason. There is much good to be drawn in noting the masterful way in which he suits the words to the action, and the action to the subject:

"When surge from the Atlantic
The gigantic
Storm winds of the Equinox."

In the mere sound of these lines, regardless of the individual words and their meaning, there is a majestic sweep. One hears the thundering of the storm-driven waves against the rocky headlands, feels the lash and the sting of the storm in the mad surging of the seas. Then in the last verse of the poem, in one masterly stroke, without interfering with the movement (meter) the emotion is changed as imperceptibly almost as the calm of the sea after the last long-drawn sigh of the storm.

"So when storms of wild emotion
Strike the ocean
Of the poet's soul, ere long,
From each cave and rocky fastness
In its vastness,
Floats some fragment of a song."

With that last line one feels the freeing of a tense emotion, the gentle receding of the tide.

And that is what advertising must do. It can be done in prose. But alas, your copy-writer is not always a poet, and your poets are too busy with nightingales and things. It is a pity too, for advertising, that is, because he can always be counted on to discover something new, something of startling interest and intensely vivid in the commonest of things. Witness to-day your order of "Knight of the Garter." Well, who knows but someday some poet somewhere, in a sudden burst of eloquence and inspiration will sing us a song of the suspender in such a way that we will ever after be properly respectful at mention of that useful article.

MARGARET M. MCPHERSON.

Philip Strobel & Sons, New York, makers of furniture, are placing their advertising through the New York office of the Oscar Rosier Advertising Agency, Philadelphia. This agency is also handling the advertising for Frederick Goll, another furniture manufacturer.

Digitized by Google

The Total Capital of Our Clients Is Eight Hundred Million

The main business of this advertising agency is to help each one of our clients make a greater net-profit progress.,

Ninety-nine per cent of our time and talent is devoted to serving our clients—the other one per cent allows for calling on advertisers who invite us to confer with them.

The scope of our activities and experience is indicated by the variety of accounts we have successfully handled, ranging from pins to railroads; buggies to automobiles; rubber heels to aeroplanes; summer resorts, toilet goods, motion pictures, tea, textiles, food products, books, life insurance, wall covering, storage batteries, accounting schools and trust companies.

Out of all this knowledge and experience we may be able to apply the new slant that will result in the greater progress you are looking for.

May we talk it over with you? No obligation.

H. E. Lesan Advertising Agency
440 Fourth Avenue New York City
Republic Building Chicago, Ill.

Digitized by Google

MUTUAL SERVICE
ADVERTISING AGENCY

(Mutual Service Corporation)

140 Cedar Street New York City

Telephone: Rector 3708 and 7876

Announces, for purposes of expansion, the appointments listed on the opposite page, constituting an organization of experienced *advertisers*—sellers of *goods* rather than sellers of *space*, at home in every phase of

Advertising
and Selling

Digitized by Google

MUTUAL SERVICE
ADVERTISING AGENCY

(Mutual Service Corporation)

140 Cedar Street New York City

Telephone: Rector 3708 and 7876

Executive Staff:

Chairman of the Board, GEO. A. CULLEN

For past fourteen years Passenger Traffic Manager; Lackawanna Railroad;

Advertiser of "Phoebe Snow," The Road of Anthracite, etc.;

Founder of the first Farm Bureau in the United States;

Vice-President, North American Fruit Exchange.

President, A. R. RULE

Advertiser of "Skookum Apples," "Deerfield Oranges," "Sugarspuds," "Sugarmelons," Paul's Jams, etc.

Vice-President and General Manager, North American Fruit Exchange;

Director, Fruit Securities Corporation.

Executive Vice-President, T. B. HILTON

Until July 15, 1920, President, The Tabard Press. Eleven years in General Advertising Agency business.

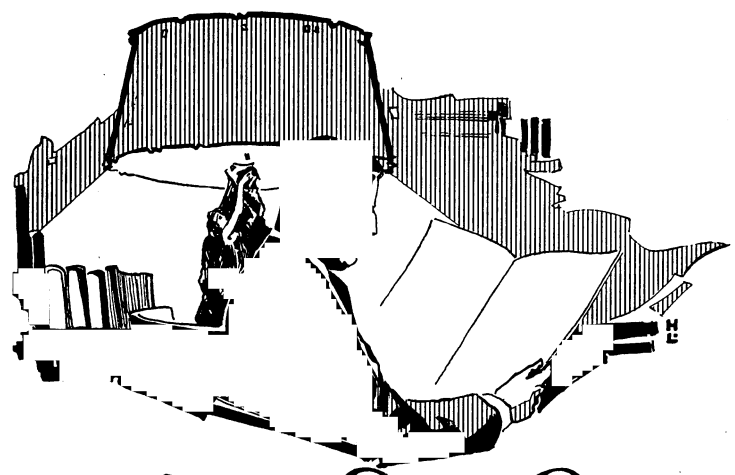
Vice-President, J. ROWLAND MIX

President, J. Rowland Mix Advertising Agency now merged with Mutual Service. Former Business and Advertising Manager, Scribner's Magazine.

Vice-President, F. J. LOW

Former Advertising Manager, H. W. Johns-Manville Co., and more recently Account and Office Manager, Cheltenham Advertising Agency, and Manager, Service Dept., Collins Publicity Service.

Digitized by Google



THE LINDENMEYR LINES

Restful Reading and Pennmont English Finish Book

THE smooth, slightly reflective surface known as English Finish is winning favor with all who want to read without fear of eyestrain. Type and engravings, both line and halftone up to 133 line screen, print remarkably clear on Pennmont English Finish Book. Its semi-dull surface absorbs any excessive light which might dazzle the reader's eyes or tire his nerves.

Pennmont English Finish Book was chosen to be part of The Lindenmeyr Lines because it answers every demand that should be made upon a paper of its kind. It is white, folds without risk of cracking, pleases the touch and, in the hands of any good printer, yields equally fine results on most forms of printing.

Henry Lindenmeyr & Sons

ESTABLISHED 1859

32-34-36 Bleecker Street, New York City

Branch Houses

NEWARK
54-56 Clinton Street
New Jersey

NEW YORK
16-18 Beekman Street
New York

HARTFORD
58-60 Allyn Street
Connecticut

Digitized by Google

Continuity in Advertising Builds Prestige

But Seasons Require Special Selling Punch in Many Industries

By L. B. Jones

Advertising Manager, Eastman Kodak Co.

IT all depends. I like that sentence in "Peaks and Valleys" where your editor says that advertising is "far more than the mere force to put behind a bunch of merchandise to move it at a certain time." And yet it all depends.

Advertising, as I understand it, has more than one function. It must sell the house that stands back of it, and it must sell the goods. Consistent continuity is without a shadow of a doubt the backbone of what, for lack of a better term, we call the institutional phase of advertising.

But seasons must be recognized, in some lines at least. Permit me, please, to take as an instance—Kodaks. They sell all the year round, yet there are two seasons of least resistance—the vacation period and at Christmas time. Is it not reasonable and seasonable and downright horse sense to put in the big selling punch in late spring and early summer when people are planning their vacations? Wouldn't we be shooting before we saw the whites of their eyes, if we used as big space and as frequent space in January as in June for our line, "All outdoors invites your Kodak"? Man is a forgetful creature. We might lure him by word and picture, as he sits by the fire of a winter night, to the joys of photography on next summer's outing in the wilds of Maine. But it is ten to one that he would forget all about it next morning as he faces a storm of snow and sleet on his way to the office. Yet, if we appeal to him at about the time he is making his Pullman reservation, he is likely to bear in mind our admonition, and take a Kodak with him.

Nature, as you state it, has peaks and valleys and the wise advertiser will not try to make a prairie of them. When he goes against nature he has tackled a job that even advertising can't get away with.

The foregoing is good theory, but because we believe as much in the institutional as in the merchandising power of advertising, we have shoveled much dirt off the peaks into the valleys. Our advertising is continuous—with the accent on June and December.

The really dangerous peaks and valleys to the advertiser are not those of the seasons but the peaks of prosperity and the valleys of depression. The advertiser who spends wildly when his factory cannot fill orders, and buries his advertising appropriation under the old apple tree when business is bad, isn't an advertiser. He's a publicity splurger.

WHEN IT TOOK NERVE TO INCREASE ADVERTISING.

Midsummer of 1914, the autumn of 1907, the year of 1903 and the season of—no, I refuse to own up to being able to go back so far, but all of these were valleys of depression when advertising was more than ever needed to keep the wheels turning and the pay envelopes filled. It took nerve to actually increase advertising during those periods, but those who had the nerve won out. Perhaps they did not actually increase their business but they held some business that would otherwise have been lost, and when times became good again, they had *prestige* and a working factory that could turn out goods.

It seems to me, however, that you—and I am now coming back to strictly *season* advertising—put too much stress on the effect that such advertising has on the con-

Digitized by Google

tinuity of manufacturing. It's a long way in point of time, as well as distance, from factory to consumer. Many a concern making goods that are advertised and sold by the season may be manufactured steadily for twelve months in the year. At times the warehouses are jammed full, at other times nearly depleted, and if his goods are at all staple, the only chance he is taking, is that of the loss of interest on his investment, in case some of the goods have to be carried over to another selling season—perhaps six months and possibly twelve months ahead.

I know a concern (not photographic) that ships seventy-five per cent of its yearly output in three months, yet is manufacturing steadily the year round. To try to change these shipping conditions by advertising would be like trying to do a mail-order business in snow shovels in Para.

Continuity in advertising? From the institutional standpoint, yes; from the standpoint of moving merchandise—it all depends.

Five New Accounts for Rankin Agency

New advertising accounts lately secured by the William H. Rankin Company of Chicago, include: The Montana Flour Mills of Lewistown, Mont., for which account a newspaper campaign in behalf of its flour and cereals will be undertaken; the Collins Canning Company, Lakeland, Fla., bottlers of Southland grapefruit juice; the Southern Spring Bed Company, Atlanta, Ga., for which account "Land o' Cotton" mattresses will be advertised in newspapers; the Thomson Phosphate Company; the Mid-City Trust and Savings Bank, of Chicago, and the Western advertising account of Dwinell-Wright & Co., "White House" Coffee, for which account copy is now being placed in Indiana papers.

Death of Ernest H. Thielecke

Ernest H. Thielecke, president and founder of the Thielecke Advertising Company, Inc., Chicago, died last week on his farm in Missouri. Mr. Thielecke, who was sixty-four years old at the time of his death, was formerly connected with the J. Walter Thompson Company, Inc. He formed the Thielecke company in 1916. His brother, Edward W. Thielecke, will now become president of the company. In other respects the organization will remain the same.

Foster Heads Southern Newspaper Publishers

M. E. Foster, publisher of the Houston, Texas, *Chronicle,* was elected president of the Southern Newspaper Publishers' Association at the close of its meeting last week. Other officers elected are:

W. A. Elliott, Jacksonville, Fla., *Times-Union,* first vice-president; Chas. I. Stewart, Lexington, Ky., *Herald,* second vice-president; W. C. Johnson, Chattanooga, Tenn., *News,* secretary-treasurer.

The new directors are: Fred I. Thompson, Mobile, Ala.; J. N. Heiskan, Little Rock, Ark.; F. B. Harrison, Augusta, Ga.; J. N. Headerman, Jackson, Miss.; J. H. Allison, Fort Worth, Tex.; E. K. Gaylord, Oklahoma City; Urey Woodson, Owensboro, Ky.; R. E. Turner, Norfolk, Va.; B. H. Peace, Greenville, S. C.; E. M. Slack, Johnson City, Tenn.; A. G. Newmyer, New Orleans, La.; John A. Park, Raleigh, N. C.

Members of the advertising committee appointed are: A. G. Newmyer, chairman; Harry Adler, C. F. Gladfelter, W. A. Elliott, Victor H. Hanson.

Tel-U-Where Account With N. W. Ayer & Son

Tel-U-Where Company of America, Inc., New York and Boston, of which Earle G. Knight, who was recently New England manager of the Butterick Publishing Company, is president, has put its account in the hands of N. W. Ayer & Son.

Edward M. Carney, who was formerly with Carney & Kerr, advertising, New York, has been made advertising and business manager, and Oscar R. Graham, who has been with the New York advertising staff of the Curtis Publishing Company and the Butterick Publishing Company, has been made manager of the New York office of the Tel-U-Where Company.

Will Seek Classified Advertising for Newspapers

The Ford-Stearns Company, publishers' classified advertising representative, has been formed at Springfield, Mass., by R. J. Ford and F. Whitney Stearns. Mr. Ford has resigned the classified advertising managership of the Springfield, Mass., *Union,* effective August 2. He has also been classified advertising manager of the Springfield *Republican.* Mr. Stearns has been engaged in classified advertising work for the Providence *Bulletin* and *Journal* and the Springfield *Union.*

Robert Reinhardt, Jr., at Cleveland

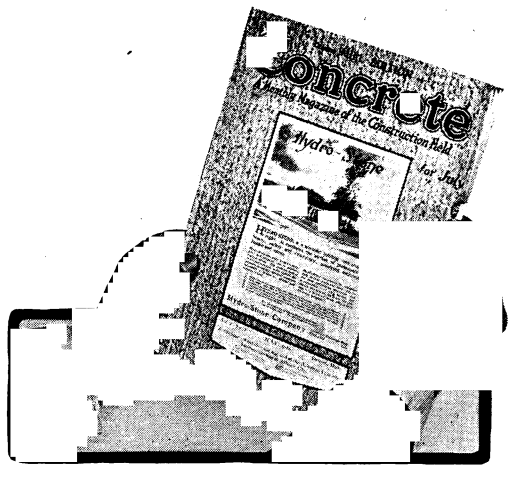
Robert Reinhardt, Jr., who has been advertising manager of the J. M. High Company, Atlanta, Ga., has taken charge of the advertising for the basement department of the May Company, Cleveland, O.

Digitized by Google

BUNDSCHO
blows away the old tradition about "printers' delay." There are probably some things Bundscho cannot do in the matter of being on time, but he hasn't encountered any of them yet. There always seems to be another link to let out, and a reserve of loyalty among his men to call upon, that puts things through.

J. M. Bundscho, *Advertising Typographer*
Fifty-eight East Washington Street
CHICAGO

Digitized by Google



Cement Mills & Lime Plants

The annual production of portland cement in America is 110,000,000 barrels—lime, 3,000,000 tons. It costs about two million dollars to erect and equip a cement plant. The plants are distributed over the entire country.

Mill Edition of Concrete

—it has a small, exclusive, absolutely wasteless circulation.
—it reaches every cement mill in America and most of those abroad as well as the larger lime plants.
—it doesn't reach any one else because it doesn't interest any one else—you pay for no waste.
—and it's the only A. B. C. paper circulating exclusively among cement and lime manufacturers.

Ask for a specimen copy—also a booklet, "Thumb-It," which outlines some of the unique features of this magazine.

MILL EDITION of CONCRETE
New Telegraph Bldg. Detroit, Mich.

Digitized by Google

Marketing a City's Hospitality

San Diego Sells Home Idea to Prospective Residents—Abolishes the "Glad Hand" Methods of the Real Estate Man

CITIES have the reputation for being cold or friendly the same as have individuals. When looking for a business location one is not influenced so much by the social aspects, but when looking for a home one will choose a friendly city just as one would choose friendly people for neighbors. A man cannot advertise his friendliness any more than he can advertise his modesty. If he wants a reputation for friendliness, he must be friendly. It is much the same with cities.

But when cordiality and friendliness are among a city's chief assets, how can it capitalize them? That was a question for which San Diego found an answer in its recent advertising campaign. It looked to the agricultural people of Kansas, Iowa, Nebraska, Illinois, Indiana, Ohio and Michigan as the most promising districts from which residents might be drawn. If a farmer, who has been accustomed to call each member of his neighbor's family by his first name and to greet all passersby, goes to a city where he never learns to know his nearest neighbors, the chances are that he will not like city life, and he will not influence others to move there.

Keenly aware of this, the men in charge of the municipal advertising formed the San Diego-California Club to take active charge of the campaign. Extensive newspaper and farm journal space was used, and readers invited to send for literature. The first booklet sent included some attractive views of different parts of the city and of life in the territory surrounding the city, with some descriptions, then as a follow-up came a letter from the secretary of the San Diego-California Club which did all that could be wished in extending the hospitable municipal welcome.

The letter was written by O. W. Cotton, written on the club stationery—a folded sheet—and addressed "Dear Mr.," with the addressee's name at the end. Probably nine-tenths of those receiving it believed it to be a personally typed letter. It bore a real signature, not the school-girl kind that advertises itself as being faked.

The letter began, "About eighty-five thousand of us here in San Diego, California, are so thoroughly suited with living in this delightful city that it gives me a great deal of pleasure to respond to your inquiry and tell you some of the reasons why we, and our thousands of visitors, feel the same way about it. There is, of course, much that cannot be included in a letter, even if I were to write at great length, and so you will receive, in a day or so, a little book different from any you have ever seen, that tells you more about us. You will enjoy reading it; you probably will read it twice and lend it to a friend and ask for it back. It's a wonderful story and every word is true."

GIVEN CLUB MEMBERSHIP

Then followed several paragraphs of straight selling talk on the city's attractions and advantages. The closing paragraphs of the letter were the ones that radiated the city's hospitality. They ran: "We should like to have you with us, and I am enclosing a card, which, when filled out and returned to us, will entitle you to honorary membership in the San Diego-California Club, an organization which now has a membership of more than one thousand representative citizens.

"This honorary membership is complimentary and is extended to those contemplating coming to our city, that they may feel the spirit of our invitation and welcoming hand of fellowship. At club headquarters, Second and Broadway, there is a standing reception committee, whose business it is to receive all honorary members, become acquainted, learn

Digitized by Google

their preferences, and make them acquainted with other members of similar preferences. Your membership card will be your introduction to every member of the club and will serve as a guest card to others of our best clubs and organizations.

"Please return the enclosed card as soon as possible after you have read your booklet, and write me fully if there is any subject upon which we can send you further information. The more you investigate, the better you are going to like San Diego. When you arrive, we shall expect you to come direct to club headquarters, meet the members and start with them your new and enjoyable life in San Diego, California, where every day is an adventure in happiness."

The return card asked for the approximate date upon which the writer would visit or move to San Diego, his business, church and lodge affiliations, the number of children, how many were more and how many were less than sixteen years old. Then, as part of the advertising campaign, the club equipped itself to live up to the promised reception, and do it without the realty man's gladhand methods. A card index enables the club managers to arrange for the newcomer to meet people of like tastes and inclinations. Also the more recent comers, while still in the flush of enthusiasm over the new city, turn in and help to sell the hospitality of the place.

Indeed, the city's friendliness seems to have been successfully marketed.

J. R. Mahon in Candy Advertising

J. R. Mahon, formerly advertising manager of the Williamson Heater Company, Cincinnati, has become assistant advertising manager of Rueckheim Bros. & Eckstein, Chicago, candy manufacturers.

Arthur E. Francis, formerly of the *Electrical Record*, has joined the advertising staff of the *House Furnishing Review*, New York, taking over the Eastern territory for that publication.

To Regulate "Drives"

An ordinance introduced into the council of the city of Philadelphia calls for the regulation of drives and campaigns for the solicitation of funds for charitable purposes. The bill requires that organizations conducting drives file with the Department of Public Welfare complete information as to the proposed use of the funds. Solicitors must secure licenses and pay a fee. Over $20,000,000 have been collected in Philadelphia by drives since the Armistice.

R. J. Faller With Medbury-Ward Company

Ray J. Faller, formerly with the advertising department of the John N. Willys Export Corporation, will join the Medbury-Ward Co. in the capacity of assistant secretary, having charge of the sales office.

Thurlow B. Brannan, who has been in charge of the sales office of the Medbury-Ward Co., engravers of Toledo, O., will now cover territory adjacent to Toledo for that company.

New Accounts With Charles Austin Hirschberg

The Thermal Appliance Co., Inc., New York, manufacturer of water heaters for domestic and industrial purposes, and the Ramp Buildings Corporation, New York, garages and industrial buildings of patented construction, have put their advertising accounts in the hands of Charles Austin Hirschberg, Inc., New York.

C. F. Kindt Heads Winston Company

Charles F. Kindt, for many years acting manager of the John C. Winston Company, Philadelphia publishers, has been made president of the concern. Mr. Winston died a few weeks ago.

Cycle Trades Will Discuss Advertising at Convention

The Cycle Trades of America, Inc., will hold its annual convention at Atlantic City, N. J., on August 2. Plans for the 1921 advertising campaign will be discussed at the convention.

Joseph Diepenbrock With Caswell Company

Joseph Diepenbrock, who was recently advertising manager of the Hippodrome Theatre, of Sacramento, Calif., is now with the Caswell Company, outdoor advertising, of that city.

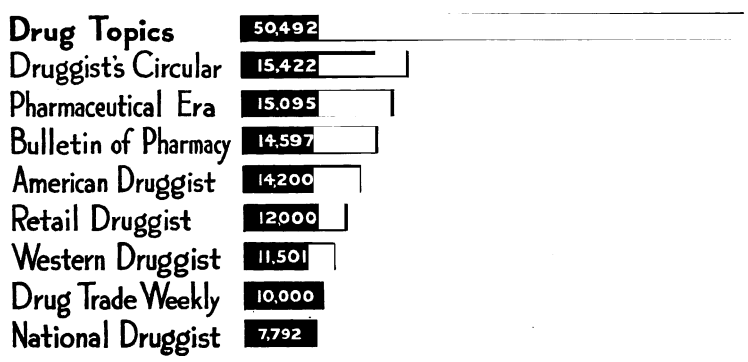
S. R. Jones Joins Roycrofters

S. R. Jones, former manager of the Buffalo, N. Y., branch of Nelson Chesman & Co., St. Louis, has joined the printing sales department of the Roycrofters, East Aurora, N. Y.

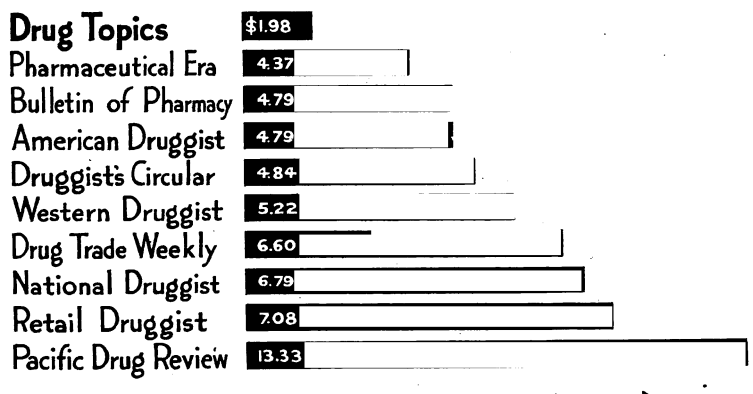
Digitized by Google

Facts about drug publications

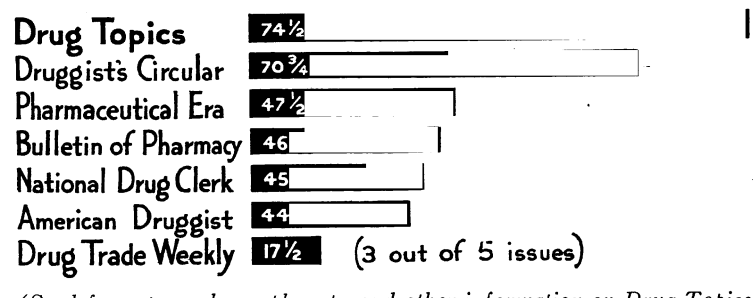
CIRCULATION



RATE PER PAGE PER THOUSAND
(based on twelve time rates)



JULY ADVERTISING VOLUME (PAGES)



(Send for rate card, sample copy and other information on Drug Topics immediately. Write 25 City Hall Place, N. Y., or 'phone Worth 3855.)

Digitized by Google

The Right Angle in Advertising

"S C O T U S"

THIS strange word is "Phillips Code" for the Supreme Court of the United States; the telegraphic short-cut for the highest legal jurisdiction in the land.

Supreme Court decisions depend on a majority of nine men getting the RIGHT ANGLE of justice on constitutional questions.

Real advertising success depends on an agency's ability to get the RIGHT ANGLE on the fundamentals of the case; and the projected campaign succeeds or fails in the proportion that this viewpoint prevails.

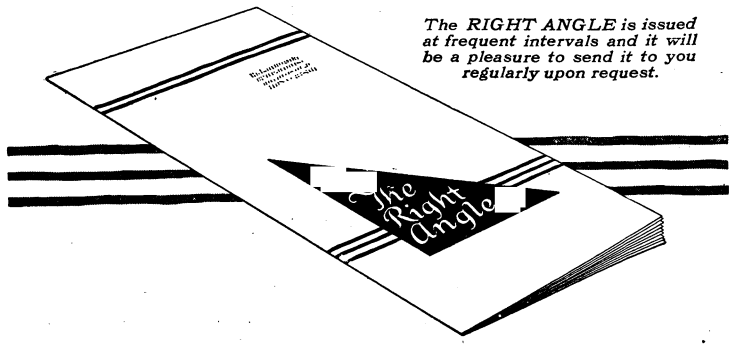
We don't claim to be the Supreme *Advertising* Court of the United States, but we do manage to put over RIGHT ANGLE decisions in our advertising practice a gratifying number of times.

Collin Armstrong, Inc.

1463 Broadway at 42nd Street, New York City

GENERAL ADVERTISING AGENTS

New York - London - Paris - Toronto - Montreal



The RIGHT ANGLE is issued at frequent intervals and it will be a pleasure to send it to you regularly upon request.

Digitized by Google

Cigar Ads Place the Retailer's Picture Before the Public

"These Are Live Dealers," Says Copy of Bayuk Brothers

BREATHES there a man with soul so dead that he doesn't like to have his picture in the papers?

That question is answered in the negative by Bayuk Brothers, who manufacture Prince Hamlet cigars. Having answered the question, they proceed to strike positives from the negatives, as the photographers say, and to reproduce the results where all who ride may read—that is, in the New York street-cars, elevated trains, subways, Hudson tubes and Erie railroad trains.

Now, like pillow-slips and pills, there seems to be a special demand for cigars, that varies with each section of the country. The manufacturers of Prince Hamlet also make several other brands—the Philadelphia hand-mades, which suit the Quaker City smokers; Havana Ribbons, which have the greatest vogue in other localities; the Don Juan, which flourishes without special publicity; and the Prince Hamlet, which seems to suit the salt air and humidity of Greater New York. Then there is also the Mapacuba cigar, which was a war baby, and grew from a five-center to a ten-center without intermediate stages, because the makers thought that, with a little more goods in it, the demand would be greater than if they compromised on seven cents for a pre-war five-cent cigar. For publicity purposes, this brand was recommended for exploitation through the Philadelphia newspapers.

But the Prince Hamlet is built for New Yorkers. That wasn't known until a survey of existing sellers was made, and the local tastes of Sir Knickerbocker were tabulated. When the discovery was made, a campaign was laid out to inform the consumer. And what better way to inform that dignitary than by allying the retailer through his personal pride and the human fondness for seeing his picture published and his name in print?

To inform the retailers that this opportunity would be theirs, cards about twelve by fifteen inches in size, large enough to attract attention, were distributed among 35,000 cigar dealers. This told them that those who showed the greatest progress with Prince Hamlet cigars would be given a chance to have their likenesses placed on the ads in all the cars—along with the company copy. Then the tobacco-trade papers informed the dealers of the competition, by a page spread. A few weeks later, the pictures of three of the best retail salesmen appeared on the cards, which also showed a cigar-counter scene, with purchaser and salesman, and a reproduction of a box of Prince Hamlet cigars. Beneath the pictures was:

Do you know these live wires?
Like thousands of cigar dealers they
recommend and sell
Prince Hamlet Cigars
The well-balanced satisfying smoke

The photographs naturally made considerable talk for the retailers, and also gave the customers an added tying-point for description. More than one man is reported to have called for "some of those cigars that have the pictures of the three men on in the car ads." And they promptly received Prince Hamlets.

The plan was in active operation in the cars from the first of May until the first of July—the pictures being changed weekly and appearing in groups of three, until there had been a total of twenty-four faces shown.

But it was found to be important to have the name of the company, and the reproductions of the containers—both types—the boxes and cans. On the first ads, the can was not represented, and there was a big howl from

Digitized by Google

GIVING THE DEALERS A PROMINENT PART TO PLAY IN THE ADVERTISING

the salesmen. They reported that the dealer did not dispose of the cigars so readily when all types of containers were not reproduced in the pictures.

The idea of linking not only the cigar but also the dealer with the customer was found to be attractive to everyone concerned—but it seems that there is no equitable basis of judging the ones to be honored. It seems unfair to demand that the little fellow in an obscure part of town, who doubles his sales during the competition but who is still fifty per cent behind the popular stand in a big office building, must enter the race without the advantage of an artificial handicap. But how, arbitrarily, to establish a fair difference for a starting point? That problem has become so grave that the feature must be abandoned, at least temporarily—for no one in the concern wants a single one of the dealers to think he has been treated in any but the most just manner.

SOME DEALERS WANTED TO CHOOSE THEIR GROUP

Another difficulty presented itself in the aristocratic temperaments of the dealers. Some there were who actually insisted on choosing in whose company their photos should appear.

Novelty is the spice of life—in advertising.

The importance of the tone of novelty is recognized, and the stunt of offering the dealer an opportunity to have news made of his face produced a favorable impression on the customers, on the retail salesmen, and decidedly *for* the company.

New Accounts with Conner Agency

The Conner Advertising Agency, Denver, Colo., is now handling the accounts of the Miller-Ray Motor Co., Denver; Cottrell Clothing Company, men's colthing, and the Auto Light Glare Shield Co., auto device. Full page copy to trade papers is being sent out for the Auto Light Glare Shield Co.

New Norfolk Newspaper

Norfolk, Va., is to have a new daily newspaper. It will be called the Norfolk *Tribune* and will be issued every afternoon and Sunday morning. The new newspaper is owned by a stock company composed of retail merchants of Norfolk.

Two New Accounts for Robert Hoyme, Inc.

The advertising accounts of the Muller Tire & Rubber Co., New York, and J. H. De Schanel, manufacturer of portable buildings, New York, are now being handled by Robert Hoyme, Inc., New York.

Howland and Howland Open Chicago Office

Howland and Howland publishers' representatives, New York, have opened a Chicago office under the management of Berry Stevens.

Digitized by Google

Digitized by Google

RICHARDS

JOSEPH RICHARDS CO.

INCORPORATED

Est. 1874

Advertising

NINE EAST FORTIETH ST. ~ NEW YORK

Our Clients are our best Advertisers

ANDREW ALEXANDER, *Shoes* . . . . . New York
ALVIN SILVER COMPANY, *Silverware* . . . New York
AMERICAN HOSIERY CO. . . . . New Britain, Conn.
Amho Body Clothing
AMERICAN SAW MILL MACHINERY CO. Hackettstown, N. J.
Portable Saw Mills
GEO. W. BAKER SHOE CO., *Women's Shoes* Brooklyn, N.Y.
P. CENTEMERI & COMPANY, *Gloves and Hosiery* New York
CHESAPEAKE IRON WORKS . . . . . Baltimore, Md.
Overhead Electric Traveling Cranes
JOSEPH FAHYS & COMPANY, *Watch Cases* . New York
GENERAL MOTORS EXPORT CO., *Automobiles* . New York
GLENS FALLS INSURANCE CO., *Fire Insurance*
Glens Falls, N. Y.
GOULD STORAGE BATTERY CO., ... New York
Automobile Starting-Lighting Batteries
KAUMAGRAPH COMPANY, *Trade Mark Transfer* New York
LIGGETT & MYERS TOBACCO CO. . . . . New York
Home Run Cigarettes, King Bee Tobacco, Condax Cigarettes, Picayune Cigarettes, Harmony Tobacco, Richmond Straight-Cut Cigarettes
MONROE CALCULATING MACHINE CO. . . . New York
MOHAWK SILK FABRIC CO. . . . . New York
Silk Gloves, Silk Underwear
NAIRN LINOLEUM COMPANY . . . . . Newark, N. J.
PATCHOGUE-PLYMOUTH MILLS CORP. . . . . New York
Lace Curtains and Rugs
PENNSYLVANIA CEMENT CO., *Portland Cement* New York
PARSONS PAPER CO., *Bonds and Ledgers* Holyoke, Mass.
PHOENIX MUTUAL LIFE INSURANCE CO. Hartford, Conn.
SIMMS MAGNETO COMPANY, *Magnetos* East Orange, N. J.
STA-SO LAMINATED SLATE CO. . . . . Poultney, Vt.
Sta-so Roof Surface
TIFFANY & COMPANY . . . . . New York

"Facts First — then Advertising"

Digitized by Google

Punctured Punctuation

Present Day Disregard of Punctuation Rules by Copy-Writers Deplored—Common Sense Rules Desired—Punctilious Punctuation to Be Avoided

A CYNICAL Englishman in writing of the Americans some years ago observed that the only uniformity to be found in this country was that of wearing a new crease down the front of an old pair of trousers. A striking example of that lack of uniformity is the use of punctuation marks, even by professional proofreaders and teachers of English. So it is to be expected that advertising writers, whose one point of agreement on important matters is that surf bathing in company with a man-eating shark is hazardous, should differ radically in the application of our twelve points of punctuation.

It is recorded that one astute author, having failed to find a system of using the troublesome "points" that was satisfactory to all his readers, omitted them from the body of his book, but made a supplement of a few pages of hyphens, commas, colons, apostrophies, periods, dashes, parentheses, semicolons, exclamation points, quotation points, interrogation points and brackets. These he invited his readers to distribute as they best liked them. Advertising men could adopt that method and assemble all the punctuation points in a panel, omitting them from the text. But that would have its disadvantages. The great buying public is prone to read much into the advertisement that the writer never dreamed of, taking every precaution desirable.

The classic illustration of the necessity of punctuation is that of the inspired author who wrote: "Woman, without her man would be a savage." The little comma was accidentally delayed in arriving and that beautiful sentiment was changed to: "Woman without her man would be a savage."

The purpose of language, we take it (when used in advertising), is to interest people. The more uniform it is the better it is understood. The better understood, the more effective it is. And as punctuation is one of the things that helps to make language easily understood, it is pertinent to ask just how far it may be disregarded without having a deleterious effect upon copy.

"Can you feel right carrying shabby luggage," "Who makes the best time," and "Does the car buyer want the facts," are three recent examples of omitting the interrogation point in a display headline that plainly asks a question. Were they improved by the omission? Are they more easily read or understood because the interrogation point was not used?

An advertising man writes that he has observed a tendency to omit the comma and to abolish the semicolon entirely—just as the period has been discarded at the end of display lines. Also, the exclamation point is as often omitted at the end of a display line as it is used. "These things," continues the same advertising man, "are all right where they make greater clarity, but when they lead to ambiguity and an effect of carelessness or lack of knowledge they are apt to have an unpleasant reaction upon the reader."

The omission of the apostrophe as a possessive sign, especially in firm names, is another practice that has been criticized. The prominent example cited is Gimbel's department stores of New York, Philadelphia and Milwaukee, who write it "Gimbels."

Of course advertising writers will not rise to the height of discrimination that impelled one of the old poets (was it Dryden?) to walk three miles on a hot day to have his printer change a comma to a semicolon. But, as suggested, any deviation from the established usage should not give

Digitized by Google

the appearance of carelessness or ignorance, neither should it lead to ambiguity, or attract attention to the language at the expense of the article offered.

A number of the State press associations have standing committees which make recommendations for changes in the use of English. They are then adopted simultaneously by the papers of the association. The Associated Advertising Clubs might prepare some such service for copy-writers.

From One Publication to Another

THE IRON AGE
NEW YORK.

Editor of PRINTERS' INK:

It did not surprise us in the least to see from the circulation statement that the paid circulation of *Printers' Ink Monthly*, had reached such a high figure in such a short time. We knew that when PRINTERS' INK started something that it would unquestionably be put across in the same smashing way which made the PRINTERS' INK of to-day stand for what it does. When the first issue of your *Monthly* was received, we were absolutely convinced.

Printers' Ink Monthly from a typographical standpoint, is one of the most attractive publications that we, in our more than sixty-five years of publishing *The Iron Age*, have yet come across. The quality of paper you use, the excellent half-tone reproductions, the pleasing color effects are a credit to what the modern publishing business stands for. Needless to say, the editorial side of your *Monthly* is in keeping with the excellent make-up of the publication.

C. S. BAUR,
Advertising Manager.

Tremendous Increase in Number of Telephones

Figures prepared by statisticians of the American Telephone & Telegraph Company reveal some truly surprising increases in the past ten years in the number of telephones per 100 population in use in the principal cities of the country. This advance of the telephone from the status of a scientific toy to that of a business and social necessity has been one of the wonders of the age. Nowhere else in the world has it been popularized to the same extent as in this country.

For the thirteen centres of population, New York, Chicago, Philadelphia, Boston, Detroit, St. Louis, Cleveland, Pittsburgh, Baltimore, Los Angeles, Cincinnati, Buffalo, Milwaukee, San Francisco and Newark, the number of telephones per 100 of population averaged 8.8 in 1910 and 14.5 in 1920, an increase of 64 per cent.

Furniture Dealers Advised to Capitalize Housing Shortage Condition

The Simmons Company, manufacturer of beds, couches, davenports, etc., of Kenosha, Wis., is advising its dealers to push the sale of folding couches. Part of the copy of one of the recent ads reads:

"A country-wide wave of increased rents and living expenses is emphasizing the popularity of smaller homes.

"Everywhere people are confronted by the necessity of either 'renting a room or two' or move into smaller apartments.

"These conditions exist in almost every community. Many months will probably pass before home-building activities, restricted during the World War, will catch up with the demand.

"Progressive furniture dealers in many of the larger cities have already emphasized the advantages of Simmons folding couches, davenports and day beds, as the logical solution for overcoming the space limitations of these changed living conditions."

A Section of a City Advertises Its Water Supply

Due to an accident at the municipal pumping station the water in Kansas City, Mo., for a week or more was unfit to be used. The North Kansas City Development Company seized upon this as an opportunity to advertise its water supply and thus advertise North Kansas City. Space was taken in Kansas City papers headed "Pure Water Free to All," the copy going on to say that "the people of Kansas City are urged to take advantage of the opportunity to obtain pure water at any and all times provided they furnish their own containers." The report of an expert in the Kansas City Testing Laboratory on North Kansas City's water supply was given together with some opinions on the accessibility of the suburb.

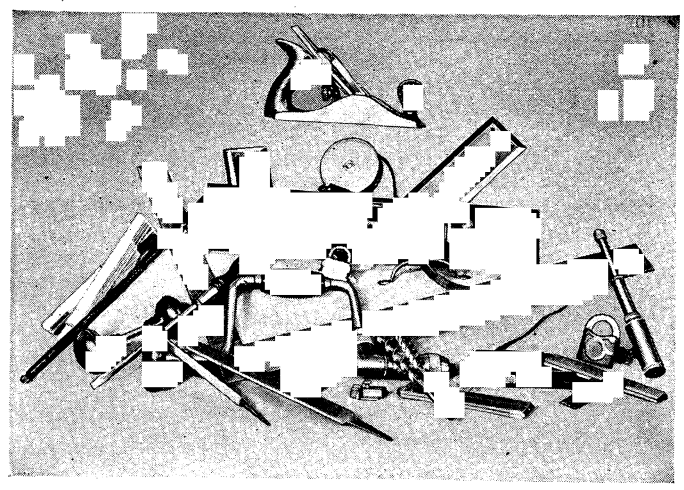
Sears, Roebuck to Open Store in Philadelphia

Sears, Roebuck & Company will open a new store in Philadelphia about the middle of October. This store will employ 2,000 people. It is expected that the store will enlarge the company's activity in the East and at the same time relieve the Chicago store of some of its burdens.

Havana "Post" Has New York Office

A New York office has been established by the Havana, Cuba, *Post*. This office will be under the management of Sidney L. Hydeman, who was formerly a member of the advertising staff of the New York *Tribune*.

Digitized by Google



Opportunity Beckons from the Mid-West

ST. LOUIS, one of the largest hardware markets in the United States, needs plants for the manufacture of small hardware, fine tools, machine tools and tool machinery. Most of these products to supply the great St. Louis trade territory must now be bought in the East. The sale of hardware and kindred lines in St. Louis last year was approximately $102,000,000. Much of the raw material is shipped from the Mississippi Valley, manufactured in the East, and the finished product again shipped back to St. Louis.

There is no good reason for this take-it-there-and-bring-it-back haul. A Mid-West factory in St. Louis would have an immense local outlet and could economically distribute in all directions to the markets of the Mississippi Valley, South, Southwest, Middle West and Far West.

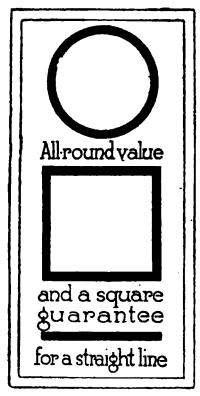
A ready market is assured. Splendid opportunities in this field await enterprising men of practical experience and ample capital. You will be interested in the booklet, "St. Louis as a Manufacturing Center." It goes into detail. A letter will bring it. Address

New Industries Bureau

St. Louis Chamber of Commerce

St. Louis, U. S. A.

Digitized by Google



"CIRCLE SQUARE & LINE"

SIGNS & SYMBOLS

THE sign at the head of this advertisement is the famous emblem of the Advertisement Dept. of Odhams Press Ltd., one of Britain's foremost publishing houses. It stands for "clean" advertising and indicates that Odhams guarantee the *bona fides* of every advertising announcement that appears in any of their publications.

Odhams issue a profusely illustrated little monthly called "Odds & Ends" that contains much of interest to American Advertisers. To have a copy sent you every month, apply on your business letter-paper *at once.*

Odds & Ends

A Monthly Journal from Odhams

Published by
ODHAMS PRESS, LTD.
8594 Long Acre, London, W. C. 2, England

Publishers of

JOHN BULL
EVERY WOMAN'S
IDEAL HOME
KINEMATOGRAPH WEEKLY
LONDON MAIL
PASSING SHOW
PAN
PICTURES
NATIONAL NEWS
SUNDAY EVENING TELEGRAM, ETC.

Digitized by Google

Probing for Fundamental Instincts in an Advertising Campaign

Lessons for Advertisers in Intensive Advertising Activities of the Hartford Fire Insurance Company

By Roland Cole

THE pest of business is the salesman who just wants to sell. Every sales manager generally has three ideas about his product: (1) What the customer thinks of it; (2) what his salesmen think of it; and (3) his own secret hope of how the world will some day come to regard it—in the light of a big public service.

Therefore, the true salesman, the real sales manager, is the man who resorts occasionally to some hidden laboratory where he seeks constantly, with crucible and alembic, to transform his sale into a service.

Fire insurance is not sold in the best way by causing a man to think of his burned up home or factory. The thing that usually makes the sale is the thought of the preserved home. It is the hope of glory, not the fear of hell, that saves men's souls.

Back of every human need there is a fundamental instinct. Unless the sale arises out of the need, there is no justification for the sale. This may sound like old stuff, but here is the way it happens.

You are sitting in your office one day when there enters a gentleman who says that you are probably insured just as you say you are. He would not doubt your word for anything. It would be ungentlemanly.

But instead of taking himself immediately away as you hoped he would, after he makes this remark, he stands in front of your desk, looks you in the eye, and tells you:

"Insurance is not a thing which somebody did to you yesterday which is all over now. It is the thing of the present. Neither is it a thing that you have to take time to think about, because I see that that annoys you. Insurance is a thing which you can hire me to think about. How? By inviting me to. Just invite me to think about your insurance and you won't have to think about it. A short time ago you took out insurance on all of this property. Back of this building on Anderson Alley is a parcel of ground with a big temporary shack on it. Your policy covers that shack. But just a few months ago that shack was torn down and a three-story brick building was put up in its place. If that building were to burn down to-night you would get no insurance on it. Did you know that? Now all I want you to do is to tell me to have that building inspected, or surveyed, and covered."

Does this incident make clear the difference between the sale and the service?

It does not matter what the product is, the fundamental principles are the same. The Hartford Fire Insurance Company has gone back to the starting point in its present advertising campaign, and every man who reads these words can do the same thing, provided he has not done it already, and even then he will probably find many new suggestions that can be adopted in his own field.

A NEW PRODUCT—FIRE PREVENTION

Advertising that relates itself most intimately to the need of the prospect is the kind that gets most favorable attention. Every man thinks his advertising problem more difficult than that of his neighbor. Fire insurance is no easier to sell than a lot of other things with which the public has been familiar for a long time. If the maker of furniture, men's clothing, or breakfast food thinks it incumbent on him to devise a clever, dazzling and original way

Digitized by Google

of proclaiming the unique merits of his goods, let him ruminate for awhile on some of the things that the seller of fire insurance is up against and he will regard the latter with more respect than he has been accustomed to show in that direction.

There are three striking things about the current campaign of the Hartford company:

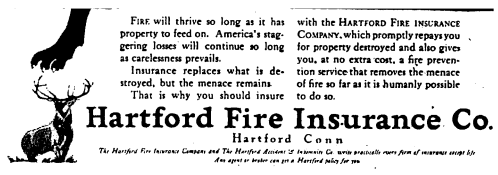
1. Fire prevention—the product;
2. A national campaign of unusual girth;
3. The merchandising plan.

Fire prevention may almost be called a new product. Everyone is familiar with the idea of selling fire insurance as it has always been sold in the past. When the man you are trying to sell becomes so familiar with your sales argument that he knows what you are going to spring before you spring it, drop the old weapons and use new ones. Selling is also thinking. It sometimes takes a generation to get your audience to think the way you want it to. After you succeed, it may stay that way for another generation—thinking in circles—unless you keep right with it and show it not only how to think, but how to think progressively.

Fire insurance is now so familiar to the public that most people flee at the mere mention of the word. The idea of selling the *fear* of fire is not a bad one, but a number of other advertisers had been working in this field for some time trying to sell the fear of accident, the fear of death, the fear of burglary, the fear of check raising, and have succeeded in doing it. Something in addition to that was needed, so the company decided to invent a new product in the fire insurance business—fire prevention.

The inspiration of this idea grew out of the peculiar conditions of the times—the increased cost of building materials, the shortage of labor, the necessity for maintaining production without cessation. There is a great need for carefulness on the part of everyone. Statistics show that most fires are caused by carelessness. A fire to-day causes an irreparable loss to the individual and to the nation. Fire insurance—merely reimbursing people for the value of the property destroyed—is in almost every instance but a very small portion of the loss sustained. The term "fire insurance" must be packed with a new meaning—it must mean a fire prevention service that is designed to help property owners detect hidden dangers and prevent fires.

How often in the history of advertising has the need of new



THE IDEA OF DESTRUCTIVENESS IS PRESENTED IN A STARTLING MANNER IN THIS ADVERTISEMENT

Digitized by Google

M·F
THOROUGHNESS

THOROUGHNESS! No word in the vocabulary more clearly expresses our conception of responsibility to an advertiser's interest. From first to last this Advertising Agency organization, grounded in 16 years of conservative business experience, puts the test of Thoroughness to every undertaking.

The symbol above, indicative of that determination, is our distinguishing mark.

Our booklet "The Relation of Advertising to Business" will help you get our point of view on advertising.

Mitchell-Faust Advertising Co.
ESTABLISHED 1904
Tribune Building · Chicago

Digitized by Google

SHEFFIELD OF TO-DAY

The Sheffield Independent

Biggest City in Yorkshire, sixth in the United Kingdom.

Share Capital of the twelve principal firms, £40,000,000.

500 Works engaged in Steel and Engineering Industry.

Employees of twelve principal firms, according to last return, 60,000.

Population on last return, 480,000.

Rent Roll of the City, £2,893,000.

Population of Circulation Area of the "Sheffield Independent," 2½ millions.

has been established in this district for 100 years.

It has more than double the daily sales of any oteer morning newspaper printed or published in Sheffield and district.

The area on which it concentrates includes Sheffield, Rotherham, Barnsley, Doncaster, Chesterfield, Mansfield, Mexborough, Worksop, etc.

Its advertisement rates are based on circulation value.

THE HALL MARK OF

PUBLICITY VALUE

London Offices of the Sheffield Independent:

The Newspaper House, 169-170, Fleet St., London E.C.4.

Digitized by Google

sales arguments led to changes in old products or the complete reorganization of a service? Because of the conditions referred to, the company discovered it actually had something new to sell the public—a fire prevention service. This was based on the organization of a corps of skilled insurance engineers. By constant inspections and competent advice, these men would enable the policyholder, first, to secure the lowest premium rate consistent with adequate protection, but, second, help the insured safeguard himself against the intangible losses which result from every fire and which money cannot replace. What a lesson is contained herein for other advertisers who are bruising themselves against the inertia of the public! One can always batter one's way through a mountain, but it takes a long while and costs a lot of money. Inventing an improved method is quicker and less costly. Moreover, this appeal to *prevent* loss, discomfort, idleness, and the other non-replacable consequences of fire, touched a far more responsive instinct in the human mind than the appeal to fear.

GETTING THE NEWNESS INTO THE ADVERTISING

The inspiration for the new note to be sounded in the advertising campaign came out of the new product. Selling this new idea of fire prevention by following the sedate and time-worn advertising methods of the past would be like trying to electrify the world with a Tiffany advertisement. Age is a great virtue in whiskey, wine and ruins, but not in advertising. News is the very heart-beat of modern advertising.

So all the traditions of the past were upset. Copy of a new, striking and unusual kind was designed for the national publications. Space does not permit a detailed discussion of some of the copy problems that had to be solved, but an examination of the accompanying reproduction of one of the magazine advertisements will at once make clear to the reader how the new product—fire prevention—is presented in quite a startling way.

One significant thing should be pointed out. The color red has always been regarded as a signal of danger, and in a way fire might claim it as a trade-mark. It was decided, therefore, to employ red in the advertisements, but to do it in an unusual way. Our magazines are filled with two-color advertisements, but in connection with scarcely any other proposition is red so appropriate as in the case of a subject related to fire. It was decided, therefore, to personify fire—to create an evil and malignant spirit out of it—and to do this with the red color exclusively. The layout would be in black along conventional lines, while rudely and startlingly dashed across the face of it would be this flaming malefactor, this devouring wolf, this lawless desperado, this demon hand and torch of incendiarism—fire, the outlaw, the destroyer, the evicter.

In the advertisement the figure of the wolf is all in red. The rest of the layout is black. Other advertisements in the series picture fire as an evil spirit seizing the moving belt of a machine and striking terror into the heart of the workman; another portrays it as a dragon about to consume an entire factory; while others show it as a menacing hand, a flaring torch, and in similar fanciful ways.

Short copy characterizes the series. The general treatment is in poster style. The idea previously referred to about fire prevention being a new product pervades the text. Here is a specimen.

"When fire destroys a factory, ordinary fire insurance pays for the buildings and machinery, but production stops. Although Hartford Use and Occupancy Insurance will pay current expenses and fixed charges while you are closed down, nevertheless your good will and continuous service to your clients lose much of their worth whenever production ceases. Rigid fire prevention methods greatly diminish the chance of loss. Every concern should have

Digitized by Google

both fire prevention service and fire insurance."

Advertisers who think they have a tough time with their dealers should think of the fire insurance company and its agents. It is ten to one that many a manufacturing proposition would be lifted from local obscurity to national prominence if it could acquire a brand new set of dealers over night and let somebody steal the old set. There is no attempt to vilify the fire insurance agent in what is said here, but until very recently he has not exactly been in the front rank as a champion merchandiser. If the old-fashioned country storekeeper and the average fire insurance agent of a few years back could have been placed side by side in the sunlight, it would have been impossible to tell them apart.

If the fire insurance agent was worse than the small-town storekeeper as a salesman it was only because he had an intangible service to sell instead of merchandise. Also he had to go out and get it, whereas the storekeeper could sit by the stove and wait. But he did not go out much, because he cluttered up his leisure moments with banking, real estate, law, and sometimes being a storekeeper, too. When the big insurance company began to snort fire and breathe hard as it adopted modern methods of selling not so many years ago its biggest task was undoubtedly the evangelization of its agents. There they stood, many of them hide-bound by tradition, guided by the "dead hand" of some father or grandfather who had founded the business in the dark ages, but whose influence still lived in old-fashioned methods and archaic practices.

But all this has reference to the old order. Another generation has stepped into place. The ranks are now pretty generally filled with young men who have been trained in the modern school. Fire insurance is advertised and "sold" to-day.

Dealer co-operation in the fire insurance business is a somewhat more strenuous pastime, so far as the advertising department is concerned, than it is in the manufacturing line. For this reason a brief description of what the Hartford is doing for its local agents will be full of valuable suggestions to all advertisers who have dealer "problems."

SELLING THE LOCAL AGENT

The company magazine, "The Hartford Agent," is used to sell the local agents the idea of the national advertising campaign. The moment a local agent gives the slightest intimation that he is interested in advertising a booklet entitled "The Hartford's Plan of Local Agency Advertising" is sent to him. This discusses the advertising service of the company from every angle of advantage. In addition to all the regular forms and methods of advertising, the agent is invited to let the service department of the company assist him in the preparation of a single advertisement or in laying out a complete local campaign.

In addition to this a colored broadside, entitled "Selling Hartford Service to the Agent," goes along, and portrays with graphic chart and punchful cartoon the outstanding features of the current campaign and endeavors to let the agent see himself all beautifully tied up with it and reaping abundant returns. With this also goes a voluminous assortment of printed matter in the form of mailing cards, folders, stuffers, booklets, proofs of newspaper ads, window hangers.

At this point the scheme rests for a moment to give the agent a chance to "rise." All ready waiting for this rise is an elaborate follow up arrangement. Suppose, for example, the agent comes back with a "send me some more dope on newspaper advertising." He gets in reply a special four-page letterhead marked "For newspaper advertising prospects," giving him the information asked for. Accompanying this is a questionnaire headed "Analysis for an Advertising Campaign in Local News-

Digitized by Google

The Nebraska Farmer
is now a member of the
Standard Farm Paper Association
and is represented
in Chicago by the
Standard Farm Papers, Inc.,
and in New York by
Wallace C. Richardson, Inc.

Digitized by Google

More than

600,000

Women in Great Britain

buy

"Fashions for All"

"Home Fashions"

and

"Children's Dress"

These are high-class illustrated Fashion Monthlies and their advertisement pages offer a most profitable means of appealing to the women of Great Britain.

(Size of page, 10⅜ ins. × 7¾ ins.)

Combined Rate

$1000 per page

and pro rata

W. B. ROBERTSON,
Advertisement Manager,
The Fleetway House,
LONDON, E.C. 4, ENGLAND.

Digitized by Google

papers." When this is filled out by the agent it gives the company information about local papers, the various departments of the Hartford represented in the agency and the kinds of insurance that the agent wants to feature.

The advertising department of the Hartford has developed into a "near" advertising agency. It has developed a number of very fine "accounts" among its local agents. Local campaigns are "planned," copy prepared in typewritten form with necessary layouts, schedules, and all the rest of it.

If there is one lesson the Hartford company preaches with never-ceasing repetition it is "tie-up, tie-up, tie-up"! The local agent is never allowed to forget for one moment that he must connect up with the national advertising of the company and stay connected up.

Every imaginable feature of the company's service is reduced to some form of printed matter and placed in the agent's hands for window display, distribution or circularizing. Reproductions of the national magazine advertisements are made in color and sent to the agent for use in his window. These same advertisements are also made over into mailing cards.

The variety and extent of the printed matter offered the agent is well-nigh limitless. Booklets and folders of every description on "Insurance for Golfers," "Hail Insurance," "Tornadoes," "Acreage Investment," "Blooded Livestock," "Rent," "Work Horses," "Fair Buildings," "Livestock in Transit," "Race-horse Insurance," "Exhibitors' Insurance," "Salesmen's Samples," "Baggage" and "Mail Packages."

"A calm sea never made a skilful mariner" means in this case that the "dealer help" department of the Hartford is probably as efficient as it is because agent co-operation is not easy to get. Perhaps there are a few manufacturers who will read this whose dealer co-operation could be doubled in efficiency by adapting a few Hartford ideas.

Keeping Up With The Times

A FACT A WEEK

To the Editor of THE TIMES:

In behalf of the postal employes of Washington, D. C., I sincerely thank you for your splendid work in aiding us in our fight for increased compensation. The Washington Times has always stood ready to champion the cause of the deserving. I am sure you have earned the everlasting gratitude of every postal employe in the country.

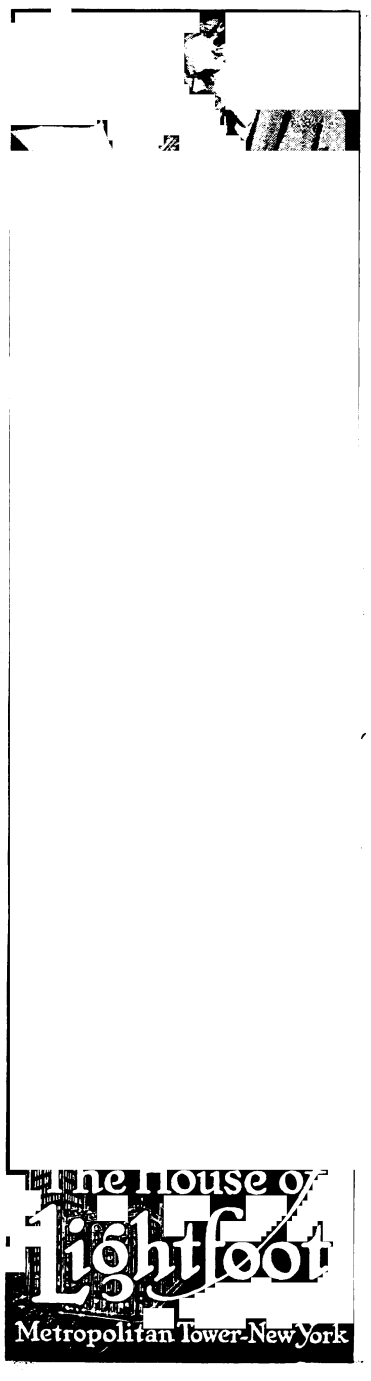
JOSEPH HURWITZ,
Sec. Local 140, N. F. P. O. C.

Government departments are Washington's big overshadowing industry—and The Washington Times is the peferred newspaper of this most important buying unit.

The Washington Times

WASHINGTON, D. C.

Digitized by Google



Is the Air Traveler Entitled to Accident Insurance?

Present Attitude of Accident Insurance Company Indicates That He Is Not Considered—This Attitude Would Be Justifiable Only If Air Navigation Were Considered a Sporting Venture

By Robert R. Updegraff

THE insurance world is soon going to have to face the problem, judging by the growing interest in aviation, of determining whether to discriminate or not to discriminate against accidents sustained in aviation.

The New York *World* recently printed a dispatch from Atlantic City, portions of which read:

"Holding that the definition of participating in aeronautics means riding in an airplane, even if not sharing in its management, Judge Ralph Donges of the Atlantic Circuit Court has handed down an opinion holding that Mrs. Marie J. Fitzsimons Bew is not entitled to recover $3,000 on an accident policy issued by the [Blank] Insurance Company to her husband, James W. Bew, who was killed with Aviator Beryl Kendrick in the fall of a seaplane at the Inlet on May 24, 1919.

"The policy contained a clause which said any one participating in aeronautics renders it inoperative in case of death as a result of injuries sustained in an airplane accident.

"The Court's opinion did not consider the question raised by Attorney Stern, that since the plane in which Bew was a passenger was engaged in passenger service for hire it was a common carrier, and the widow was entitled to double the indemnity under the terms of the policy.

"Aviators and insurance men have followed the case with much interest owing to the fact that by this decision, which is the first of its kind in jurisprudence, the law on this phase of aerial navigation is established."

Digitized by Google

ART. FRANCIS
JOINS
HOUSE FURNISHING REVIEW

With keen appreciation of the advances ELECTRICITY is making to lessen the drudgery of the household and the need for constant expert advice and service to our Electric Houseware Manufacturers, the

HOUSE FURNISHING REVIEW

has added to its business staff

Mr. Arthur E. Francis
formerly of
"Electrical Record"

Mr. Francis will assume charge on August 2nd of the Eastern Business Department of the "House Furnishing Review," and with a record of 20 years in advertising and sales promotion, he comes to our friends well qualified to fulfill their every need in sales promotion.

HOUSE FURNISHING REVIEW
253 BROADWAY NEW YORK
Now in its 29th year
CHICAGO BOSTON

Digitized by Google

Dealing in Futures

Insuring Sales for the Years to Come by Paying the Premium of Advertising to Children To-day

By Harry Varley

IN spite of what the proverb says, you *can* teach an old dog new tricks—but it is hard. Training them from puppyhood in the way you want them to go, catching them when they are young and impressionable and making the most of their education at that time is the better way. And in this we humans are much the same.

* * * * *

First impressions are strong—which is particularly true of advertised goods.

There are three divisions in advertising to boys and girls:

a—To sell them children's goods.

b—To have them influence their parents in the purchase of either children's goods or those purchased by adults, in which class we would place breakfast foods, player-pianos, etc.

c—To educate them, familiarizing them with a product so that when the proper time comes, they will remember it—and buy.

It is the third method we are touching upon, though the subject overlaps and embraces the other.—"Printers' Ink," August 14, 1919.

Advertisers in

NORMAL INSTRUCTOR—PRIMARY PLANS

do more than this.

FIRST—They sell the teacher

150,000 of Them

SECOND—The teacher tells the pupil

10,000,000 of Them

taught by our readers.

THIRD—The pupils tell their parents

Why does the teacher do this? Because our advertisers help her in her work. Let us tell you how.

Our rates are only for the 150,000.

F. A. OWEN PUBLISHING CO.,
DANSVILLE, N. Y.

WESTERN OFFICE
708-710 Republic Bldg.
Telephone Harrison 5844
CHICAGO, ILL.

CHARLES E. GARDNER
Advertising Manager

EASTERN OFFICE
110 West 34th St.
Telephone Greeley 3269
NEW YORK CITY

Digitized by Google

If aviation is to be nothing but the sporting pastime of a few venturesome souls, the insurance companies may be justified in refusing to insure "participants."

But if, as now seems probable, air navigation is to take its place some of these days as a new mode of travel and recreation, can insurance companies sidestep their responsibility to the public to write policies that protect against death or accidents from such cause?

And is aviation so extra hazardous, anyway? As pointed out in a recent article in PRINTERS' INK, no less an authority than John North Willys recently stated that "The present-day airplane is safer than the motor car of twenty years ago."

It is not so much a question of whether the insurance companies can get a favorable court decision in such a case, or of whether their lawyers can draw up aviation-proof policies: the important question is whether they are going to wish ten years from now that they had met the problem fairly and squarely in 1920. For if the airplane is coming as a means of transportation, no accident policy can be written in 1930 with an aviation exclusion clause any more than such a policy could now be written which refused to pay a benefit if the insured sustained injuries or met death while crossing Broadway, New York, at Thirty-fourth street, because that crossing is extremely dangerous. And if eventually this aviation clause must be struck out of accident policies, is it wise to delay? Is it not the worst kind of advertising for any insurance company to refuse to pay a benefit which the public may think it justly should pay? In the particular case cited above a gentleman remarked to the writer, after reading the dispatch, "Well, for two years I have carried an accident policy in that company, and if it isn't going to cover aviation I don't know as I'll renew, because I expect to make a flight in an airplane soon. I don't think they are half as dangerous as jitney buses, but just because my acci-

Arthur E. Cheesman

is now a member of this organization.

Mr. Cheesman will have charge of our newly equipped photographic department—a position for which he is particularly well suited because of his long years of training in both the portrait and commercial fields.

The advertising service that we can now give our clients in the matter of making such silver prints, enlargements, and the other photographic work that is an indispensable part of many advertising campaigns, is just another example not only of our desire to render full co-operation, but of our ability to do it.

Louis C. Pedlar, Inc.
Counselors in Art
246 Fifth Avenue
New York City

Digitized by Google

CLINICAL MEDICINE
Read by Physicians

"The National Magazine of Medicine"
used by National Advertisers

WANTED

One National advertiser of a reliable watch for physicians use.

Write for Rates

The American Journal of
CLINICAL MEDICINE
S. DeWitt Clough, Advertising Manager
4753 Ravenswood Ave., Chicago
H. R. Saunders, Eastern Representative
17 W. 42nd St., New York City
Telephone Vanderbilt 6759

The Underwear & Hosiery Review
320 Bway New York

dent policy didn't cover airplanes I'd be sure to get smashed up that way!"

Of course, I do not presume to say what the insurance companies should do in this matter; my desire is merely to bring up the point that right now they are getting some free publicity, whether they will or not, due to the newsy nature of aviation accidents, that is not favorable.

It would seem to be time for the insurance prophets to look ahead, with keen appreciation of the present advertising value of aviation.

Will Protect Renters

The Better Business Bureau of Detroit, co-operating with the newspapers of that city, has started a campaign against a new form of "gouging" the public by landlords, as a result of investigations into the acute shortage of living quarters in that city.

Many of the classified advertisements in the "To Rent: Flats, Homes, etc.," are found to include the condition that the furniture contained be purchased by the renter, says a report from the Detroit Better Business Bureau. Although the rental usually appears to be reasonable, often the purchaser is given no assurance of continuation of his lease, and the scheme seems to be only a method of getting rid of a lot of cheap furniture, the bulletin concludes.

Several of the newspapers of Detroit have announced that no want advertisement offering a house or flat for rent where it is conditional that the furniture contained must be purchased will be received, the bulletin states.

Spain Aids New Industries

By a royal decree, 117 banks and financial institutions of Spain have been given the right to form an industrial credit bank with the object of assisting struggling industries and the development of new ones. In certain cases also, the Government will exempt from taxation on profits and from stamp duties in connection with the formation of new companies. There will also be exemptions from import duties on articles that cannot be obtained in Spain, and that are necessary for these new businesses.

J. P. Patterson Heads Canadian Association of Agencies

John P. Patterson has been elected President of the Canadian Association of Advertising Agencies. Other officers are: First vice-president, E. Desbarats; second vice-president, J. McConnell; secretary-treasurer, A. J. Denne; member of committee, R. A. Baker; immediate past-president, W. B. Somerset.

Digitized by Google

Morning Record Meriden, Conn.

Now operating New Goss Quad Press, doubling press facilities;

Now occupying new addition to The Record building, giving 60 per cent increase in floor space;

Equipped with new Plate Casting Machine, new Intertype and Linotype Ad-setting Machines, etc.

A high-class, progressive newspaper, produced in a thoroughly modern plant.

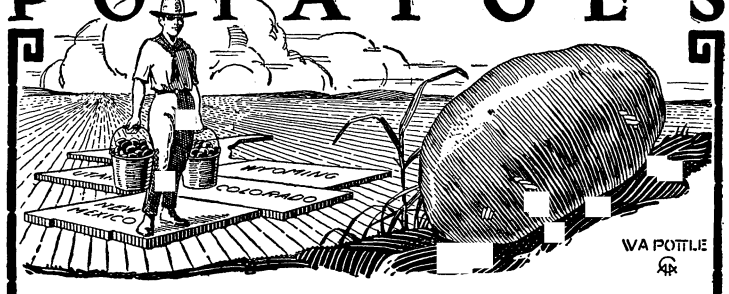
***For years the leader in circulation,* in volume of advertising, and in influence with Meriden newspaper readers.**

Member Audit Bureau of Circulations since 1915.

All EASTERN Advertising Handled by the HOME OFFICE DIRECT

GILMAN, NICOLL & RUTHMAN, Western Advertising Representatives
Tribune Building, Chicago, Ill.

POTATOES



THE AVERAGE per acre yield of potatoes, in 1918, in Colorado, Idaho, Utah, Wyoming and New Mexico, was 153.6 bushels—60% more than the 95 bushel per acre average for the United States. 21,000 carloads of potatoes were shipped East from this territory, and farmers received $24,407,000 for their crop.

These five states average $6,325 per farm in value of crops and live stock. Total valuation last year, $1,201,713,550.

Cover this rich agricultural territory with WESTERN FARM LIFE—only farm paper member of the A.B.C. in Colorado. 81% of its subscribers are in these states; 99% West of the Missouri. 55,000 subscribers are guaranteed for 1920.

REPRESENTATIVES
W. C. RICHARDSON, Inc.
381 4th Ave., New York
W. D. SHANK
Waldheim Bldg.
Kansas City

WESTERN Farm Life
Denver-Colorado

REPRESENTATIVES
F. S. KELLY
Peoples Gas Bldg., Chicago
A. D. MC KINNEY
Post Dispatch Bldg.
St. Louis

Digitized by Google

13206
SAVINGS ACCOUNTS IN FIVE JANESVILLE BANKS

Janesville, Wisconsin, census figures show a population of 18,293, an increase of 31.6%. Out of that population, there are 13,206 savings accounts in the five banks of Janesville. This is an interesting statement because it has a very essential bearing on the purchasing power—quality of the citizens—and the general desirability of Janesville as a ground for the introduction of goods or increasing the sale of goods already in the Janesville market.

It is claimed that Janesville has the highest per capita bank deposits of any city in the state. The total bank deposits are $10,004,821, which means that for every man, woman and child there are $506 in the vaults of the banks. The average savings deposit is $295.12.

The Janesville Daily Gazette is distributing over nine thousand copies daily, has a Service Department ready to cooperate with its advertisers, working in harmony to the end that goods advertised may move through the dealers' hands and out to the public with a minimum of resistance. Goods advertised in the Gazette are given the use of our prominent display window at the time the campaign is on. Dealers are assisted when desired with window trims while the campaign is on.

Have you included Janesville, the fast growing city, now twenty thousand estimated population in your fall campaign?

JANESVILLE DAILY GAZETTE
JANESVILLE, WISCONSIN

M. C. WATSON,
Eastern Representative,
286 Fifth Avenue, New York City.

A. W. ALLEN,
Western Representative,
1336 Peoples Gas Bldg., Chicago, Ill.

Digitized by Google

When Farmers and Middle Interests Co-operate

Advertising Efforts of National Dairy Council of Canada Much Facilitated—Maximum Consumption to Mutual Advantage

By J. T. Bartlett

THE National Dairy Council of Canada, which is just getting ready to advertise on a large scale, illustrates a new condition of considerable significance in agriculture. It has to do with relations between producers, on the one hand, and milk distributors and dairy product manufacturers, on the other. Advertising is intimately connected with the new state of affairs.

The public is fairly familiar with the antipathy which formerly existed between the producer and the dealer or manufacturer who stood between him and the consumer as a middleman. Producing for a market prices in which, broadly speaking, were governed not by cost of production, but by the relation of a production never known in advance to a consuming demand, also never known ahead, the farmer often had discouraging selling experiences. And, characteristically, he did not blame the speculative features of his business, but something more tangible—the particular middleman who bought his products.

He called the private creamery, or milk wholesaler, or condensary, a skinflint, robber, crook, or something worse. When prices were unprofitable, he blamed the middleman for it.

This feeling on the part of farmers was intense—as it still is among unorganized producers—and when they began to co-operate it was in a very bitter spirit. At early organization meetings the talk was not of economic principles involved, but usually of particular middlemen, often mentioned by name. Animosity actuated the organizers.

And the middlemen fought back. They did their best, at first, to defeat organization, because they feared it.

Co-operation between these two interests seemed at one time, and only a short span of years ago, a wild dream. To-day, viewing the subject broadly, one of the important economic benefits of co-operation among farmers is the incidental co-operation of farmers and middlemen.

One realization is that the greatest profit of each, and the greatest opportunity, lies in maximum volume of business. The farmers have learned that "turning the tables" on the middlemen, the principal purpose of many early organizations, made their selling position stronger, but far from solved the problem of permanent, dependable profits. They learned that they could only raise the wholesale price to a certain point, because beyond that point consumption would drop and their own object would be defeated.

Middle interests in the milk trade began to realize that with producers exercising control over price, and with the latter's keen scrutiny extending even to the retail price, they could anticipate business only on the basis of a fair but low margin, and that their success was vitally involved in the size of business done.

Advertising consequently enters. Advertising by agricultural interests is not simply clever business practice. It comes inevitably as a result of a condition of evolution in agriculture. Its whole tendency is to create dependable profits for producers through large volume of business and efficient distribution.

THE CANADIAN FINANCING PLAN

A gradual realization by agricultural interests that organization is primarily not to combat the middleman, but to establish better distribution, is responsible

Digitized by Google

WANTED-THE LINK

Between Tremendous Advertising and Big Sales to the Drug Trade

The door is open to a red blooded live wire, experienced in writing real salesmanship letters and circular matter that sells.

A man is wanted who is capable of interesting the retail drug trade in nationally known products, backed by the largest advertising appropriations ever put behind proved "best sellers" —such as Bayers Tablets of Aspirin, California Syrup of Figs, Danderine and Cascarets.

No small-calibered man has a chance but here's a real worth-while opportunity for a well qualified mail order correspondent who can push special deals and keep the trade advised of advertising plans, etc.

Write at once with record of past promotion work.

Wm. E. Weiss, General Manager

Sterling Products Co., (Inc.)
Wheeling, W. Va.

for a rapidity of co-operation and a success which is spreading all over the continent. In Canada, the National Dairy Council is inaugurating a co-operative advertising campaign which, in the matter of funds, illustrates the extent to which middle interests and farmers are ready to co-operate, and the ease of comprehensive accomplishment which such co-operation implies.

Some two dozen provincial and national associations connected with the dairy industry in one way or another are represented on the council. On the basis of membership associations, the complexion leans more toward the farmer than the distributor or manufacturer. The several provincial dairymen's associations, various breeders' clubs and some milk producers' selling associations are members. The creamery, cheese, ice cream, milk condensary and milk powder manufacturers, as well as the milk distributors, have association membership. The annual fee is $100 for each representative sent.

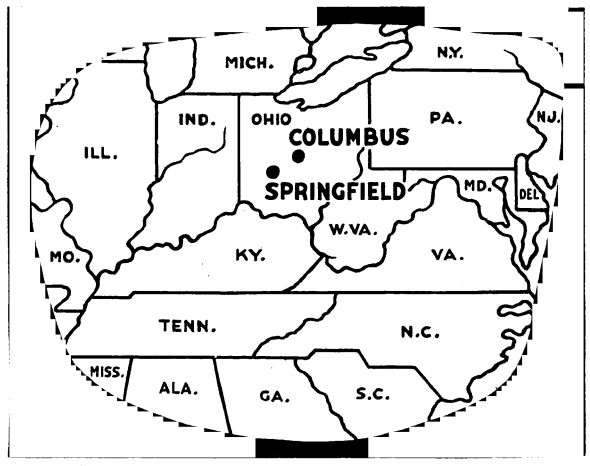
Every manufacturer in the Canadian dairying industry, together with milk and cream distributors, is requested to contribute to the council an annual sum based on his volume of business. The basis of contribution is one cent for each hundred pounds of butter fat, and one-third of a cent for each thousand pounds of milk. In the case of milk bought on a butter-fat basis — as much is — the whole milk assessment does not apply. The payments to the council are made semi-annualy, except in the case of cheese, which is made once a year.

Dealers and manufacturers have already contributed substantially to the council. The first assessments of individual producers are just being collected as this is written—an annual fee of fifty cents.

While the National Dairy Council of Canada is under producer leadership, and many of its initial efforts have been in connection with matters which directly interested producers more than others, actual contact with thousands of

Digitized by Google

The Important Mid-Eastern Tractor Belt Where Implement & Tractor Age Dominates



The importance of the Mid-Eastern Belt as a Tractor Territory has been recognized by the decision of the National Tractor Demonstration and Show Committee of the National Implement and Vehicle Association to hold the

Next National Tractor Show
at Columbus, Ohio

This is the territory that has been dominated for years by the

Implement & Tractor Age
Springfield, Ohio

Tractor and allied manufacturers interested in the development of this territory in connection with an exhibit at the Tractor Show are invited to correspond with us.

January 20th will be published the Pre-Convention Number.

February 20th will be published the Convention Number.

Space should be reserved in both issues.

IMPLEMENT & TRACTOR AGE
Member Associated Business Papers, Inc.
Springfield, Ohio.

Digitized by Google

The John Curtiss Company, Inc.

ADVERTISING AGENTS

announce the opening of their offices at 1476 Broadway New York

John Curtiss, President
L. D. Wertheimer, Vice-Pres.
W. L. Harriss, Treasurer.

Digitized by Google

producers all over Canada is facilitated and maintained through the good offices of the manufacturers and distributors. In making the first collection of individual producers, E. H. Stonehouse, president of the council, himself a milk producer, wrote a letter, which was printed as a leaflet and distributed in quantities to manufacturers and distributors. It was sent out by the latter with patron checks.

This leaflet made the collection of funds the routine arrangement, only to be stopped by the individual's definite notification to the concern buying his milk that he did not care to contribute. Many of the farmers thus reached could not have been approached through dairy associations. This method would have been far more laborious, far less effective, and would not have reached a large number which the adopted method did—farmers belonging to no association.

"You have been saved hundreds of thousands of dollars," wrote Mr. Stonehouse, "by the Dairy Council keeping the express companies and the railway companies from getting increased rates for the shipment of cream and milk. The council is going to start an educational campaign to try to get the public to appreciate the importance of drinking more milk and eating more dairy products, both from the point of view of good health as well as economy. To keep our organization efficient so that it may be always ready to protect our interests, and to do the educational work we have on hand, every milk producer in Canada should contribute something to the funds of the council.

"We have decided to ask each dairy farmer to give us fifty cents a year for that purpose. The easiest way to collect this money is by getting the factories, creameries, distributors and all those who gather milk or cream to keep fifty cents out of the next pay check from each patron and send the money to the council. I hope you will agree to this. If you object to contributing fifty cents

LA NACION

Santiago - Chile

Member of the Associated Press

The Leading and Most Modern Chilean Newspaper

Net paid daily circulation over 50,000 copies

18 to 24 pages

ASK FOR NEW RATE CARD

Rate per inch $0.90 to $1.42 according to contract

CHILEAN COMMERCIAL BUREAU, Inc.

Sole U. S. Representative

141 Broadway New York

Connect With Chicago and the Great Central Market

I have recently sold my own active, prosperous business, and am open to consider proposals looking to the establishment and operation of a CHICAGO OFFICE for an Eastern house.

20 years successful experience in Advertising, Trade Paper, and Magazine Work, in all its phases—selling ability and executive capacity—thorough knowledge of printing problems—marked achievement in circulation building,—this epitomizes my preparedness to profitably serve the right concern.

I have an efficient organization, and an impressive, well-located, completely-equipped office ready for use.

Highest references will be furnished.

HERBERT S. BROWNE,
608 South Dearborn St., Chicago

Digitized by Google

I WISH TO CONNECT WITH SOME LARGE MANUFACTURER — or Established Advertising or Selling Agency — seeking the services of a MAN OF EXCEPTIONAL ABILITY.

I offer the training and experience of over twenty years in *results-producing* for very large concerns, in varied lines. Thoroughly competent—as promotion and general sales manager, trainer and handler of salesmen, personal salesman, advertising director, "plan and copy man," etc. American; age, 44; health, perfect; habits. clean; glad to earn an *interest* in the *right business;* location, immaterial. Kindly cover all information and requirements in first letter, and I will do the same. Address: "T. A.," Box 60, Printers' Ink.

Syndicate Advertising Service For Sale

This syndicate advertising service has been approved and used by newspapers and advertisers all over the country. The present owner has letters from prominent newspaper men indorsing his idea as being one of the really successful syndicate services; must sell because of other business interests; cuts, copy and mats of proven worth go with the service; $5,000 cash. D. S., Box 71, care Printers' Ink.

to our council, please notify the concern to which you are delivering your milk, and the money will not be deducted from your pay. If they do not hear from you, they will understand that you are willing to help our work by giving us this contribution."

The plan explained in the circular was also announced by the council in farm paper advertisements.

ADVERTISING PLANS MADE

The Canadian council is young, but it is ready to jump off with advertising efforts already broadly planned. Campaigns in which trained women lecturers, graduates of agricultural colleges and specialists in dietetics visit consuming centres and under the auspices of Boards of Health, Child Welfare Leagues, and kindred organizations, give lectures and demonstrations before women's societies, school children and the like, are prominent in the general plan. These campaigns will be assisted by advertising in the local newspapers.

"In addition," D'Arcy Scott, secretary and general counsel, informs the writer, "we contemplate a general newspaper campaign from coast to coast, assisted by the judicious use of posters. This work will take about $60,000 a year."

The exact amount which will be available for the advertising work is not yet known, and the council will modify plans if necessary.

There are evils associated with unorganized distribution of farm products which are attributable to middle interests. In many cases the middle fellow simply can't do business any other way. He is the victim of customs and conditions. Some of these evils are best reached and overcome through co-operative selling by producers, and when the latter set out they seem to be waging war on the middleman. Co-operation does force different methods on middle interests, but in the long run these new conditions are actually to the best advantage of the middleman, too.

Digitized by Google

We Want a Man Who Can Work With Words

SOMEWHERE in America there is a man who can write—*really write*—direct-by-mail advertising copy. He is not a producer of skimmed-milk copy—copy that glides gracefully along the surface of a subject without saying anything or getting any place. He gets right down to the very tip-end of the root of the matter, and builds on facts. His messages make men pause, ponder and purchase.

We want that man.

He belongs with us. He will be at home here, and very happy. Because we are his sort of folks. His salary will be based on ability and experience. And we can offer him an unusual opportunity in this young man's organization—the fastest-growing direct-by-mail advertising house in the country.

We are not going to kill this man's interest and ambition by keeping him at work on cheap mail-order propositions. He will aid in the preparation of great national direct-by-mail campaigns for well-known manufacturers.

We are frank in saying that we do not know this man. Perhaps he is a youngster, just starting on the Road to Realization. Or maybe he is a bit older—a little more experienced—a real producer who is seeking a permanent connection among happy, hard-working humans, where good constructive work will be appreciated. At any rate, this we do know, our man is, above all else, a practical, forceful writer.

If you have reason to believe that *you* are this man, write us a frank, friendly letter today. Send us a photograph of yourself as well as samples of the work you have done. Also give us an idea of the salary you would require. In short, tell us all about yourself, your work and your ambitions.

THE DIRECT ADVERTISING CORPORATION

W. E. HENKEL, *Chairman of the Board*

BURTON BIGELOW, *President* — A. J. RANDALL, *Secretary*
MAXWELL DROKE, *Vice-President* — B. G. SALTZGABER, *Treasurer*

538 North Capitol Avenue, Indianapolis, Ind.

Digitized by Google

TO MANUFACTURERS IN THE EASTERN STATES

A big, broad-gauged advertising, merchandising and sales executive will shortly be open for a proposition with a manufacturer of a product sold through retail channels.

No man whom I know—and I know a number of sizeable men here and abroad—is better qualified by experience and ability to do big, resultful work than he.

This does not mean that he has not already done big work—for he has, very big work—but he is now ripe for even bigger things.

No man can decently talk about himself the way the other fellow can.

Many a man who can readily sell anything from toothpicks to talking-machines is handicapped by a very natural reticence in selling himself.

That is why I have taken it upon myself to write this advertisement for him.

These are the things he knows from practical experience and natural ability:

(1) human nature, the prime factor in the handling of people;
(2) the retail business and therefore the retailer's viewpoint;
(3) advertising from the retailer's, the manufacturer's and the advertising agency viewpoints;
(4) advertising copy—he is one of the first few in the country, and his work is now, and for several years has been, appearing in magazines and newspapers;
(5) dealer service (a much-abused and misunderstood phase of advertising and salesmanship) from both the manufacturer's and the dealer's viewpoints;
(6) advertising media and their relative values, with almost the exactness of an advertising agency space buyer;
(7) merchandising, selling, markets—with the addition of a pretty clear perspective on the procedure and prospects of export business.

In short, he has a well-rounded equipment for a sales and advertising director (either or both) of an enterprising manufacturer of goods sold through retail channels.

His habits are exemplary—he is essentially a family man, a student of his profession, and an inhabitant of his own well-selected library.

I suspect that he would welcome a connection with a manufacturer outside of New York City—perhaps in a small manufacturing community.

Certainly he would want some arrangement whereby he could share in the success of his work and thus feel that he had his life's work ahead of him.

He is not an advocate of advertising extravagance, because he knows how to get results without it.

The manufacturer who gets him will have an indefatigable worker and a man of vision who has the ability to make his vision come true.

There are no secrets in his career and all the facts of his record are easily available.

Manufacturers who are interested in this man will please communicate with

L. R. M., Box 74, Printers' Ink, New York.

Digitized by Google

What is happening now in the dairy industry of Canada, and is imminent in other lines of agriculture there and here, all points to the final elimination of much of that old hostility between farm producer and intermediate buyer. And when farmer and middleman forget it, and attack industry problems together, they will accomplish great things.

Miss Robinson in South American Advertising Work

Miss Hester D. Robinson, who was recently with the Associated Advertising Clubs of the World, at New York, will take charge of the advertising department at Buenos Aires for the W. L. Smith Company, general representative in South America for a number of American manufacturers, including The B. V. D. Company, Cheney Brothers, Utica Knitting Company, Corticelli Silk Company, Oneida Community, Ltd., and Pompeian Mfg. Co.

Moves Advertising Office to New York

The R. L. Watkins Company, Cleveland, manufacturer of "Mulsified Cocoanut Oil Shampoo" and other products, has recently opened a sales and advertising office in New York. Paul O. Richmond, president of the company, and Malcom B. MacIntire will place all advertising from this office. The home office of the company remains at Cleveland.

The Chatham Agency Formed at New York

The Chatham Advertising Agency has been recently formed and incorporated at New York by Miss L. Z. Guck and Miss Bertha Bernstein, who was recently with the A. M. Sweyd Co., Inc., New York.

Arthur M. Smith, recently with Sherman & Bryan, Inc., New York, has joined the staff of this new agency.

"Tycos" Founder Dead

Frank Taylor, aged seventy-five, a founder and former president of the Taylor Instrument Companies, Rochester, N. Y., died at his home in that city on July 26. In 1866, with H. F. Richardson, he began making the thermometers which, through advertising, have since become widely known.

Joins Continental Publishing Company

Bernard O'Donnell, formerly with the staff of the Toronto *World*, is now a member of the advertising staff of the Continental Publishing Company, Montreal.

Sales Manager Wanted

by old established house manufacturing one of the best-known Nationally advertised furniture specialties in the world. (Sales over $1,000,000.00 annually—with 20 salesmen.)

The man we want is fairly young; he has ginger and brains as well. He knows the value of National advertising and has been trained to sell it, as well as merchandise, to the retail dealer. He can take bright young men and train them to sell by proven methods. He can route them and guide them and build them into efficient salesmen.

All this, in addition to being able to learn our product and conduct a mail sales campaign, is necessary. Mail sales and securing dealer's co-operation with our advertising, under present sales manager, is the first job—then the sales managership when you are found worthy.

A young man experienced in training and handling salesmen for a Nationally advertised specialty can start at a reasonable salary and get a better one when he demonstrates his worth.

If you don't know how to "sell" the dealer on National advertising, you are not the man.

If you are actually qualified as outlined above, tell us about it and an interview will be arranged at your convenience.

Address B. R., Box 73, care of Printers' Ink.

Digitized by Google

Investment Advertising Executive Wanted

Conservative investment house, located in Atlanta, doing a mail-order mortgage bond business, desires to engage young man able to assume direction of advertising and mail-order sales.

Helpful qualifications are:—

—advertising experience;

—the investment view point or ability to acquire it;

—faculty of writing sales letters and developing promotion material;

—ability to supervise printing.

If not an experienced investment advertising man we want one who can develop quickly into such an executive as described.

The man engaged will be given responsibilities and freedom of direction which will permit him to exercise his ability and he will profit thereby. Salary to start, about $2500. Future compensation governed by applicant's demonstrated worth.

Your letter of application will be our first means of judging your fitness for this position.

Address S. H., P. O. Box No. 822, City Hall Station, New York City

American Activities in Spain

The "Trade Supplement" of the London *Times* in commenting on the Spanish market for British and American merchandise says: "Go where you will in Spain you see evidence of the competition of the United States. Their motor cars are everywhere. Their typewriting machines, of different makes, have fine shop window displays in every city. But it is in propaganda work that the clearest evidence of American superiority is seen. When one notices in a hotel an American monthly devoted to export trade interests, with 300 pages entirely in Spanish, and another American publication of 400 pages advertising American products written entirely in Spanish one knows that these must also be extensively circulated in business circles.

"It is in readiness to supply that the American manufacturer is strengthening his position. The shopkeeper who wants British goods and cannot get them is the man to be considered. He must be supplied. Otherwise, given another six months in which orders are refused at home but are accepted and executed from the other side of the Atlantic, it is easy to predict the course of trade in Spain during the years to come. It is a market well worth retaining. When a great community is ready to purchase high quality goods it would be the height of folly not to strain every effort to supply the demand."

Calling Attention to the Seamy Side

Fifty-four line single column display space was used in the New York papers the morning of the second yacht race to call attention to a muncipal shortcoming. It reads: "Yachts and Sewage. The citizens of New York who visit the cup races are requested to observe the filthy condition of the waters of our rivers and bays, a menace to health and a disgrace to a civilized community." The advertisement was signed, Edward Hatch, Jr., 621 Fifth avenue, New York.

Killian Joins Joern's Copy Staff

Tom Killian has left the Associated Press to become a member of the copy staff of the Arnold Joerns Co., Inc., advertising agency, Chicago. Mr. Killian formerly was assistant managing editor of the Philadelphia *North American* and recently was in charge of reportorial publicity of the Leonard Wood national campaign committee.

Widdicomb Phonograph Account with Detroit Agency

The Widdicomb Furniture Company, manufacturer of the Widdicomb phonograph, Grand Rapids, Mich., has put its account in the hands of the Green, Fulton, Cunningham Company, advertising agency, Detroit.

Digitized by Google

Are You the Man—
Do You Know the Man—
to fill our need for a copy chief?

The Job—

is Chief of our Copy Department.

It involves more than writing copy.

It means working with the executive and the other departments of this agency. It means knowing good copy from bad—sound, selling stuff from spell-binding bunk—enough about type and layouts to be reasonable with the art department.

It means getting out of other men all the good they have in them and still making them happy.

It means unusual opportunity to start something—initiate, create and carry out—but always rationally and for a good reason.

The Man—

He must be able to write good copy, but much more important he must be a real copy chief instead of a copy writer, so he can start things, get them done and get them done right.

He must know something about how they do things in good agencies and in the national advertising field.

He should be of middle age and, of course, have those qualities of industry, loyalty, enthusiasm, education and experience that such work demands.

He may be in some agency now as a copy chief, or with the stuff in him that makes a copy chief. Or, having agency and merchandising experience, he may be with some advertiser or in some other field.

The Opportunity—

This agency has not grown so large as to shut off all opportunity for its men. Yet it is thoroughly established and successful, with a present volume of business larger than the average, and ample financial backing to assure steady growth.

Located in a middle western city large enough to be attractive, and small enough to make life worth living.

This agency has attracted to itself several of the best known men in the advertising field.

We will always want to pay this man just what he is worth, and the more we have to pay him the better we'll like it.

If you are the man for this job write at once, tell us all about yourself and your experience, and show us what you've originated and written.

Or, if you know our man, it will be a real favor to us and to him to show him this advertisement.

Address "S. H.," Box 70, care of Printers' Ink.

Digitized by Google

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31 bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year. $1.50 for six months. Ten cents a copy.
Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.
Advertising rates: Page, $100; half page, $50; quarter page, $25; one inch, minimum $7.70. Classified 55 cents a line, Minimum order $2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:
C. P. Russell — Albert E. Haase
Roland Cole — C. H. Claudy

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, JULY 29, 1920

Advertising and the Rights of the Stockholder

A few weeks ago an important decision was made which influenced about 400 people, the stockholders of a certain big concern. They may not know yet that the decision affected them all vitally, but it did. When, and if they do find out, will they have something to say about it? Perhaps they will, and perhaps they won't. Anyway, the decision which affected almost 400 people was made in a little back office. It was done something like this:

The advertising manager went up to the president, who was supposed to represent the stockholders, with his advertising plans for the following year pretty well laid out. The president, who had been talking to two of his directors and some bankers the day before, looked it over, ran a blue pencil through a few items, and then said: "George, we're not going to do any advertising this year; at least not for a while. Take this list, look it over again, and bring it back to me in about three months. We'll know then better where we stand. In the meantime don't spend a nickel; we've got to draw in our horns a little bit. Money is tight and there is no telling what's going to happen, so we'll just cut out on the advertising."

And Mrs. Thomas W. Johnson, of Cedar Rapids, Iowa, didn't know anything about this decision, but she was vitally affected just the same. When Tom Johnson left her all his money in preferred and common stock of the company mentioned above he did so on the realization that one of their greatest assets was the amount of good will on the books. Being a good business man, he realized that without any tangibe assets to speak of this firm could start in again and get money on its name. That is, it could go out and induce people to back them to the extent of several million dollars, because of the good will which its product had built up through a period of years. This good will consisted of something far more important than a line of belting and the four walls of a factory. More important than merely a "good name in the trade." It had been built up through a consistent use of advertising and the registering of a trade-mark name on the consciousness of the American people. Tom Johnson realized that this kind of good will could not be built up overnight. He also realized, for he was a good business man, and he would say, if he were alive to-day, that good will which can't be built up overnight can be destroyed almost overnight by a stoppage or a giving up of a consistent advertising campaign. The firm that adver-

Digitized by Google

tises merely to sell a product is working on the wrong end of the line, as a great many of the biggest men in advertising have said time and time again. The really big thing advertising has to sell is a name, a consciousness and a personality back of the business to the great American public which makes up its customer list. If this thing is allowed to lapse or to be forgotten for a moment by the great number of purchasers because they have not seen the name in print, a tremendously valuable asset is wiped right off the books. In this way, then, the minority stockholder is affected every time an advertising campaign is stopped for even a moment. For what chance do they get to say anything about it? It may sound like a very radical statement, but the following almost could be proved in a knock-down-and-drag-out argument: That the president or board of directors who cut out an advertising campaign without taking a referendum of their stockholders are doing a thing which is almost as unjust to the real owners as the man who wraps up the tangible assets of the company and takes a steamer for some unknown port in South America.

Procter & Gamble vs. The Wholesalers

The action of the Procter & Gamble Company in eliminating the wholesale grocer as a factor in the distribution of that company's products—which is referred to in an article in this issue of PRINTERS' INK—is something which the wholesaler will do well to consider very carefully.

A company which has attained a position of unequaled importance in its field would not sever relations which have endured for three-quarters of a century unless it believed that it was justified in doing so.

The wholesale grocer will accomplish no good purpose by calling names or by intimating that he has been "betrayed." Introspection — not recrimination — is called for.

There are several questions which the wholesale grocer might ask himself. For example:

Can he distribute the manufacturer's products more economically than can the manufacturer himself? Can he prove it—or does he merely think it?

Can the wholesaler who is a manufacturer as well as a wholesaler expect co-operation, forever and a day, from those who are manufacturers only?

Is the wholesale grocer a distributor—as he claims to be—or merely an order-filler—as some of his critics say he is?

What service does the wholesaler render the public that cannot be rendered, equally well and at equal or less cost, by some other method of distribution?

Does the wholesaler realize that he has responsibilities as well as "rights."

Does he realize that he owes much to the public and that he must serve his masters with an eye not solely fixed on profit.

Does he realize that at this stage of the world's history it might not be a bad idea for him to ask himself, "How little can I take and keep going?" rather than "How much can I make and get away with?"

Finally, if he believes—as he must—that advertising is the lever which has made it possible for certain manufacturers to push him to one side, why doesn't he employ it himself?

Under-Production Not a Safeguard

Bankers are important people. By this token what bankers say on fundamental conditions is usually important. Sometimes they say serious things. The always interesting and usually accurate "Bache Review," for example, in the current issue contains many words which sound authentic. If our interpretation of them is correct, however, they indicate a state of mind which is decidedly one-sided in regard to economic matters. First they quote with approval a statement attributed to John Donlin, head

Digitized by Google

of the Building Trades Department of the American Federation of Labor, made in Montreal:

"The wage earner is just as much responsible for the high cost of living as any other agency. If every worker doing physical labor would insist that production equal pre-war times, there would soon be a reduction in the price of commodities. The higher wages go, and the more production falls off, the more the worker is going to be hurt."

Immediately following this statement, in bold-face type, is the heading "Under-production a Safeguard." If Mr. Donlin's words, sound economically, and quoted with approval by the editor of this banking sheet, are to be followed, why is under-production a safeguard for capital? Is the worker supposed to produce as much as he possibly can up to the time the factory closes down because production is high, or is increased production a rule which shall be followed only by labor and ignored by capital? For later, under the heading quoted above, the following sentence appears: "Under-production leads to or increases demand, and demand is what keeps trade active. If the demand is continued and increasing, it leads to prosperity or keeps it from breaking down." Increasing demand by the very simple process of under-production does not seem to be a very good economic policy for bankers to preach. It is, in fact, rather a statement which would have been snappy and up-to-date some 200 years ago.

Is it possible that the particular banker who wrote the statement quoted could have confused in his mind over-production and under-consumption? The next statement would seem to indicate that this might be the case: "There is no evidence anywhere of general over-production in this country as yet; in fact, as a rule, inventories are unusually low. There is, however, an over-supply in some particular lines like silk, wool and leather." Are these surplus stocks really an over-supply due to over-production, or did the public simply stop buying certain things like clothes and shoes because they thought the price was too high? We have never heard labor in these industries accused particularly of producing too much.

If this over-supply *is* due to over-production would it not be a good plan for someone to advise these companies to advertise where people can get the over-supply, rather than to suggest that under-production is a good safeguard? There is not much of an over-supply of wool and leather, particularly, in the average household at the present time, yet the crowds of people who wait to buy when prices come within reach of their pocketbook would seem to indicate that there is under-consumption and that demand waits merely for fair prices and information. No determined, consistent and well-planned effort, in other words, has ever been made to dispose of some of these over-supplies which are piled up in certain quarters. Demand is what keeps trade active, says this particular banking sheet, and that statement, we believe, will be backed up by most economists. But the way to keep demand active is not to restrict supply, especially by throwing consumers out of employment. That is equivalent to the foolish practice of killing the goose that lays the golden eggs. To have the eggs, we must keep the goose. Likewise to have healthy demand, we must keep workers at their work.

Pawling & Harnischfeger's Appointment

The advertising agency of Critchfield & Company, Chicago, has secured the account of the Pawling & Harnischfeger Co., of Milwaukee, manufacturer of cranes. Copy will be placed in the trade press.

Wm. H. Saul Joins Agency

William H. Saul, formerly associated with the *Magazine of Wall Street*, New York, has joined the staff of the Metropolitan Advertising Company, also of New York.

Digitized by Google

CHENEY SILKS

CHENEY BROTHERS
FOURTH AVENUE & 18TH STREET
NEW YORK

June 28th, 1920.

Mrs. Edith Wetmore, Editor,
Fashion-Art,
Chicago, Illinois.

Dear Mrs. Wetmore,

I honestly don't believe that I have seen a greater improvement in any magazine than that which has taken place in Fashion-Art under your direction and I want to congratulate you most sincerely on it.

With kind regards and all good wishes,

Sincerely yours,

CHENEY BROTHERS,
Advertising Department,
per Horace Cleveland.
Horace Cleveland.

HC/FW

That Mr. Cleveland's opinion of Fashion-Art is shared by other advertisers is evidenced by the September issue.—

By far the largest volume of advertising in the history of—

FASHION-ART

RICHARD A. PICK, Publisher
30 N. Michigan Ave., Chicago

Eastern Office—Aeolian Bldg.,
33 W. 42nd Street, New York

Digitized by Google

When I Was Twelve

I sold soda water in the local drug store and ran the grammar school paper.

In high school and college I clerked in drug, grocery and clothing stores, meanwhile either editing or managing high school weeklies, college semi-weeklies, souvenirs and year-books—anything to earn an honest dollar and to satisfy my love for printers' ink.

After college came the editorship of two small, but well-known, trade papers and then—after two years—the War.

Home again and a new position, advancement, but not contentment; each added dollar in salary, every new responsibility, has meant a step farther away from advertising and selling.

I want to get back to it all and am willing to make sacrifices in order to do so. There is much for me to learn, but I feel I know human nature and considerable about MY LINE.

Possibly some sales promotion or advertising manager will see in me the material he needs. I am 27 years of age and married.

Address A. M., Box 75, care of Printers' Ink.

Somewhere, in New York City, or vicinity, is the advertising man we're looking for. This Company plans the extension of its advertising activities through an organization of *District* Advertising Managers. The first of these is now to be selected. His headquarters will be in New York and we prefer to consider, at this time, only Eastern men familiar with Eastern conditions. The man selected will work under the personal supervision of Tim Thrift, Advertising Manager. If you are interested in this opportunity, and if you have had sufficient experience to qualify as a well-informed advertising man who knows how to work with others in an organization, write us complete details and send your photograph. Those whose applications receive favorable consideration will be later interviewed in New York by Mr. Thrift. Address—in confidence if desired—

Advertising Department
The American Multigraph Sales Co.
E. 40th Street and Kelly Avenue, Cleveland, Ohio

Agency Association Has Many Meetings

AT the executive meeting of the American Association of Advertising Agencies held last week at Asheville, N. C., new standards of qualification for membership in the association were adopted and the decision made to hold the annual convention of the association at Chicago on October 12, 13, 14 and 15.

The meeting was attended by James O'Shaughnessy, executive secretary of the association; Clarence A. Hope, Harry Dwight Smith, John P. Hallman, A. W. Erickson, John Benson, William H. Johns, J. Wesley Barber, W. T. Mullally, W. R. McLain, Jesse F. Matteson, Thomas E. Basham, Newcomb Cleveland, Collin Armstrong and Frank A. Arnold.

A meeting of the Advertising Agencies Corporation, which has as its members most of the agencies forming the American Association of Advertising Agencies, and a meeting of the Southern Council of the American Association of Advertising Agencies were also held. Speeches were made by members of the agency association before the convention of the Southern newspaper publishers.

Mr. O'Shaughnessy informed the publishers that a new Army recruiting advertising campaign will be undertaken by the Advertising Agencies Corporation, and outlined the work which the United States Shipping Board expects the agencies to do.

The Southern council of the association elected the following new officers:

E. E. Dallis, president; H. L. Staples, vice-president, and W. R. Massengale, secretary-treasurer.

Those in attendance for the meeting were: Jefferson Thomas, Wayne Thomas, S. O. Landry, Morton Caldwell, E. E. Dallis, Burton Wyatt, J. W. Webb, Henry Tritschler, Thomas E. Basham, W. R. Massengale and H. L. Staples.

Digitized by Google

The Golden Rule of Business
Simpson Advertising Service Co

Honest Merchandise
Truthfully Advertised

An advertising agency composed of men who have been notably successful as manufacturers, sales managers, and advertising managers in Nationally known enterprises.

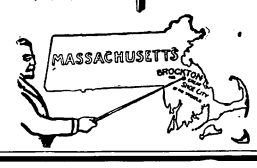
You will appreciate our service and skillful co-operation. In every way we will measure up to what you think an advertising agency ought to be.

ROY B. SIMPSON, President
915 Olive St.
SAINT LOUIS

Population 66,138 Trading Centre for 100,000
Brockton, Massachusetts. The Great Shoe City filled with workers and winners. Earning millions in wages. Paper established 1880

Brockton Daily Enterprise

Printing 19,000 Daily
Flat Commercial rates 6½ cts. per line, 91 cts. per inch
Afternoon Paper, Sells for 2 cents
Averages nearly 2 pages of want advertisements



RAPID ELECTROTYPE CO. OF CANADA, LIMITED
CHARLES J. HIRT, Managing Director
ELECTROTYPES, STEREOTYPES and MATRICES
Save Duty, Time and Expense
Head Office: 185 RICHMOND ST. WEST - TORONTO, ONT.
Plants at: MONTREAL, TORONTO, LONDON, WINDSOR

"GIBBONS Knows CANADA"
TORONTO MONTREAL WINNIPEG

Digitized by Google

The Little Schoolmaster's Classroom

DURING a voting contest in a college advertising class things went unanimously for the old-fashioned testimonial form of appeal. It appeared to be a confirmed conviction that no message can be more certain of its audience and response than the straightforward recommendation of the man or woman who has used the product and likes it.

This is an opinion that the Schoolmaster has shared, sometimes secretly, then again openly. He has met considerable opposition when the subject was discussed. Many friends contend that the testimonial advertisement is well nigh extinct.

That there is always a new method of presenting the fact story and the outspoken enthusiasm of a user, is demonstrated by one of the new Western Electric power and light advertisements, three columns wide, in farm journals.

John Horning, a farmer of Maiden Rock, Wis., was a user of the Western Electric outfit. He was so enthusiastic in his praise of the product that he was asked to write an advertisement for the campaign then running. He did so, starting off with a half apology to the reader:

"Unfair, you may say, for a farmer like me to write an advertisement on Western Electric Power and Light Outfits when I already have one. But is it unfair if I tell the truth? You may disagree with my ideas, but I am not asking you to buy a Western Electric if you do not believe in it. I'll go further and say don't buy any plant until you have seen them all. That's what I did."

It is the quiet, easy conviction of the user's piece of copy that interests the Schoolmaster. It may have been doctored up a bit by some copy man. But it must be genuine in its main essentials, for it bears few of the dog-marks and familiar phrases of the professional copy-writer. It just flows along, smoothly, modestly and with walloping earnestness. We have room for a paragraph or two only:

"I never wrote an ad—but I've used one of your outfits a year—so here goes. In my case, it was several weeks before I realized that in the pulley on my outfit I had a work-horse that was as valuable by day as the light was at night. Of course, I know there are other plants with pulleys, but I do not know whether their engines can take care of an extra load or not. Maybe they can—they should. A big, husky engine, like a mule, is no good if it balks."

The Western Electric is featuring such letters and setting them up in an unusually attractive, readable manner. The Horning advertisement is almost as entertaining as to drive out and sit a-talking with a real farmer.

* * *

In a tourist town, where the bay front ran along one side of the main business street, the Schoolmaster observed a millinery shop on a house-boat. It was, in other words, a floating store. The lady proprietor had failed in three locations on the main street, but the Floating Millinery Shop was such a novelty that it drew trade.

When the famous baseball teams were warming up in the South, one window dresser of a music store thought of an idea that "brought down the house." As members of the class perhaps know, the Victor company is producing small white models of the "His Master's Voice" dog. and placing them on sale at a moderate price.

Taking advantage of the baseball fever, the window dresser marked off a diamond and placed the small Victor dogs on bases, running bases, as fielders, etc. Then a grandstand was packed

Digitized by Google

SIR THOMAS LIPTON, in a special interview, talks on foreign trade, Bruce Barton writes "Business as a Spiritual Enterprise." Thomas L. Masson pokes a little good-natured fun at advertisers with the psychology bug. R. K. Sewell tells the experiences of Ringling's Circus in selling a one-night stand.

for August

22 other "how" articles with unusual illustrations

Printers' Ink Monthly

Digitized by Google

Seeking a Real Opportunity
as
ASSISTANT SALES & ADV. MGR.

YOUNG man, now managing a chain of retail stores, supervising every detail from sales planning to copy writing wants a connection offering *a real future.*

He is conversant with advertising and sales promotion; he has sold goods on the road.

He is anxious to join an organization that has a good product, *plus an idea* to sell.

24 years old; in appearance, personality and manner exceptionally fitted to make friends, win confidence and assume responsibilities.

ANY organization that depends for its success on the enthusiasm, loyalty, vision and intelligent effort of its men will find him an asset.

It is not immediate returns that he wants. *IT'S POSSIBILITIES THAT INTEREST HIM.*

"WA.," Box 76, care Printers' Ink.

IN
LOS ANGELES
IT IS THE
LOS ANGELES EVENING HERALD
MEMBER A. B. C.
Government Circulation Statement
April 1, 1920
134,686
Dominates the Metropolis of the West
REPRESENTATIVES
New York: Lester J. Clarke, 604 Times Bldg.
Chicago: G. Logan Payne Co., 432 Marquette Bldg.

Mail Order ADVERTISING

Twenty-seven years ago, when we started to write mail-order advertising, it was in its infancy. To-day it is only in its early childhood. There are opportunities almost completely neglected even now, in numerous lines, numerous countries and numerous languages. Investigate! 220 West 42nd St., New York. Phone: Bryant 5907.

SCOTT & SCOTT

with them. The effect was most striking and amusing.

* * *

The Schoolmaster is impressed by the number of special shops and chain stores that are cropping up everywhere. What does this portend? Is the manufacturer experiencing trouble in distributing his goods? Is he tiring of internal store politics? Large department stores, with a sort of monopoly in their territory, have a stubborn and sometimes dictatorial policy. The maker of a new line is finding it increasingly difficult to secure adequate distribution, without making concessions that go against the grain.

If you ask these specialty-shop people, they avoid the real issue and generalize by saying: "Oh, the American people are great for specialization. They are growing weary of trying to buy everything in one store. They feel more confidence in the specialty shop, where concentrated attention is developed and encouraged. Then again, prices are apt to be considerably cheaper in smaller stores, provided they cater to one demand. The manufacturer makes a direct outlet for his goods. He can sell more economically and it makes him independent."

Certain it is that in little more than a year these little shops have blossomed like so many spring flowers. A friend was shopping with his wife not long ago and she insisted upon going to a certain street and a certain store for a bead bag. The fact was made known that certain interests have gotten together and are starting a chain of little "Handbag Shops."

The Schoolmaster "sat in" on a conversation last week, where was told the life story of a man who, twelve years ago, came from Russia as a poor emigrant, scarcely a dollar to his name. He started

"Goes into the merchandising problems of clients"
GEORGE SETON THOMPSON CO.
Sales Promotion Literature
608 So. Dearborn Street
Chicago, Ill.

Digitized by Google

manufacturing waists for women, in a modest way, succeeded and at last conceived the idea of small waist shops in the larger cities, starting with New York. This scheme was an immediate success and women were quick to respond. No other line of merchandise is handled.

The class is familiar with the nation-wide chain of men's shirt shops, and the latest development is a string of boys' shops, where outfitting for growing youngsters is the one and only feature. There are nut shops and toy shops, bread shops and special stands for certain advertised beverages. The encouraging phase of it is that these little shops have their own advertising manager, who attends to extensive campaigns.

Are we to become a nation of little specialty shops? The idea is growing, that's certain.

* * *

When your merchandise doesn't appeal in one market, a little search will sometimes find another where it meets with readier acceptance. A broker in food products related to the Schoolmaster an incident illustrative of this truth in connection with Sunsweet Prunes, which have been recently advertised nationally.

Being put up in five-pound packages, the jobbers in his city, without exception, when approached with the proposition, threw up their hands. Prunes in five-pound

More Than 4,500 Dealers
in confections and soft drinks
in the Philadelphia territory
subscribe to the
RETAIL LEDGER
Twice a Month ; Sub. $1.00 a Year

Harry Simmons

Have you
Noticed
The change
In style of
Rogers & Hall
Copy?
Look at
Page 31,
Printers' Ink
Monthly
for July.
Copy and
Layout
By Simmons!

29 South LaSalle Street
Telephone State 5499
CHICAGO
Why not have Simmons write it?

Agency Space
AVAILABLE IMMEDIATELY
—At Madison Sq.
—5,000 square feet
—North, South, East and West light
—Modern high-class building
Apply to S. A. PENNOCK
1107 BROADWAY, NEW YORK CITY
(Sixteenth Floor)

CANADIAN ADVERTISING
CALL IN
SMITH, DENNE & MOORE
LIMITED
TORONTO MONTREAL

Digitized by Google

WORLD SALESMAN
A Monthly Journal of International Trade
Founded 1917. Published Yokohama, English, Japanese, Chinese, Spanish sections. World-wide circulation. Powerful medium for developing trade. Sample copy 10c.
182 West 4th St., New York

MANY ADVERTISERS COMPLAIN
that their list gives them either too much or too little circulation in Iowa—that it is hard to strike a balanced ration. If you are one of them, send for our "Iowa and Nebraska Club Breakfasts for Space Buyers." P.S.—September forms close Aug. 5th. Rush your copy.
CORN BELT FARMER, DES MOINES, IOWA

AMERICAN CUTLER
Official Organ of American Cutlery Mfrs., 6,500 copies monthly, reaching hardware dealers and jobbers. Sample on request.
15 Park Row New York

POSTAGE
The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. $1: 1 year $2.
POSTAGE 18 East 18th St., New York City

Advertising Electros
Ask for Prices
General Plate Co.
Terre Haute, Ind.
Marquette Bldg Chicago

YOU CANNOT BUY OUR IDEA UNLESS IT WILL SELL YOUR GOODS
B SIGN CO. INC.
347 Fifth Ave. N.Y.
Signs Window Displays
Counter Display Cases

packages—no one would buy such quantities! Strenuously as he argued, not a single one of the city jobbers would place an initial order.

In desperation, the broker cast around to see what he might do with his two-carload assignment of prunes. He finally approached a concern operating a chain of creamery stores. This firm had never handled prunes of any kind, but the idea appealed to it; and not knowing that the public "would not buy" them in five-pound packages, the prunes were placed in the stores in sight of customers.

They sold so fast that the two carloads vanished in a few days. One of the stores reported twenty packages sold in a single hour.

Chicago Agency Makes Appointments

Changes in the personnel of the advertising agency of Robel & Bryant, Inc., Chicago, include the appointment of Ida B. Muriset as general office manager and corresponding secretary; Paul Crissey, sales manager; Matthew A. Carpenter, space buyer; W. J. Pralle, manager of mechanical department.

E. F. Kalkhof Made Advertising Manager

Emil F. Kalkhof, who has been associated with the Invader Oil Co., New York, has been appointed advertising manager of the American Oil Co., with headquarters in Baltimore.

ARTISTS WANTED
Several strictly first-class mechanical photo-retouchers.
ADDA & KUENSTLER STUDIOS
37 East 28th Street New York City

GOOD PRINTING—CHEAP
A Few Money-Saving Prices

1000	4-page Folders, 3¼x6¼ in.	$10.00
	Each additional thousand	3.50
1000	4-page Folders, 4x9 in...	12.50
	Each additional thousand	4.50
1000	4-page Folders, 6x9 in...	16.00
	Each additional thousand	6.00

FREE—our large package of samples
ERNEST A. FANTUS CO., Printers
525 So. Dearborn St., Chicago

Digitized by Google

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Advertising Manager and sales promoter for a chain of grocery stores; must understand the food line; unusual opportunities for ambitious man. Box 527, Printers' Ink.

Artist, strictly A1 mechanical retoucher on Catalog work for well-known New York Engraving House. Steady position, highest wages. Address Box 536, care Printers' Ink.

WANTED
ARTISTS—PHOTO RETOUCHERS
HOWARD-WESSON-CO.
ENGRAVERS
WORCESTER, MASS.

Local advertising solicitor wanted by New York House rated AAAA, on a brand-new advertising proposition that's a winner; virgin territory, leads, and every help given. Minimum order pays $50.00 commission. Address Box 532, Printers' Ink.

WANTED—Assistant to Publishers' Representative. Excellent opportunity for some young man with "pep and go." Must have experience and acquaintance with New York Agencies and National Advertisers. Cover details in reply for interview. Address Box 534, P. I.

An additional artist is required on our staff. A man who is qualified to work in conjunction with our creative layout department in the preparation of attractive advertising illustrations. Howard-Garfield-Gray, Advertising Illustrators, Kresge Bldg., Detroit, Mich.

MANAGER, ADVERTISING. A man of ability to organize and handle the Service Department of an established printing concern. An interesting proposition will be offered to party able to develop this department, plan and handle the work and even to sell its services. A real opportunity for a person with initiative to make a life-long connection. Write fully past experiences. Box 539, Printers' Ink.

Personnel and Publicity Man Wanted by Gas and Electric Corporation

Preference is for a young man with some experience in personnel and publicity work, but primarily one with the proper qualifications to execute this work in accordance with the policies of the Company and with a minimum amount of supervision from its executives.

This position is a new one in a steadily growing organization and presents an unusual opportunity. Address Box 526, care of Printers' Ink.

WANTED—Advertising Manager wants young lady stenographer with secretarial qualifications. Must have experience, initiative and ability to assume office details and responsibilities. State full particulars and salary desired. Address Box 533, Printers' Ink.

Young Man—Trained in Research and Trade Investigations. Preferably a man with thorough knowledge of farm and agricultural conditions. Splendid opportunity with Development Department of high-class publisher in Southwest. Reply in detail. M. C. H., Box 550, P. I.

An opportunity is offered to a bright young man to take charge of the Advertising Copy Department of The Washington Post.

He must have experience; be original and versatile in ad writing.

State salary desired. All communications treated confidentially.

Address Arthur D. Marks, Business Manager of The Washington Post, Washington, D. C.

SALESMAN, Printing. A prominent, growing concern has splendid opening for a capable salesman. A high-class man who can bring results will find real co-operation, helpful leads furnished and interesting proposition—in return for initiative, sincerity and ability. A positive opportunity for person who has made good—but wants to better himself. Salary and commissions or straight commissions. Box 540, Printers' Ink.

Copy and Layout Man

Ours is a small agency, rapidly forging ahead. There are some big things in sight. An agency copy man who can handle a grist of moderate things well, while the bigger ones develop, will find this an opportunity to insure a happy future. If you write in human style and are versatile in layout work, write us. **Danielson & Son, Providence, R. I.**

Woman Copy Writer

The services of a young lady trained in producing retail advertisements are desired in the promotional department of the Elgin, Ill., Courier. Must possess keen conception of merchandise in all branches and have due regard for art in typography. Splendid opportunity in a highly developed and appreciative organization. Tell all about yourself and remuneration expected in a letter or wire for appointment. Charles W. Hoefer, Director of Advertising, Northern Illinois Group, Beacon News Building, Aurora, Ill.

Digitized by Google

Correspondent and Direct Mail Specialist wanted by New York textile house; must have thorough working knowledge of compilation and care of mailing lists, ability to plan and write forceful selling letters and to supervise mail campaigns. Position offers unusual opportunity for development. Write, giving full details, age, experience and salary expected. Replies strictly confidential. Box 528, P. I.

SALES MANAGERS—One of the largest and most rapidly growing manufacturers of paints and varnishes is open to receive the applications of men who have successful records as sales managers to take immediate charge of branch offices and sales districts in Michigan, Ohio, Pennsylvania and Indiana. In replying state past experience, qualifications, age, reference and salary desired. Box 523, Printers' Ink.

Copy-and-Idea Men, Look Here!

More than one agency man is headed for "nowhere in particular" via the "rut" of doing one kind of work well, when he can really do two or three kinds well. Are you one of these men, lying becalmed in your present position? If so—if you have sound selling ideas and ability to make your ideas felt in copy and layout, there is a place where you can grow in the Advertising Department of a large business a short distance from New York. Write, stating age, experience and salary expected, to Box 530, Printers' Ink.

WANTED

Young man of advertising experience of two or three years, handy with the pen, to meet big people in a trade publication of standing and merit—one of the leaders in its class. It is really a good opening for the right kind of an ambitious man and offers opportunities for development that are unusual.

Salary dependent upon ability and experience of the applicant. Territory East or West with headquarters either in New York or Chicago.

What have you to offer?

Box 531, Printers' Ink.

ABLE COPY MAN WANTED BY TEXTILE AND APPAREL ADVERTISING AGENCY. MUST BE EXPERIENCED, PRACTICAL AND ORIGINAL. WRITE FULLY. BOX 544, P. I.

MISCELLANEOUS

WANTED

EUROPEAN

Patent Rights on successful and meritorious U. S. invention. Have facilities for disposing of same on commission basis. Will handle proposition of approved and tested merit only. Address Box 538, Printers' Ink.

HOUSE ORGANS — MARKET LETTERS — PROSPECTUSES — FINANCIAL, COMMERCIAL WRITING, PRE-EMINENCE 30 YEARS. GILLIAM'S BUREAU, BOSTON, MASS.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

MAIL ORDER BUSINESS WANTED

Will invest $25,000 to $50,000 in purchasing an established mail-order business. Write, giving full particulars as to the character of business, volume of sales, location, etc.

All communications will be held in strictest confidence and returned upon request.

D. G. Redmond, Torresdale, Pa.

WEEKLY LETTERS TO SALESMEN

Send your salesmen my stimulating weekly letters. One month's trial service, $1. John J. Lutge, Sales and Advertising Counselor, 363 West 27th St., New York City.

POSITIONS WANTED

YOUNG WOMAN WITH SELLING AND ADVERTISING EXPERIENCE WOULD ACCEPT POSITION WITH HIGH-CLASS ORGANIZATION. BOX 541, CARE OF PRINTERS' INK.

SUCCESSFUL EXECUTIVE, now employed as manager of an important department in a large manufacturing corporation, seeks change. Box 548, Printers' Ink.

MARKET ANALYST

Conducted dealer investigations, making recommendations for sales and advertising campaigns. Two years' agency experience, six years newspaper writer. Will travel anywhere. 30, university training. Box 543, Printers' Ink.

Digitized by Google

Department Store Advertising Manager, now employed by concern doing a million and a quarter annually, seeks bigger opportunity; East preferred. Salary to start, $65. Box 524, Printers' Ink.

YOUNG WOMAN DESIRES POSITION AS ASSISTANT TO ADVERTISING MANAGER. ADVERTISING AGENCY EXPERIENCE. BOX 542, CARE OF PRINTERS' INK.

Women's Fashion Artist

Young woman, Pratt Institute training, department store and agency experience, good in pen and ink or color. References. Moderate salary. Available immediately. Bernice Lunger, care F. & R. Lazarus & Co., Columbus, Ohio.

Advertising Man—Through a change in business control an advertising man becomes available. Nine and one-half years' experience in writing trade-paper copy, bulletins, trade letters, catalogues, etc. Knows printing and purchasing. Leaving present place highly recommended. Address Box 529, P. I.

ADVERTISING SALESMAN, high calibre, successful record, now manager New York and Eastern Office Western publications, seeks new connection due to consolidation. Experienced in general, class and export fields. Office available if wanted. Details in confidence on request. Box 537, Printers' Ink.

Will Handle Technical Account in Spare Time

Sales engineer has sufficient spare time to handle one account. Eight years' advertising experience. Has handled over 20 technical accounts, both with manufacturer and with agency. Chance to secure part-time service of an expert at reasonable charge. Box 549, care of Printers' Ink.

Production Manager

Executive head of agency production department—young woman with twenty years' advertising experience, buying art work, type composition, printing and plate work; also editing and handling copy. Would like an opportunity for broader development with mercantile or manufacturing concern to whom this knowledge and experience could be valuable. Address Box 525, care P. I.

Publicity Man

with long and successful record will be open for new connection in the fall.

Thoroughly competent to manage campaigns, to conceive, direct and turn out newspaper and magazine stories that will go, and to edit class periodicals.

Wide experience in original and forceful printing, photographic illustration, educational motion pictures and lectures.

Interested only in work calling for constructive thinking, organizing ability and conscientious effort, and in which the co-operation of editors and public may be expected and enlisted.

Address Box 535, Printers' Ink.

Assistant Advertising Manager of Nationally advertised, high-class product wishes broader field, preferably with agency service department. Box 552, Printers' Ink.

AGENCY CONNECTION DESIRED

by well-seasoned newspaper and trade-paper solicitor. Knows how to approach, handle and keep the account when sold. Box 545, Printers' Ink, 833 Peoples Gas Bldg., Chicago, Ill.

Experienced advertising man. Creative ability. Executive and house-organ, trade-paper editorial experience. Alexander Hamilton training. Now employed. Desires connection as advertising manager and editor of trade paper or advertising manager of concern Middle West. Address Box 555, Printers' Ink.

FARM PAPER SOLICITOR

whose experience has given him a splendid acquaintance with Middle Western advertisers and agencies wishes to join the organization of a strong agricultural paper. Publication does not necessarily have to be the largest in its field, but one that has possibilities of development, and with growth offer a real opportunity. Box 554, Printers' Ink.

COMMERCIAL RESEARCH

Market surveys and business investigations by trained man, experienced in research work in manufacturing and advertising. Studies of field for new products and expansion of existing markets; electrical industries, chain stores, farm machinery, tires, etc. Thorough, reliable, ten years' experience. At present in charge of merchandising and statistical data for strong agency. Box 551, P. I.

EDITORIAL OR ADVERTISING WORK

A young man of 39, who possesses a thorough knowledge of editorial work—mainly in the technical field—wishes an opportunity to demonstrate his ability in the editing of a trade or technical paper or in the Advertising Department.

Thorough knowledge of writing, planning and layout of ads and other forms of publicity. Good copy writer. Practical printer. Box 553, Printers' Ink.

I WANT POSITION IN TERRITORY WEST OF CHICAGO TO PACIFIC COAST AS SALES MANAGER OR REPRESENTATIVE of some high-grade food item that is marketed through grocery jobbers. Spent ten years in merchandise brokerage business; past two years Pacific Coast sales manager for a national food product. Am 36 years old; married; can give gilt-edge references from New York to San Francisco. Box 546, Printers' Ink.

LAST but—

still resourceful. An advertising and sales literature writer who can present general or technical subjects in an original, human, appealing, profitable fashion. Experienced producer of entire campaigns. Keen analyst. N.Y.U. training. Two years of exceptional experience. Box 556, P. I.

Digitized by Google

Table of Contents

PRINTERS' INK, July 29, 1920.

Looking Forward in Advertising.....*Roy Dickinson* 3

People Have Become "Standardized" by Advertising.....*J. M. Campbell* 10

Why the Promised Big Railroad Advertising Drive Is Held Up..... 17
J. G. Condon

How Will the Jobber Elimination Policy Affect Advertising?...*Leon Allen* 26

Making a Summer Drink a Year-Round Seller.....*S. C. Dobbs* 33

Emotion in Advertising Copy.....*James Wallen* 34

What Results the One-Cent Sale Plan Brought..... 41

The High Cost of Ransoming Pirated Trade-Marks..... 49

New Uses for Old Advertisements.....*R. Bigelow Lockwood* 57

Some Union of Consumers Necessary.....*H. Gardner McKerrow* 65

A League of Consumers Would Be Out of Place.....*George H. Corey* 73

Putting Poster Punch in the Picture.....*By a Commercial Art Manager* 81

Commercialized Psychism Sells Hard Candy..... 84

Building a Business on Children's Good Will.....*S. C. Lambert* 89

Continuity in Advertising Builds Prestige.....*L. B. Jones* 97

Marketing a City's Hospitality..... 101

Cigar Ads Place the Retailer's Picture Before the Public..... 105

Punctured Punctuation..... 109

Probing for Fundamental Instincts in an Advertising Campaign..... 113
Roland Cole

Is the Air Traveler Entitled to Accident Insurance?...*Robert R. Updegraff* 122

When Farmers and Middle Interests Co-operate.....*J. T. Bartlett* 129

Editorials 140
Advertising and the Rights of the Stockholder—Procter & Gamble vs. The Wholesalers—Under-Production Not a Safeguard.

The Little Schoolmaster's Classroom..... 146

Digitized by Google

EFFICIENT SERVICE

The proper presentation of outdoor advertising requires unusual care in space selection, design, execution, construction and maintenance. That advertisers may be assured of efficient country-wide service, plants are maintained by the Thos. Cusack Co., at

CHICAGO
PHILADELPHIA
CLEVELAND
NEW ORLEANS
BUFFALO
MINNEAPOLIS
ST. PAUL
DENVER
LOUISVILLE
ATLANTA
MEMPHIS
NASHVILLE
YOUNGSTOWN
DULUTH
SUPERIOR
ST. JOSEPH
OKLAHOMA CITY
HARRISBURG
PUEBLO
LINCOLN
ASHTABULA
ALTOONA
LORAIN
SOUTH BEND

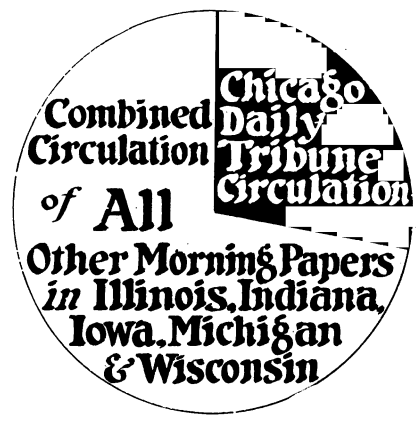
NEW YORK
ST. LOUIS
PITTSBURGH
WASHINGTON
MILWAUKEE
KANSAS CITY
INDIANAPOLIS
ROCHESTER
TOLEDO
OMAHA
COUNCIL BLUFFS
DAYTON
HARTFORD
SPRINGFIELD
WILMINGTON
CAMDEN
AKRON
JACKSONVILLE
ST. AUGUSTINE
DAVENPORT
ROCK ISLAND
MOLINE
BALTIMORE
ELKHART

Thos. Cusack Co.

Chicago **New York**

Digitized by Google

Largest Morning Circulation in U. S. A.



More than one-fourth of all morning papers printed each day in Illinois, Indiana, Iowa, Michigan and Wisconsin are Chicago Tribunes. The combined circulation of all other morning papers in this rich territory (with double the population of all Canada) was 1,117,344, according to latest reports. The circulation of The Chicago Daily Tribune is in excess of

450,000

Write for The Chicago Tribune's 1920 BOOK OF FACTS

Digitized by Google

PRINTERS' INK

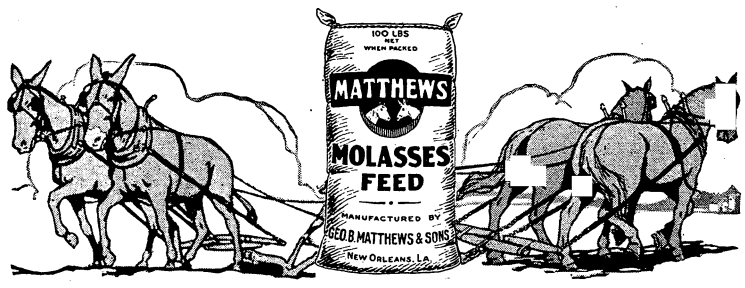
Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXII, No. 6 NEW YORK, AUGUST 5, 1920 10c A COPY

CENTRAL LIBRARY
UNIV. OF MICH.



Selling Horse Power by the Sack

WHILE scientists and engineers have been striving to increase the efficiency of mechanical fuels, Geo. B. Matthews & Sons, New Orleans, have devoted themselves to developing the power efficiency of animal fuels—*feeds.*

For what but power plants are work horses and mules anyhow?

Matthews Molasses Feed truly measures up to the description of "power feed." And it has recently been our privilege to suggest, and a part of our job to tell, the Matthews story based on this distinctive and logical keynote.

Its soundness is already manifest in largely increased dealer activity and in enthusiastic consumer interest. In short, sales are climbing.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK BOSTON CLEVELAND CHICAGO

Digitized by Google

Advertising is an Investment

GOOD—BETTER—BEST ADVERTISING

YOUR advertising is good. Is it possible to make it better?

There is something about it you don't quite like but are not right sure what it is. There is something about it you personally admire, but the results are below expectation. Perhaps the public does not focus through your glasses.

Successful advertising is not a "state of mind" but a state of "*know*." Immature experience often fails to strike the right chord. Biased opinions may take you off on a tangent. The same style in advertising cannot be applied to all products any more than one hat can be worn by all women.

As in most other things there is a *Good, Better* and *Best* in advertising.

When you come to the point of doubt about the superlative power of your advertising, turn to the right, and—

"Put It Up to Men Who Know Your Market."

Consultation without charge or obligation

FEDERAL
ADVERTISING AGENCY, INC.
6 East Thirty-Ninth Street New York

Digitized by Google

PRINTERS' INK
Registered U. S. Patent Office

Issued weekly. Subscription $3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXII NEW YORK, AUGUST 5, 1920 No. 6

Financing a Business in a Declining Commodity Market

Go Short of Commodities and Long of Money—The Elementary Laws of Business, Forgotten in a Period of Easy and Careless Profits, Must Be Studied Again

By W. R. Basset

THE spendthrift who has dined to his stomach's content is convinced that he will never need to eat again. Many business men now have the well-fed feeling that comes from a four years' banquet of big profits and cannot realize that lean times can ever return. And when profits no longer come so easily and it becomes necessary to go out after them again, many will find that they have forgotten just how to ensnare them.

The rules of good business do not change much. Selling for more than your goods cost; preventing waste of materials and labor; getting frequent turnovers; and building good will, are and always have been the fundamental secrets of making a profit. Detail methods and practices may change, but these fundamentals do not.

So don't expect to find in this article any startling disclosures of a new business trick or formula. There is none. My only purpose is to recall to your mind, dulled somewhat by over-indulgence in profits, the way you ran your business in the days when profits could not be made simply by changing the price tag upward when there was nothing else to do around the shop. Perhaps in addition I can show you that there is a sound economic reason why the business methods which pass muster when prices are rising are not safe when prices fall. It is a hopeful sign that business men now consider the laws of economics somewhat in guiding their policies. Especially is it good business to give some attention to determining economic trends.

A man who knew John W. Gates well says that in business, as at poker or bridge, he would carefully determine how the tide was flowing, then steam full speed with it. When his sensitive instinct warned him that the tide had turned, he would anchor and wait for the flow to set in again in his favor, or, if it served his purpose, turn and steam in the new direction. When luck was with him he forced it and roared for higher stakes; when it was apparently against him he "played 'em close to his belt."

All good business men admit that this is the thing to do, and many can tell instinctively when the change in tendency comes. But only a few can quickly overcome the inertia gained during several years of movement in one direction and take the reverse direction which will save excessive loss. Most men buck the stream for a while after the change has come and take heavy losses that might have been avoided.

It is no part of my business to forecast price movements, but I believe most observers will agree when I assume that as a whole the bull market in commodities has culminated and that from now on

Table of Contents on page 194

Digitized by Google

we may expect a general downward tendency for several years. Perhaps this will not be true of certain specific commodities, but most, I feel certain, will decline.

Most of the profits of the last five years have come from the rise in values of commodities as they lay on the shelves. Much will be lost unless business policies are reversed to meet the new conditions.

To determine what policy to follow for the next few years we must get a clear idea of the simple economic principle that as commodity values increase the value of money decreases. Conversely, when commodity prices decline, the value of money, whether in cash or bank credits, increases. This is trite. Everyone from bootblack to bank president has said it impressively and repeatedly of late. But it is one thing to admit a truism and another to apply it to business policies. It is especially hard for many to make it serve as a basis for a sudden change from a policy which has been a money-making one for years.

Every man whose business is with materials or merchandise—and that includes retailers, wholesalers and manufacturers—grasped quickly the idea that when prices were rising the greatest profits came by having the greatest possible amount of money—preferably borrowed money—tied up in large stocks of commodities. That is, with commodities rising and the value of money falling they went "long" of commodities and "short" of money—thus "whipsawing the market." They took their profits both ways.

MUST NOW REVERSE HIS POLICY

When, however, the trend reverses and the value of money increases with the decline in commodity values, the wise business man will reverse his policy and go short of commodities and long of money. By keeping a small stock of goods he will minimize the loss on them; by having large stocks of money he will take a profit on its increased value. Of course to go to the extreme in this would mean to sell all that he has and retire from active business. Many undoubtedly will do just that. But more will wisely run along on small stocks and wait for a time when prices become stable and a normal trading profit may be taken on the turnover.

This policy entails but small profits on materials as long as prices decline; for some lines, and for some men who cannot learn to "play 'em close," the period may be one of losses on every sale of commodities. The profits will come largely through the increase in the purchasing power of the money on hand.

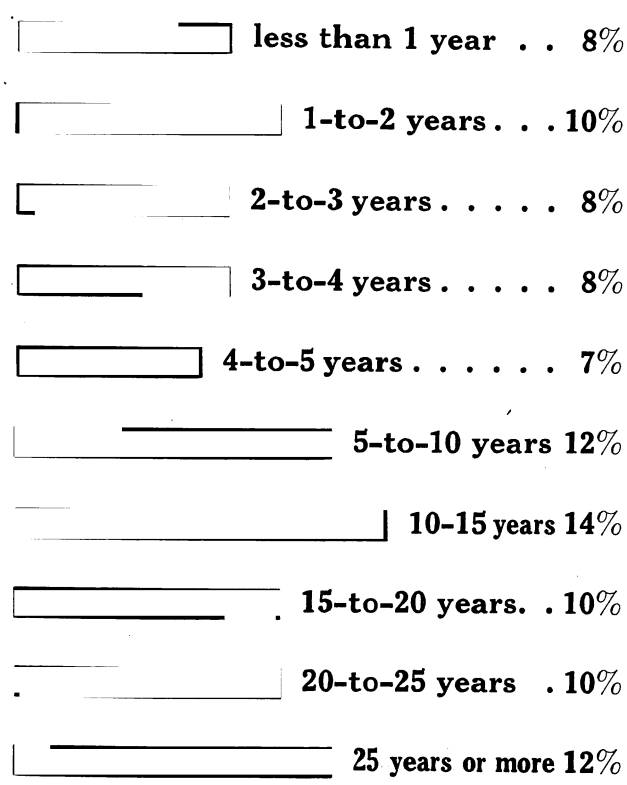
In a stable market, and even more in a sagging one, it takes somewhat of skill to get a profit out of business. But in a rapidly rising market the boob has his chance, provided only that he owns commodities. When the war came we had by constant plugging taught most, even the boobs, that the way to get a profit was to get frequent turnovers. It was hard, but we showed the old-fashioned merchant that if he found himself stuck with slow-moving stock, the thing to do was to mark it down until it moved, and with the money buy new and attractive stock. Small stocks frequently replenished and small mark-ups with quick turnovers became the policy of even the cross-roads general stores.

THE BOOB HAS HAD THE LAUGH ON THE EXPERTS

But with rapidly rising markets, the boobs seemed to have the laugh on the experts. For if a lot of goods did not move, all that was necessary was to leave it on the shelves gathering dust, and in a few months there was sure to be a demand for it at a higher price. What the more advanced business men had considered the principles of good business no longer held, apparently. What the successful creature of a rising market did not see was that the principles of good business which have been drummed into us by bankers and

Digitized by Google

66% of Christian Herald's present subscribers have been subscribers for *four years or more*



Digitized by Google

others were deduced for use in normal times when profits are hard to catch. They are as true to-day as they ever were. But in a rising market no one needs to know anything about business.

Care in buying was supplanted by orders twice as large as it seemed could be sold. By the time the goods came the demand was great enough to absorb still larger supplies.

It is hard for most business men to believe that we can come to an end of rising prices. Habits of thought are not easily broken or reversed. And when presumably deep thinking economists, ignoring the history of commodity price movements, assure us that we are on a permanently higher price level, it is not strange that business men become certain that what they want to believe is so. It is so easy to accept the propaganda of "under-production," to blame retail price cutting on panic stricken, shortsighted merchants, and tightness of money on rapacious, unfeeling bankers.

It is not the shortsighted but the farsighted merchants and bankers who are starting the movement. We had best admit this and be thankful that because there is much building to be done the liquidation of commodities will probably be gradual and not panicky. Losses there will be of course as prices shrink. They will be large or small, actual money losses or paper losses in the form of lessened profits, depending upon the skill with which the business man manages.

KEEP INVENTORIES SMALL

The first rule, then, will be to keep inventories small. The merchandizer will have to brush up on the old tricks he used to get quick turnovers. He will buy on a hand-to-mouth basis, choosing merchandise with care. He will fight shy of goods too subject to whims of fashion; he will carefully feel out the demands of his customers; he will again take pains to please his trade. It will be healthful exercise, for of late many retailers have looked upon the customer somewhat as a necessary nuisance. Salesmen generally need to brush up their stock of courtesy—as do complaint departments. The customer will again be courted and attracted. "Take it or leave it" will no longer do as a sales policy; it will become the epitaph of many who change too slowly.

It is not hard for mercantile concerns to get on a sensible inventory basis. For manufacturers the problem is more difficult but no less possible of solution. All of the commodities on the retailers' shelves are ready for sale. The manufacturer's inventory, on the other hand, consists only in small part of finished, salable goods. The bulk is in the form of raw materials and of partly finished goods in process. And while goods in process, because of the labor which has gone into them, represent a greater investment per unit than the raw materials of which they are made, they are, because of the incomplete and special forms they have assumed, less salable.

The manufacturer, like the retailer, can keep his finished stock at a minimum by accurately and conservatively judging the market's demand as to style and quantity. This market demand will also dictate the stock of raw materials he should carry. Absolute control of stock is good business at any time—when prices are declining it is essential. I recommend that for every item of raw material or of finished parts maximum and minimum limits be set and that adequate means be devised to make sure that the quantity on hand be always between those limits. In setting these limits each item will be taken up separately, considering the probable sales, the length of time the part requires in process, the time needed to get the materials from the supplier and whatever other factors hold in the industry.

This may seem like a lot of work. Admittedly it takes careful thought and judgment—which is hard work for most men—but it

Digitized by Google

When father was a boy—

he put to sea (East Pond) on a wobbly log raft, with a night shirt for a sail.

The spirit of a Magellan was in him. But how he longed for some more perfect craft in which to carry on his explorations!

Nowadays the boy navigator cruises in greatly improved vessels. At reasonable prices he can buy a feather-weight canoe, a fleet sailing dory from the Cape, or a beautifully balanced St. Lawrence skiff.

In place of the pole or home-hewn paddle he uses a motor.

Boyhood has had vastly improved its tools for outdoor sport in this and other fields. As these products have multiplied, came the demand for an advertising medium to sell in this important market.

This need has been met in THE AMERICAN BOY. It is the favorite boy magazine. Every month it goes into hundreds of thousands of American homes. There it is eagerly awaited and read by more than 500,000 American boys. These boys average 15½ to 16 years old. They form the true radius of influence for the great boy market.

THE AMERICAN BOY
"The Biggest, Brightest, Best Magazine for Boys in All the World"

THE SPRAGUE PUBLISHING CO., DETROIT, MICH.
(Member A. B. C.)
Branch Offices:—286 Fifth Ave., New York—1418 Lytton Building, Chicago

Digitized by Google

Guiding human decisions

Fixed laws found to underlie all human actions — now applied to influencing millions of buyers

EVERY executive has met and overcome difficult problems in personal selling. In closing big deals, his own skill in *adapting a presentation* to a special personality is often needed to secure a favorable decision.

But what of the millions of men and women who buy at the dealer's counter? Every order on the books depends on their *personal* decisions. Yet personal selling cannot be brought to bear. They can only be reached *as a group* by advertising.

Thousands of different personalities must be influenced by a message that *cannot be varied* to suit individuals. Only through a special knowledge of how people *in large groups* think and decide, can these vital decisions be won economically.

How the actions of large groups can be definitely calculated

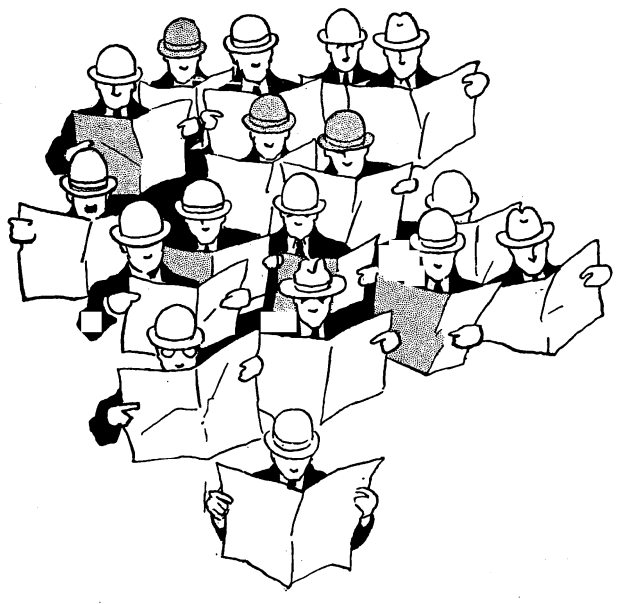
Henry Thomas Buckle, the historian, was one of the first to analyze the actions of people in great masses. He made striking discoveries in the cities that he studied.

He found that the percentage of crimes scarcely changed from year to year. This percentage did not vary even for people of different ages—nor for the weapons used.

Letters mailed absent-mindedly, without addresses, represented an almost constant percentage.

Accumulated evidence made it clear that the

Digitized by Google



decisions of people in large groups could be accurately calculated according to fixed law.

Today the rate of suicide in 100 American cities has been nearly constant for ten years. Yet it varies from 8 in 100,000 in Cambridge, Mass., to 50 in 100,000 in San Francisco. Special conditions of living, of climate, of business, regulate even this most personal decision of men and women in large groups.

Whether in matters of life and death or in buying a pair of shoes, a definite percentage of every hundred thousand people is always acting in response to a special set of conditions. For every type of decision —for every sale in retail stores—basic laws govern the actions of people in great masses.

A careful study of these laws of human action over a period of years has been an important factor in the work of the J. Walter Thompson Company. In many different fields we have helped our clients build volume and net profits by preparing *campaigns that guide human decisions.*

J. WALTER THOMPSON COMPANY

NEW YORK CHICAGO BOSTON CINCINNATI LONDON

Digitized by Google

does not imply red tape. And I have frequently known the mere setting of maximum and minimum limits to reduce the inventory by 25 per cent, and in one instance 48 per cent. Not only this, but at the same time it frequently stimulates production by making sure that production will not be blockaded for lack of materials. It is usually the small item of material from a dollars and cents point of view which causes the greatest delays, for, being insignificant, it is most apt to be overlooked.

But the biggest item of inventory, the partly finished goods, depends upon skill in manufacturing. I have frequently seen factories in which there was as high as six times as much goods in process as was needed.

MANUFACTURING LIKENED TO RAILROADING

For some reason, manufacturers feel that they cannot schedule their productions as the railroads do their trains, although the railroads, since they are spread out and decentralized, have a much more difficult problem and handle it accurately.

The truth is that production is governed in most plants by the least intelligent brains in it. The sequence of work, the movement of work between operations is dependent upon the judgment and the energy of sub-foremen, even of truckers. It is as though the section bosses of a railroad were to say whether a work-train or an excess-fare passenger train were to have right of way.

So we find large amounts of goods in process waiting for complementary parts which were not put into work soon enough, or in sufficient quantity. Or we find parts made in great excess of requirements because some foreman has become enamored of the quantity production fetich which is excellent in its place—but has a well defined place, which a foreman cannot be depended upon to determine.

Again we find in the unplanned shop men and machines idle a part of the time awaiting work which, when it does come, will come in huge, indigestible gobs. Then the foreman will resort to driving tactics to get it done, because, poor fellow, he is being ridden by the assistant superintendent who is in turn catching it for poor deliveries from someone higher up. As a result quality suffers and the scrap pile inventory fattens.

In a properly planned shop the product and the sales are analyzed so that the management knows definitely what it has to make and when it must be made. Time studies show definitely the speed at which each operation can be done, and then each part is started in the proper quantity at the proper time so that just enough parts—and no more than enough—get to the assembly room each hour of each day.

Such planned production is not difficult to control and operate. Usually the routine needed is no more intricate or cumbersome than that already in use; it is better designed to accomplish the purpose.

The factory is indeed unusual, I believe, that cannot by skilfully planning its production release considerable sums from its goods in process inventories, thus reducing the amount of loss to be suffered when the prices of those goods fall.

A period of easy and careless profits such as we have been through breeds extravagance. Men forget the elementary laws of business—the small wastes are ignored. And rightly so, for often when prices are rising rapidly and buyers search out the sellers, the effort—which spent in guarding against small losses would save dollars—will when put into getting increased production, return thousands. In such times it is the man who seemingly forgets ordinary business prudence and goes plunging after the big stakes who wins. Therefore now it is undoubtedly true that waste of materials, of labor and of method is more than ever common in our factories.

(*Continued on page 174*)

Digitized by Google

An Investigation of the Implement and Tractor Field

All advertising men handling accounts in the farm equipment field will find the report of the investigation recently conducted by Buckley, Dement & Co., of Chicago, to ascertain the publications subscribed for and preferred by both dealers and manufacturers, of the greatest value in making up lists.

The investigation was inspired and paid for by Farm Implement News.

Letters were sent to 20,865 implement and tractor dealers —all those listed by the commercial agencies—and to 1,135 implement and tractor manufacturers. Enclosed was a government post card listing 17 trade publications reaching this field. Recipients were requested to check publications subscribed to—and those preferred.

Replies were received from 14.24% of the dealers, and from 22.64% of the manufacturers.

Of the dealers' replies, 41.98% indicated Farm Implement News as first preference. Two publications received 13.89% and 12.75%. No others received as high as 8% of the first preferences.

Of the manufacturers, 45.92% indicated Farm Implement News as first preference. The next two publications received 16.72% and 11.28%, respectively.

Returns from dealers were compiled by states, and all were audited before the results were known to this organization.

While the vote is extremely gratifying to us, manufacturers of long experience in the trade will not be surprised at the result.

It is not out of place to state that the letters and cards bore only Buckley, Dement & Co.'s name, cards were returnable to them, and the publications were listed in alphabetical order so that we were fifth on the list. Homer J. Buckley has made affidavit as to the absolute impartiality and fairness of the investigation, but his mere word is sufficient for the many men in the advertising fraternity who know him personally.

The complete report will be published shortly. We shall be glad to send copies as soon as possible to those who request them.

FARM IMPLEMENT NEWS

703 Masonic Temple **Chicago**

Digitized by Google

A Warning to Dishonest Advertisers and Fake Publicists

Criminal Charges Will Be Brought Against Them in New York by the District Attorney—Activities Have Already Started

THE great majority of advertisers in New York, who for years have been fighting the dishonest advertiser and fake publicity man, are soon to realize that they have a powerful ally in District Attorney Swann. The dishonest advertiser and fake publicist already know that Judge Swann has been keeping watch over them of late. Some of them have been called to the District Attorney's office for explanation.

This new activity on the part of the District Attorney's office, Judge Swann informed a representative of PRINTERS' INK, arises from the receipt of a great number of complaints from people who have been deceived by fraudulent advertising or who have been injured by manufactured publicity. Fake oil, patent and rubber tire advertising alone have brought an average of ten complaints a day.

While there has been one statute, Section 421, of the Penal Code, enacted in 1915, which has been of great help in the prosecution of the dishonest advertiser, yet sufficient latitude was not allowed until the enactment of a new statute on this phase of criminal activity a few months ago. The statute enacted in 1915 makes the person who in an advertisement makes any assertion, representation or statement of fact that is untrue, deceptive or *misleading,* guilty of a misdemeanor, and subject to fine or imprisonment or both. This section of the penal code was concerned alone with advertising.

The new law, however, goes farther. Under its provision the person convicted of furnishing false information or any false or untrue statements of fact to a newspaper regarding any person or corporation is to be judged guilty of a misdemeanor if it is the first offense, and of a felony if it is the second offense. "This section covers the statements and information contained in advertisements," Judge Swann said. "It will enable us to reach those who in the words of Shakespeare 'keep o' the windy side of the law.'"

The advertiser who indulges in quotations of false comparative prices will come under the eye of the District Attorney's office, for Judge Swann has said that the merchant who marks up his prices for ten minutes in order that he may be enabled to quote a "reduced price" is giving misleading and deceptive information.

The first indication that the District Attorney was engaged in unearthing the dishonest advertiser and fake publicist came last week when after investigating an attempt to get publicity for a previously unheard of Japanese actress he summoned to his office the press representative of a moving picture company, by the following letter:

"Complaint has been made to this office that you, under alias, framed an alleged suicide charge, knowing the same to be false, with the intent to create publicity. By this false report and manufactured situation you caused the police to consume two days' time and trouble in searching for a person you knew was not missing.

"If the facts in this charge are correct, it is a violation of the criminal law. I write in order to give you an opportunity to correct them in any respect in which they are erroneous."

While explaining this particular case to PRINTERS' INK's representative Judge Swann remarked that it may be considered to mark the beginning of a crusade to be made by his office against the dishonest advertiser and fraudulent press agent.

Digitized by Google

The Seattle Times

Giant of Western Dailies

BITTER ATTACKS ON COMPETITORS NEVER YET SOLD ADVERTISING SPACE

TO REFUTE MISREPRESENTATIONS

(and for no other purpose)

we reprint

GOVERNMENT CIRCULATION STATEMENTS ON SEATTLE NEWSPAPERS AS OF APRIL 1, 1920

The Seattle Sunday Times (10c per copy) 90,206

The Seattle Daily Times (5c per copy) 55,734
(Together $1.50 per month; $18.00 per year)

The Seattle Post-Intelligencer (3c daily, 10c Sunday; 95c per month; $10.00 per year) . 54,704

The Seattle Star (2c per copy; 50c per month) . . 61,604
(Six-day publications only)

The Seattle Times has nothing whatever to say about its competitors. But it insists on its right occasionally to expose misrepresentations or garbled figures.

The Times is the most expensive paper in America; it gets the highest advertising rate in Seattle; it gives the greatest return to advertisers in the Pacific Northwest.

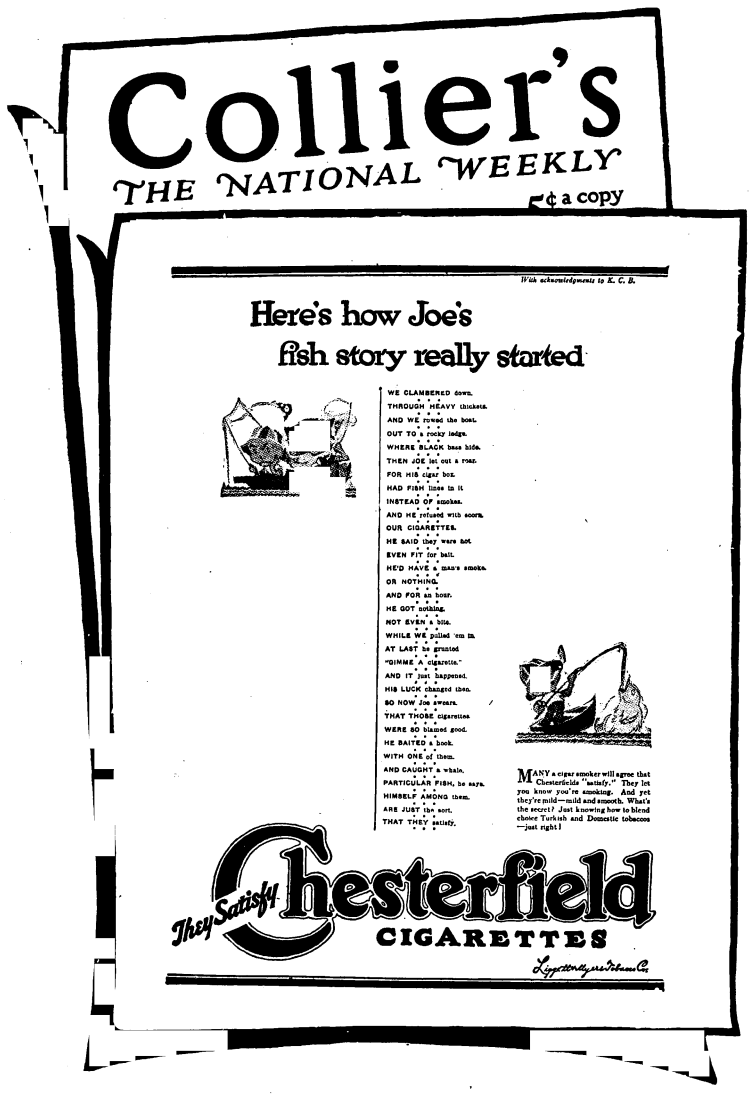
The Seattle Times

Giant of Western Dailies

THE S. C. BECKWITH SPECIAL AGENCY
National Representatives

New York Chicago St. Louis Detroit Kansas City Atlanta

Digitized by Google



Collier's
THE NATIONAL WEEKLY
¢ a copy

With acknowledgments to E. C. B.

Here's how Joe's fish story really started

WE CLAMBERED down.
THROUGH HEAVY thickets.
AND WE reached the hotel.
OUT TO a rocky ledge.
WHERE BLACK bass bide.
THEN JOE let out a roar.
FOR HIS cigar box.
HAD FISH lines in it
INSTEAD OF smokes.
AND HE refused with scorn.
OUR CIGARETTES.
HE SAID they were not.
EVEN FIT for bait.
HE'D HAVE a man's smoke.
OR NOTHING.
AND FOR an hour.
HE GOT nothing.
NOT EVEN a bite.
WHILE WE pulled 'em in.
AT LAST he granted
"GIMME A cigarette."
AND IT just happened.
HIS LUCK changed then.
SO NOW Joe swears.
THAT THOSE cigarettes
WERE SO blamed good.
HE BAITED a hook.
WITH ONE of them.
AND CAUGHT a whale.
PARTICULAR FISH, he says.
HIMSELF AMONG them.
ARE JUST the sort.
THAT THEY satisfy.

MANY a cigar smoker will agree that Chesterfields "satisfy." They let you know you're smoking. And yet they're mild—mild and smooth. What's the secret? Just knowing how to blend choice Turkish and Domestic tobaccos—just right!

They Satisfy Chesterfield
CIGARETTES
Liggett & Myers Tobacco Co.

Digitized by Google

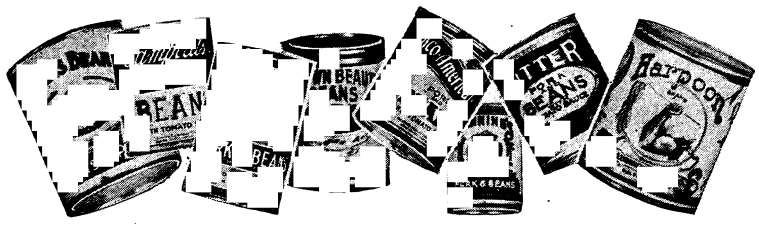
Chesterfield and Collier's

More space has been used for Chesterfield advertising in Collier's than in any other general publication.

Collier's
THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

Digitized by Google



Canned Pork And Beans *in the* Baltimore Market.

A RECENT investigation of the Canned Pork and Beans situation in Baltimore brings to light the surprising fact that Canned Pork and Beans enjoy but MODERATE sales in the local market.

This is rather amazing! Taking into consideration that Baltimoreans seldom bake beans at home, it would be natural to expect an enormous consumption of the CANNED variety. Dealers say, however, the reason for this is that too little advertising is being done on baked beans of a type that creates new consumers.

Now where is the manufacturer who recognizes the tremendous possibilities such a condition presents in a market where there are 2950 outlets and over 700,000 possible consumers? Sufficient to say that the pork and beans manufacturer who goes after Baltimore consumers, through a reason why campaign in a get-down-close-to-the-people medium, like the NEWS, is the pork and beans manufacturer who will create a greater demand and increase the sale of his brand to perhaps 100%.

The report we have compiled of the Canned Pork and Beans situation in Baltimore includes brands at present on the market, leaders, best seller, percentage of sales and distribution, representative prices and sizes, together with the report of the grocers and retailers interviewed. If you are interested and will write us on your business stationery we will be pleased to send you a copy.

The Baltimore News

Goes Home and *Stays* Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Digitized by Google

Good Will and the Information Desk

"Get a Fat Man," Says Hospital Superintendent

By Roy Dickinson

THE greatest asset that any corporation has is good will. Very often that intangible but exceedingly valuable asset which has been built up over a long period of years by consistent and continuous advertising is jeopardized by the man at the Information Desk.

Take the great Pullman Company, for example, with its tremendous assets, its imposing board of directors and large annual earnings. Its great asset of good will depends for its continuance upon the men who actually see and deal with the customers. In the Pullman Company's case it very often is the large and tactful Ethiopian who keeps good will continuous and valuable to the firm instead of turning it into ill will, which takes away assets and becomes a tremendous liability.

Every firm at some period of its existence has found it necessary to make changes at the Information Desk. The places at which that impersonal thing known as "the firm" touches the buying public is tremendously important. To the Information Desk comes the man who may look like a tramp but may have a $20,000 order in his pocket. The snappy retort, "Mr. Jones isn't in and I don't know when he will be back," has often changed success into failure for struggling concerns who depend upon public good will for their continuance. Many a representative of a periodical can tell you why he has not boosted one agency when some manufacturer has asked him which he recommends, and has turned over accounts in his possession to others. In many a case it has been the man or woman at the Information Desk who has induced him to make up his mind as to which agency is friendly, courteous and progressive and which is snappy, disagreeable and unprogressive.

It was said of the Simmons Hardware Company that every year the "old man himself," the president of the company, used to sit at the Information Desk in order to find out what manner of men came there and how they were treated. He realized more than anyone else that the man who comes to the outside entrance of an organization gets his first and sometimes his final and last impression of what the concern is like and what manner of person he has been doing business with, because of the treatment he receives at the desk where he applies for information.

A HOSPITAL POINTS WAY TO BUSINESS

All of this is realized by the big business executives of to-day, and all of it leads to a very interesting and startling declaration which has been made recently by one who should know. At the Information Desk at the hospital come all the inquiries and urgent messages in number without end. To it come reporters, business men, laborers, rich man, poor man, begger man, thief, doctor, lawyer, candlemaker and whatnot. The man or woman at the Information Desk in a hospital really deals with the same manner of people and in greater variety than those who come to the Information Desk of a big business corporation. By the same token the things which have been found out at a hospital should prove of interest to business men everywhere. A discerning hospital superintendent has put the results of his many years of observation of the Information Desk in a hospital in these words: "I am looking for a fat man in the Modern

Digitized by Google

Hospital, and I am having trouble to find him. I want him for my Information Desk."

He then goes on to explain that some time ago he determined to find the cause for the rather constant criticism of his institution, criticism that seemed wholly unwarranted. He was certain, he said, that the medical work was of high grade, that his nurses were well trained, and that the food and service were satisfactory. In spite of this, there seemed to be a tendency among the public for uncomplimentary observation. This tendency, or as the superintendent put it, the habit of finding fault was difficult to analyze. It was all the more difficult because the criticisms were vague; they evaded analysis.

A painstaking process of elimination and a follow-up, or rather a follow-down, of the comments revealed the source of the trouble. It was at the very entrance of the hospital, at the Information Desk.

"The quick, nervous types," said the superintendent, "that I had at the switchboard and the entrance I had thought very efficient. I suppose I thought so because they were quick, but I was wrong. They didn't stand the strain well, they did not lend themselves to the other man's point of view. To them a visitor was an intruder. And now I'm going to have a big, good-natured man, two if necessary; men who will wear well, who can smile, and who will make people good-natured in spite of themselves. It takes a fat man to do that."

Unwarranted criticism of satisfactory service, uncomplimentary observation of high-grade work, vague knocks which defy analysis against an institution which thinks it is delivering the goods, these sound interesting and apply to many an organization. Look for your trouble at the Information Desk, says the superintendent, and change two thin people, if necessary, for one fat one. His advice may well be taken to heart, and though we ourselves are thin, long live the fat, for they shall inherit the Information Desks.

Advertising to Promote Book Buying and Reading

A new advertising campaign of unusual interest is that of the book publishers and retail book stores acting cooperatively. The campaign, which is in the hands of N. W. Ayer & Son, is said to have for its direct purpose the more extensive reading and buying of books of all kinds.

The publishers interested are Grosset & Dunlap, D. Appleton & Co., Doubleday, Page & Co., George W. Jacobs & Co., Fleming H. Revell & Co., Frederick A. Stokes Company, and about 150 bookstores. It is planned to raise $100,000 by an assessment of two-fifths of 1 per cent on publishers' sales, and one-eighth of 1 per cent on retailers' sales.

Roy W. Howard to Scripps-McRae; Hawkins Succeeds At United Press

Roy W. Howard, president of the United Press Associations, has resigned to become general business director of the Scripps-McRae League of Newspapers. W. W. Hawkins, for several years vice-president and general manager of the U. P., succeeds Mr. Howard as president.

Stanley E. Gunnison's New Organization

Stanley E. Gunnison, who has been associated with the street-car advertising business for fifteen years, has resigned as sales manager of the Broadway Subway and Home Boroughs Car Advertising Company, New York, to become president of Stanley E. Gunnison, Inc., advertising, in New York.

Paul Block Augments Staff

Joseph Dunn, formerly with the New York *Mail*, and Ray C. Smith, formerly with *Good Housekeeping* and *Fashion Art*, have joined the Eastern office of Paul Block, Inc. C. J. Todd, Jr., who has been with the B. F. Goodrich Rubber Company, and H. Jay Stephens, Jr., formerly with the Chicago *Tribune* and Chicago *News*, have joined the Paul Block organization, to be connected with the Western office.

Fuller & Smith Have Dunlop Account

The Dunlop Rubber Company of America has placed its advertising account with Fuller & Smith, Cleveland advertising agency.

Four Men Join Frey

Rudolf Wettereau, Clarence Cole, James Hammon and Walter Cole, have joined the New York staff of artists of the Charles Daniel Frey Company.

Digitized by Google

Longer Credits for Home Builders Sought by Advertising

Hollow Building Tile Association Approaches Bankers, as Well as Architects and the General Public

By G. A. Nichols

WHEN a man builds a house that is substantially fireproof and that has unusual lasting qualities, the Hollow Building Tile Association believes he is entitled to better than ordinary treatment in the matter of help in financing the proposition.

The association therefore has decided that a part of its fall advertising presentation shall be made to the banker. An effort will be made to sell him upon the superior qualities of MasterTile, which is the trade-marked product put out by members of the association. This will be done purely from a standpoint of trying to create better credit arrangements for users of the tile and not with any object actually of selling the banker some of the material.

"We believe that we have a strong talking point here and are going to utilize it to the limit," J. S. Sleeper, advertising manager of the association, said to PRINTERS' INK. "The insurance companies already recognize this class of material by giving lower insurance rates on houses constructed of it. When we can get similar recognition from the banker to a point that will influence him to make larger loans upon houses constructed of hollow tile, we shall have another worth while avenue of approach to the user. We already are going after the proposition from a large number of angles, but this idea of advertising to the banker is something new that has come to us as a result of our study of the proposition during the last six months. We are here to learn, you see."

The Hollow Building Tile Association, one of the newcomers in the association field, was started less than a year ago as a nucleus for developing a powerful organization in the hollow tile industry. Its purpose is largely educational. It has set out on a deliberate attempt to sell hollow tile to the country as a building material. For a long time hollow tile has entered largely into the construction of big buildings. This particular phase of the demand, however, has been well handled by the individual tile manufacturer and he has little cause to complain of the results. But leaders in the industry decided that an effort ought to be made to secure a greater use of tile in buildings of all classes. This resulted in the formation of the association and the many angled advertising campaign that now is being carried on.

A BETTER RISK

"It is our contention," said Mr. Sleeper, "that hollow tile is the ideal product to use in constructing any ordinary building, all the way from a hog house on a farm to the most expensive residence. Homes erected on the plans we have made contain no lumber at all except the window and door openings and the interior trimmings. This gives the houses a durability that ought to secure, among other things, preferential treatment from the banker.

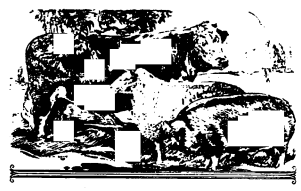
"The first thing we did was to adopt the MasterTile trade-mark. This stood for certain clearly prescribed qualities. Even after a manufacturer becomes a member of the association he is not allowed to use this mark on his tile or in his advertising until he will sign a written agreement to observe carefully the association's rules as to standardization of size and quality. When a manufacturer gets permission to use the trade-mark he is given an imprinting wheel with which he can mark it on every piece of tile he makes. In other words, here is

Digitized by Google

an association of close to a hundred members operating on a trade-mark which is the common property of all. No matter how small the individual member may be, he gets all the advertising and other prestige-creating qualities that come from the use of the trade-mark.

"To popularize the mark and to get openings for the distribution of our educational literature all over the country, we are putting on an advertising campaign taking in building papers, building material dealer publications, architectural magazines, dairy farm, general farm and breeders' papers, national magazines and financial, real estate and engineering journals. Thus we reach the architect who specifies, the dealer who supplies, the contractor who uses, the man who furnishes the money and the consumer who buys. In so doing we get our message to each element in the machinery for marketing hollow building tile.

"The advertising in the farm papers and national magazines lays special emphasis on the good results following the use of building tile in the construction of homes, garages and all classes of farm buildings. Each advertisement speaks about a book which has special reference to the class of building under discussion. Our object is to get the greatest possible number of inquiries for these books. The inquiries come direct to the association and the books are sent from our office. No letter accompanies the book, but there is sent a printed acknowledgment of the inquiry and an invitation to write for any other information that may be necessary. Each week a list of the inquiries so received is made up in bulletin form and sent to the members of the association in the particular district from which they originate. We do not send the inquiries to all the members because we do not wish to have the prospect swamped with too much solicitation. Naturally these weekly bulletins make a most valuable mailing list for the members."



Ready for market in less time at big saving in winter feed

Winter live-stock being prepared for the spring market will put on more fat, with materially less feed, in warm, dry, well-ventilated buildings than they will in cold, draughty quarters.

Hollow Tile farm buildings are always warm, dry, and easily ventilated, because of the two or more air spaces in each unit of the wind-tight walls.

Hollow Tile Farm Buildings

"They Last as Long as the Farm"

The Most Economical Form of Permanent Construction

The first cost is practically the same as well-built frame farm buildings—and it is the last cost, for they are permanent and do not require continual repairs and paint. Their smooth, sanitary walls are rat and vermin proof and they offer a fire-resistance badly needed by every breeder.

Hollow Tile farm buildings are not experiments. They are profitable farm-building investments and pay big dividends.

If you are going to build, get our free book, "Hollow Tile Farm Buildings," and you will be convinced that Hollow Tile farm buildings are the most profitable.

Be sure that your local lumber or building-material dealer furnishes MASTERTILE. *It is made in accordance with Association standards for your protection. Insist on getting it.*

THE HOLLOW BUILDING TILE ASSOCIATION
Representing American Building Manufacturers
in the Interest of Better Building
CONWAY BUILDING · CHICAGO

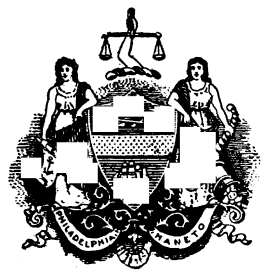
ADVERTISING BETTER HOUSING OF LIVE-STOCK

An analysis of the booklets and follow-up literature of this association shows that it is a thorough believer in the principle that the results of an advertising campaign with direct mail matter are going to be decided largely by the physical make-up of the printed material and the completeness of the written presentation.

In advertising matter of this kind, there is ever present the temptation to edge up a bit here and there and admit a few cheaper touches on the basis that the highly finished job can be appreciated only by the expert, anyway. This is a mistake. Leave out one color in what ought to be a four-color process job on a cover page and the average person who gets the booklet cannot detect the omission as can an expert. Yet the thing does not have the appeal to him; it does not have the selling punch that it would were the other color put

(*Continued on page 25*)

Digitized by Google



Philadelphia

(the third largest market in the U. S.) has 33,028 more women than men

When you consider that of Philadelphia's total population of 1,823,158 (within the city limits), the grand total of the female inhabitants numbers 928,093, you get an idea of its importance to manufacturers of Women's Wear.

If you are a shoemaker, think of this wonderful concentrated outlet for your women's shoe department.

Frocks, gowns, underwear, hosiery, corsets, millinery, toilet articles, and things distinctly feminine in their appeal could not be better introduced to the public than through this waiting market made up of the women of Philadelphia.

In recent months the number of women's shops in Philadelphia has greatly increased, and they and the big department stores are all doing a prosperous business.

No trouble to get distribution here if you will tell the women folks of Philadelphia about your goods.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

Net paid average circulation for the six months ending April 1, 1920, as per U. S. Post Office report: 466,732 copies a day.

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

More than 400,000,000 cigars were "Made in Philadelphia" last year.

Digitized by Google

SCRIPPS NEWSPAPERS

The Memphis Press

The Memphis PRESS is published in a city of 162,351 people.

Memphis is the largest city in Tennessee. The business and commercial growth of Memphis is indicated by the fact that 157 new industries and business organizations were added to the city in 1919, and many more during the first six months of 1920.

Memphis PRESS city and suburban circulation, daily average for six months ending March 31, 1920, was 32,012, of which 28,708 was city circulation and 3,304 was suburban circulation. The combined city and suburban circulation of The Press is greater than the combined city and suburban circulation of the other afternoon paper.

The Memphis Press management is planning to develop its suburban circulation as intensively as it has its city circulation, by making The Press available to people living in the Memphis trading territory.

Concentrated city and suburban circulation makes for greater sales for the Press advertiser. No endeavor is made to secure far-flung outside circulation.

Digitized by Google

SCRIPPS NEWSPAPERS

SCRIPPS Newspapers offer real co-operation to the advertiser.

This local service is much more than merely "something to talk about." It is genuine, legitimate, helpful, valuable business service, not "ready-made" but adapted to the special needs of the advertiser.

The twenty-two Scripps newspapers are:

Akron Press	Memphis Press
Cleveland Press	Oklahoma News
Cincinnati Post	Portland (Ore.) News
Columbus Citizen	Sacramento Star
Covington (Ky.) Post	San Diego Sun
Dallas Dispatch	San Francisco Daily News
Denver Express	Seattle Star
Des Moines News	Spokane Press
Evansville Press	Tacoma Times
Houston Press	Terre Haute Post
Los Angeles Record	Toledo News-Bee

Scripps Newspapers

Foreign Advertising Department

Union National Bank Building, Cleveland, Ohio

New York Office: MARBRIDGE BLDG. *Chicago Office:* 1ST NATL. BANK BLDG.

Digitized by Google

Democracy— and Buying Power

America is the land of the Rapid Rise.

Quick progress along the road to fortune—you know of a dozen examples. The employe of today is the employer of tomorrow, the industrial captain of the day after. This is no news to you. Nor is this:

In America there is no permanent "lower class."

As a man's material position is bettered, his buying power increases. John Smith, apprentice lathehand of twenty years ago, is the same John Smith who today owns a prosperous machine shop, with a proportional increase of personal expenditures.

So the advertiser who singles out certain John Smiths because they are *prosperous now,* and neglects all the other John Smiths who are merely on the way to prosperity, is deliberately short-sighted. His market, sooner or later, will be exhausted.

The Daily News reaches all the John Smiths in Chicago, the John Smiths at their various conditions and stages. It goes out to rich and poor, class and mass alike.

Going into practically all the homes worth-while from the advertisers' standpoint—worth-while now, worth-while tomorrow, The Daily News reaches all of the Chicago market—the market of the present—and the market of the future—at *one* cost.

The Daily News

First in Chicago

Digitized by Google

on. The Hollow Building Tile Association has gone the limit in the way of high-class presentation. The illustrations in the books, the printing, the paper and the general make-up are such as to make the follow-up campaign rather more expensive than one usually sees in propositions of this kind. Yet the association officials declare the results more than justify this policy.

One book is called "The Hand Book of Hollow Tile Building Construction." It is a technical presentation of the subject of interest to architects and contractors. The average man has not a great deal of use for this book. But it is necessary and profitable because of the newness of the proposition of using hollow tile for such a large miscellaneous list of buildings. The book outlines every detail of making this kind of building and is used as a handbook by architects and contractors all over the country.

"Our experience with this book," said Mr. Sleeper, "has convinced us that a concern knowing its business need not hesitate to instruct its highest grade customers in an A, B, C way. The bigger the architect and the more efficient the contractor, the more receptive they are to new ideas and the less inclined to believe that they know it all. My experience in advertising has been that concerns are likely to approach in an apologetic way the matter of instructing high-grade technical experts like architects. But no apology is needed. When the proposition is new as this is, somebody has to lay down certain definite principles upon which the whole succeeding course of the industry is going to be based. We have handled this thing so completely as to take in the smallest detail. We have left nothing to chance and have not assumed that the architect or contractor knows anything about the subject under discussion. The book is presented in a technical way, however, so that nobody but an architect or contractor can get the best out of it. It is appreciated, therefore, for what it really is. And we have been surprised and gratified at the reception it has gained."

A smaller book is called "Hollow Building Tile Manual for Builders and Masons." This handles the proposition of building on a primer class basis. It is so plain and simple that the writer believes even he could erect a tile building and cover it with stucco according to the Hollow Building Tile plan.

This book can be used by the farmer in erecting such buildings as he may need if he is not able to get the services of a builder or if he prefers to do the work himself.

In the general periodicals is advertised an attractive book called "Hollow Tile for the Home." In this book pictures are mainly relied upon to tell people what hollow tile can do in the way of construction of houses, bungalows and garages. Some new-style buildings are illustrated in the book, accompanied by outline drawings of the plans. Anyone desiring blue-prints of any building in the book can get them from the local contractor or dealer in building material. If he writes the association for the plans his inquiry is referred to the tile manufacturers of the district and by them to the local person who is most interested. All the blueprints are supplied members at actual cost. Then they can be distributed to the members' customers free or by whatever other plan the manufacturer wishes to use. A similar method is followed in sending out the book called "Hollow Tile Farm Buildings."

ADVERTISING OF INDIVIDUAL MANUFACTURERS ENCOURAGED

Another thing about this association's advertising plans that is especially worthy of note is that emphasis is placed upon the fact that the association's national advertising by no means should be relied upon by the local member for the complete solution of his own advertising needs. Some

Digitized by Google

members of the association are themselves national advertisers. Others who necessarily must advertise in a local way are urged not to let up in their advertising activities just because the association goes so far to make MasterTile known nationally.

"We are building up a big national demand for MasterTile," said Mr. Sleeper, "and the highest amount of good from this can only come to the individual member when he hooks it up with his own business through his own advertising. We naturally are thorough believers in advertising, but we are not foolish enough to believe it performs miracles. The association's advertising tends to educate the people and to make MasterTile known as a high-grade building material. This done, the local manufacturer's advertising and selling problem becomes simple. We go nearly all the way and the local member has comparatively little to do in getting his share of the benefits. But he must see that this little is done. This, as I understand it, is true in all kinds of national advertising. Good will of the most valuable kind can be created for a product. But this in itself is not going to bring complete success to the retailer. He must jump in and do this part to get the benefits that can come to him."

For purposes of administration, members of the Hollow Building Tile Association are divided into geographical groups. Each has a group organization which is responsible to the national organization comprised of the usual officials and fourteen directors. In each group a meeting of the members is held once a month. One or two directors usually attend such group meetings. The directors meet in the national office six times a year. None of these is on salary but each gets $15 a day for the time actually put in at association work.

The association is financed by each member paying into the treasury fifteen cents for each ton of hollow tile he has shipped during the month. He makes a monthly report to the association, giving the facts upon which his assessment is based. These reports are gone over by the auditing committee once a month and can be checked up on if necessary.

This plan of financing naturally allows the small manufacturer to come in the association without prohibitive cost. And the range in size of the members from the biggest down to the smallest is shown by the fact that the association has members paying as high as $75,000 a year dues into the treasury and others paying as low as $150 a year. With such a financing plan the association's growth depends directly upon its success in increasing the monthly tonnage of its members. The higher this tonnage grows the greater will be the amount of money that automatically goes into the association's treasury and the more there will be available for promotion work.

The objects of the association, including the advertising which already has been outlined, may be summed up in four divisions:

First, the proper adjusting and fixing of freight rates as applied to hollow tile. All complaints and requests of individual members along this line are taken up by the association with the Interstate Commerce Commission or the railroads.

Second, the education of the general public on the importance of hollow tile construction and the place that it ought to occupy in the building programme of the country.

Third, the making of extensive tests which are necessary to bring about the proper recognition of hollow tile construction in building codes.

Fourth, insurance against a depression in the building market which manufacturers generally agree is bound to come sooner or later and which will be disastrous to industries that are not strongly organized.

One big manufacturing object which the association is working for is standardization. It maintains a bureau of standards in

Digitized by Google

which the foremost experts are continually working not only to investigate the possibilities of clay for its further development as a building material, but to standardize the products in quality, shapes and styles.

"In this standardization," said Mr. Sleeper, "the association is going to do something which not only will affect the members' profits favorably, but tend to reduce the cost of building. We are working toward such things as standard window and door openings. These of course will work with other burnt clay products as well as ours—with brick, for instance. We are going to try to bring about standard story heights to conform to all building codes. But working all these things out we are going to simplify building and bring about a condition of great benefit to all concerned. We now maintain two field engineers who are at the disposal of all our members in giving expert counsel on building problems. The plan is eventually to have one field man in each geographical group."

The association does not attempt in any way to control the prices its members shall charge for hollow building tile. It has, however, put out what it calls a universal price list on hollow building tile which is used by all its members. There is a place on the front page where the individual member can imprint his name and thus make the price list his own. A regular list price for a thousand pieces is given on all the standard sizes of six kinds of building tile. Then there is a table showing discounts from this price all the way from 1 per cent up to 80 per cent. The member can use the price list under this plan, and by indicating his discount to his customers can make it fill his needs exactly.

"We believe," said Mr. Sleeper, "that proper promotion and publicity can put an organization on its feet much better and faster than can be done through sitting around a table and fixing prices."

The
George L. Dyer Company
42 Broadway
New York
Western Offices
76 W. Monroe St.
Chicago

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

Digitized by Google

State-Wide Advertising Campaign for Open Shop

The Southern Metal Trades Association, the Employers' Association of Atlanta and the Georgia Manufacturers' Association have affiliated their interests in a co-operative advertising campaign to be carried on over the state of Georgia in behalf of the open shop. The campaign, which has been planned and prepared by the George W. Ford Company, advertising agents, of Atlanta, consists of twenty-six double-page advertisements which will be published for twenty-six consecutive weeks in the twenty-eight daily newspapers of Georgia.

Would Advertise Food Value of Eggs and Poultry

When the American Poultry Association meets in Kansas City next week the question of national advertising will come up for attention. An attempt will be made to formulate a method of creating an advertising fund to give publicity to the food value of eggs and poultry meat, similar to what has been accomplished in behalf of citrus fruit, raisins, apples and dairy products.

Louis Balsam Goes East

Louis Balsam, formerly service manager of the La Salle Extension University, Chicago, has been appointed correspondence counselor of the Lewis Manufacturing Company, of Boston and Walpole, Mass.

Two New Accounts for Detroit Agency

The Campbell, Blood & Trump Advertising Agency, of Detroit, is now handling the account of the Ray Battery Company and the Iodent Chemical Company, both of Detroit.

Greig & Ward Have New Copy Director

Y. K. Smith, formerly copy writer and account executive of Critchfield & Company, has been appointed director of copy of Greig & Ward, Inc., Chicago advertising agency.

Chas. H. Eddy Company Adds to List

The Schenectady, N. Y., *Union-Star* has appointed the Chas. H. Eddy Company, of New York, Chicago and Boston, as its national advertising representative.

W. K. Porzer With Deatel

W. K. Porzer, formerly advertising manager of the Newark Shoe Company, Baltimore, has joined the Deatel Advertising Service, also of Baltimore.

Henry Schott a Vice-President of Montgomery Ward

The board of directors of Montgomery Ward & Company last week elected Henry Schott a vice-president, in charge of sales and advertising.

This mail-order house has opened a retail outlet store in Chicago, for the sale of surplus supplies of its regular mail-order stock. The advertisement announcing the opening stated that prices would be forty per cent below the catalogue quotation.

Marshall Johnson Joins "The Nebraska Farmer"

Marshall Johnson, Western representative of *System on the Farm*, Chicago, for the last three years, has joined the advertising staff of *The Nebraska Farmer*, Lincoln. Previous to his connection with *System on the Farm*, Mr. Johnson was manager of Mooseheart Farm, of 1,052 acres, Mooseheart, Ill.

Geo. W. Reese Opens Service Agency

George W. Reese, who has been advertising manager of the D. H. Holmes Company, New Orleans, has opened an advertising service agency in that city. His assistant, Davis McCutcheon, succeeds Mr. Reese as advertising manager of the Holmes company.

A. J. Bruhn Advanced at McCann Agency

A. J. Bruhn, who has had charge of the printing and engraving department of the San Francisco office of The H. K. McCann Company, has been made space buyer and media analyst of that office of the McCann agency.

Added to Staff of New Orleans "Item"

Clifford G. Franklin, for the past three years with the advertising department of the Atlanta *Georgian* and *American*, is now connected with the New Orleans *Item* in the advertising department.

Deters in New Position With Samuels

H. J. Deters has been appointed advertising manager of M. Samuels & Company, Baltimore. Mr. Deters has been associated with this concern for the last thirteen years in various capacities.

The S. C. Beckwith Special Agency has been appointed national advertising representative of the Houston, Tex., *Post*.

Digitized by Google

Height of Efficiency

Some of the shrewdest and most successful national advertisers use THE PEOPLE'S HOME JOURNAL because they appreciate the extra value of an ALL-THE-FAMILY magazine.

Its fiction, its departments and its features are edited with the ALL-THE-FAMILY interest in mind.

To appeal directly to the purchasing agent of the family and at the same time influence all the other consumers in that family is the height of advertising efficiency.

The People's Home Journal
NEW YORK

For 35 Years the Magazine for Every Member of the Family

Digitized by Google

"A Cover Medium"

Farm Life with 750,000 circulation after January 1, 1921, is the real national "cover medium" in the farm field.

By using it you get an even volume of circulation the country over.

You don't have to buy more than you want in some sections, and take less than you need in others.

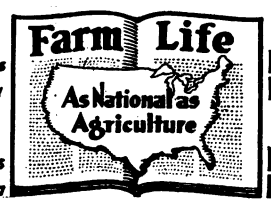
There is no "excess baggage" to pay for—and no thin spots in your cover.

There are some excellent reasons why the advertiser who uses one national paper and a number of sectional papers should choose Farm Life.

Those reasons are shown with precision and in much detail by a series of charts and maps that are available for the asking. They show just how Farm Life is as "National as Agri-

Middle States
Farms 36% of Total in United States
Farm Life 32% of Total Circulation

Western States
Farms 6% of Total in United States
Farm Life 6% of Total Circulation



Eastern States
Farms 12% of Total in United States
Farm Life 17% of Total Circulation

Southern States
Farms 46% of Total in United States
Farm Life 45% of Total Circulation

Digitized by Google

Minus "Excess Baggage"

culture," why it is the only truly national Farm Paper.

We also have the answers to a questionnaire sent in by more than 6,000 readers of Farm Life in every part of the United States stating the size of their farms, the make of their automobiles, the brand of their baking powder, and so on.

More than 50 commodities are covered and the figures not only show what kind of people read Farm Life but what is equally as interesting, the standing of various products with farm people *by states*.

You may have the data on any subjects that interest you.

Write for the charts

THE FARM LIFE PUBLISHING COMPANY

The John M. Branham Company
Special Representatives
New York Chicago Detroit St. Louis Atlanta

SPENCER, IND.
Farm Life

Digitized by Google

Try it out in Representative Milwaukee

Command *All* of the Milwaukee Market

Don't be satisfied with only a part of your potential sales in Milwaukee. Even though your product seems to be selling well, you may be getting only a small percentage of the large volume of Milwaukee business that you *could* get.

The Milwaukee Journal has had 38 years to study this great market. The Journal can show you how to increase your sales in Milwaukee—surely, quickly, economically.

Four out of every five people in Milwaukee who read English read The Journal every day, year in and year out. The Journal is their buying guide. Advertising in The Journal thoroughly covers Milwaukee at one cost.

To enlarge your sales in this prosperous field first write The Journal's Service Department for market information in relation to your product.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.
Special Representatives
New York Chicago

Digitized by Google

Our Next Job Is to Simplify Raw Material Movement

Advertising Can Tell of Methods of Solution by Which All Producers May Benefit

By A. R. Howell

ONE of the country's biggest factory executives when asked if the present financial situation would cause his organization to cut production said "No. Neither credit nor labor conditions are holding up our expansion plans. Our only trouble is getting crude materials."

Similar comment on the stricture in raw product movement comes from every part of our commercial structure. The eastern manufacturer is calling for priorities on coal or steel. The building materials trade is fighting rulings that might interfere with the movement of lumber, brick or cement. Public utilities threaten shut down if their bins are not filled promptly. Municipal authorities are watching the receipts of food stuffs with a jealous eye.

It would seem to be a case of every consumer for himself in a wild scramble to divert shipments while the farmer, miner and lumberman in the background are elbowing one another in the struggle for shipping space.

In the recent furore of newspaper articles, each crying an impending famine in this or that raw essential, there was much glib talk of a "car shortage" and the railroads were the target for blame.

The press comment has lost something of its seeming trade partisan or political bias and has striven to steady public attention on a calmer statistical study of the facts. We find the New York *Times* of July 14 speaking editorially as follows:

"It is difficult to apportion precisely the blame for the inadequacy of railway facilities to the demands upon them, but it is too plain for doubt that the deficiency is due mostly to growth of the demand. Compared with the prewar year 1913 there has been an increase in production of wheat by 20 per cent, of coal 14 per cent, of iron ore 26 per cent, of pig iron the same, of manufactured steel 44 per cent, and so on through a long list. The country has grown, but the railways were not allowed to grow. Comparing 1918 with 1913, there was an increase in track mileage of 2.2 per cent, and of all tracks (main tracks, yard tracks, sidings) of 6 per cent. In supply of cars and maintenance generally the railways are actually deficient. Rates were increased a billion dollars, but wages absorbed it all. Rates are about to be increased again, and it is not clear how much will be allowed above what the new wage award will absorb. But one thing is sure—the country will have to reduce its business if the railways are not nourished. They cannot be scolded and starved into increasing their service."

Here is the rub of facts behind the "car shortage." We have more raw materials to move to the market and in moving them we have been trying to spend more freight car mile hours than we find available.

ARE THE RAILROADS WHOLLY TO BLAME FOR CAR SHORTAGE?

Let us consider the time and devious routings our crude materials take in getting to the market. Any metal is a good example. It is dug and shipped as ore to furnace or refinery. It comes out as pig or billet and is shipped to a foundry, rolling mill or castings plant. From here it may move to a parts maker and from him to the assembling shop of some manufacturer, again to travel out to its final use point through the customary distribut-

Digitized by Google

ing channels—broker or jobber, retailer, etc. This particular piece of crude material has had three or four freight trips, some long, some short, before it had enough use value built into it by the manufacturer to make him anxious to speed it to the market. In crude material form it enjoyed such a low freight rate that when owned by men whose interest in it does not extend beyond the raw material stage any such product will seek the highest price market irrespective of the time and mileage consumed in getting it there.

But few even of our bigger industrial units own their principal crude material sources and their purchasing agents have but little consideration for the mileage a raw product must travel providing the freight travel does not affect the price and delivery terms sought. So the public often loses months of finished product use and the banker is hard put to find means of stretching our gold reserve to cover the time lost in getting goods to market.

If you will add to the picture of the movement of mined material the similar complex routings of lumber and other raw or semi-finished products moving back and forth across our railroad systems the "car shortage" and its related tieing up of commercial credits becomes a simpler picture.

EVERY MAN'S STAKE IN THE PROBLEM

Our big railroad men can no doubt devise means of extending the hour mileage of our freight equipment but they will have to meet freight space demands as they find them. And in making any changes in car handling methods they have other phases of the problem to consider, such as the cost in wear and tear on locomotives, many of which are designed only for long, slow haulage service. So it is hardly probable that the railroads can meet the situation without help from those of us whose methods of transacting business have brought about the car mileage waste that seems to underlie the problem.

While every one in the country has a financial stake in the situation, the men engaged in marketing have a particularly direct interest in its solution. Our very jobs may depend on its successful handling.

According to reports the credit tie-up is causing many bankers to refuse loans for the extension of business, not because the collateral offered is not adequate, but simply because there is not enough liquid credit to meet the demand for funds. And authorities advise that there can be but little increase in the total the banks feel able to lend while the present banking practice of relating gold reserve to the total amount of credits available remains unchanged. Nor can present loans be liquidated in any appreciable amount as long as the "car shortage" imposes its burden on the credit fabric. This burden is considerable. First, the usual line of credit extended to manufacturers to cover goods in freight transit has had to be renewed again and again because railroad embargo and terminal congestion have held the product from the market.

Then delayed delivery of crude materials essential to making partly finished products in the factories more fully marketable forces the manufacturer to go to the banker for funds to cover the resulting extended factory inventory. Add to this the money tied up in crude materials jockeyed about the country in the owners' effort to find the highest price market and you have multiplied demands on our credit system almost to the breaking point. The situation would indicate that crude material movement is tying up the greatest amount of credit time.

Here is the key log in the jam. The buyer whose penny saving wastes car miles in bringing crude materials unnecessary distances must be taught what he is costing not only the country but his own organization in cost and availability of bank credits. The producer of crude material must devise more economical routings

Digitized by Google

to the market for his output. Else we will all have to cut our business plans to the meagre measure of the liquid credits we have left to work on.

The bankers are at work on plans that may increase the country's working capital, but the effect of their efforts will not be felt for some time. It is up to those of us who use the country's freight equipment to ease the burden our inefficient use of it lays on our collective bank account. We can save a lot of money nationally if we will apply the war-taught lesson of working together rather than competitively.

CRUDE MATERIAL BUDGETING THAT COULD CONTROL CAR MOVEMENT

During the war we had a taste of what centralized co-ordination of freight movement would do to speed material to the seaboard. And the success of the coal pool in the New York district demonstrated that a common store of raw material may be established without prejudice to individual interests in delivery time and yet eliminate the struggle to divert shipments that throws such a car time burden back on the carriers. In most cases, however, the honest purpose to co-operate for the public good runs afoul of the statutes. It remains then for individual effort to do what it can to ease the situation, unless such co-operation can be legalized by extending the supervising war powers of our federal commissions until the need has passed, i. e., until railroad equipment building creates a surplus of freight moving rolling stock. And it is interesting to note that the Supreme Court is moving right now to determine if powers of this character can be exercised by the Federal Trade Commission.

The methods of the steel companies in establishing a budget of individual customer demands and then allocating steel shipments to meet the time needs of each dependent industry with the most economical shipping schedule is a good example of how buyer and seller can co-operate for the common good. And in each big raw material group we have one or more dominating companies or associations who could undertake the compilation necessary to determine their trades' time requirements in volume of shipping space.

Much of our wartime production efficiency was built on such a marshalling of co-operative effort by basic trades. And with most executives the war period experience left a taste for joint action that would eliminate at least a part of the jockeying for individual advantage that is the bane of most association effort. If such a plan of moving the nation's raw material to meet the budgeted time requirements of our several trades could be worked out under Federal supervision it might even form the basis for a plan for more equitable distribution of available credits. Certainly it would do much to bring order out of the chaos of present-day freight routing.

Even if such a plan prove impracticable through Supreme Court rulings, each producer can do much to speed up crude material moving under his control by eliminating waste motion in his own distribution mechanism.

DISTRIBUTION REORGANIZATION BY CRUDE MATERIAL PRODUCERS

In recent years certain of our big crude material producers have put their product message before the general public, acting either as individual companies or as trade associations. And while their motive in most cases has been to stimulate sales interest in their product, the contact so established with the public has shown the sales advantage of a more direct control of their materials movement from source to market.

It has been the experience of these companies that once their signed claims of service and product quality appeared, the public quickly gave them back the real facts of how complex trade distribution methods interfered with delivery service and often even worked to lower the standard of

Digitized by Google

quality initially established by them.

Most big producers of essential metals have found their marketing badly handicapped in three important phases. First, those who bought it from them at the source were using improper methods in its primary fabrication, were constructing their market by an abnormally high price and were often moving the raw material to points far distant from the producer's plants only to sell the greater part of the semi-finished product to organizations in the producer's immediate neighborhood. Then the manufacturer who wanted this metal in semi-finished form had to get it in one form from this group of fabricators and in other forms from several entirely different groups, each quoting for his business on such an altogether different basis that he was often exasperated in the effort to get down to an intelligent purchasing basis. And finally the manufacturer was forced to spend a good deal of unnecessary labor time because he didn't know the low cost way of handling the metal parts he finally secured. Aside from its cost in good will lost to the producers, just consider the cost in credit funds tied up in each ton of this metal by this marketing situation.

The measures which these organizations are taking to correct this marketing tangle deserve study by those trade groups who can speed the movement of crude material along similar lines. The first step has usually been to cancel the sales agency rights of those who in turn contracted for the primary fabrication of their product and to provide for that primary fabrication in plants which they directly control. This move in time enables them to dictate the terms under which they will sell the semi-finished product, even to the extent of standing behind its service use only where the organization using it as part of its finished consumer product handles the metal properly in this final fabrication.

These companies are able to make such radical changes in their marketing mechanism only by taking the public into their confidence to the point that secures full consumer support for each marketing move and they are doing it through advertising.

We, as advertising men, have a plain public duty to discharge in studying this crude material situation to bring all possible solutions to the attention of those dominating producing organizations with which we are in contact. For if each leader or trade group can work out a plan that will speed their raw product to the final use market, they will not only build valuable good will that can be focused in their individual trademark or name, but they will also be doing much to relieve both the burden on our railroads and the more vitally important burden on our national credit structure.

Consolidation Coal Account With Thos. F. Logan

The Consolidation Coal Company, with headquarters at New York, has put its account in the hands of Thomas F. Logan, Inc. This company owns and operates a number of coal properties and public utilities throughout the country. A national campaign will be undertaken for this account.

F. H. Tobey at Chicago for Boston "American"

Frank H. Tobey, who has been connected with the New York office of the Boston *American*, has been transferred to Chicago and becomes Western representative of that paper. He succeeds Mortimer Berkowitz, who has been transferred to the Washington *Times*.

"Abrasive Industry," a New Penton Publication

The Penton Publishing Company, of Cleveland, will issue a new publication, *Abrasive Industry*, on October 1. This new publication will be directed editorially to works managers, superintendents, grinding-room and tool-room foremen and operators.

Farm Paper Appoints Representatives

Farm Machinery—Farm Power, published by the Midland Publishing Company, St. Louis, has appointed Roy Barnhill, Inc., New York, Eastern advertising representative.

Digitized by Google

Beyond the Visible Facts

We welcome a comparison of our circulation figures and advertising rates with other media. But in judging the value of The Capper Farm Press as an advertising medium, you should also consider:

The wide-spread popularity and influence of its publisher and editors with the farmers of the Midwest.

The solid, substantial qualities of the Midwest farm folk and their general prosperity.

The extraordinary amount of reader-interest maintained by The Capper Farm Press on account of its practical close-up service to the farmers.

The far-reaching effects of an organization continually striving to render the best possible service to its readers and advertisers.

These things must be considered before you can fully appreciate the true value of

The CAPPER FARM PRESS

(Members A. B. C.)

TOPEKA, KANSAS

ARTHUR CAPPER, Publisher

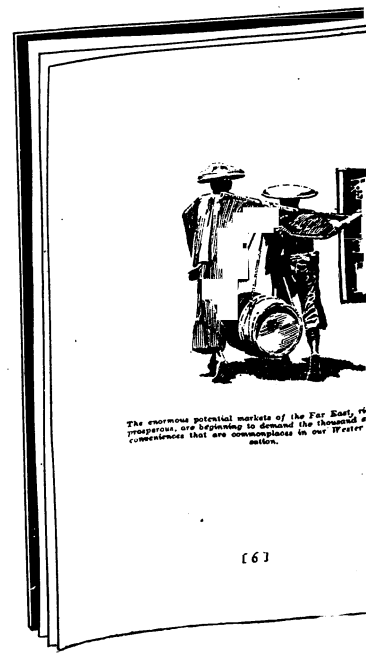
MARCO MORROW, Ass't Publisher

BRANCH OFFICES

CHICAGO.....109 N. Dearborn St.
NEW YORK.....501 Fifth Avenue
DETROIT .....Ford Building
KANSAS CITY.....Graphic Arts Bldg.
ST. LOUIS .....Chemical Bldg.
OMAHA .....Iron Bldg.
OKLAHOMA CITY....Continental Bldg.

Digitized by Google

"Serving the Export Department"



1400 leading American manufacturers and exporters use the AMERICAN EXPORTER to share in the eight billion dollar export trade of the United States.

"Serving the Export Department," a book, just out, shows exactly how we benefit these manufacturers and how we help solve the problems which face them in finding an export outlet for their goods.

We investigate the market possibilities of a certain article in a foreign country.

We prepare an export advertising campaign which pulls inquiries.

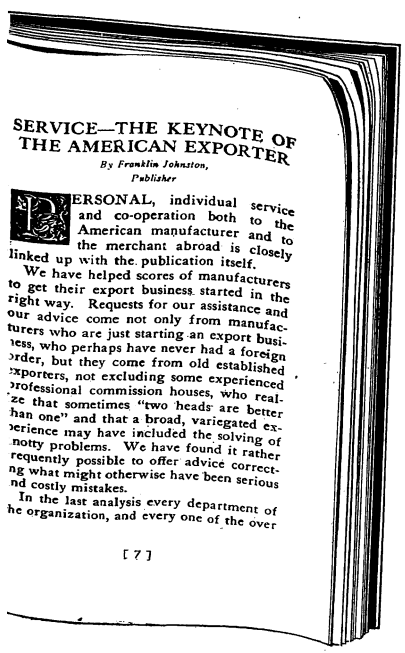
Lists of merchants abroad are supplied so the manufacturer can circularize the trade.

AMERICAI

17 BATTERY PLA(

The World's Larg

Digitized by Google



SERVICE—THE KEYNOTE OF THE AMERICAN EXPORTER

By Franklin Johnston, Publisher

PERSONAL, individual service and co-operation both to the American manufacturer and to the merchant abroad is closely linked up with the publication itself.

We have helped scores of manufacturers to get their export business started in the right way. Requests for our assistance and our advice come not only from manufacturers who are just starting an export business, who perhaps have never had a foreign order, but they come from old established exporters, not excluding some experienced professional commission houses, who realize that sometimes "two heads are better than one" and that a broad, variegated experience may have included the solving of knotty problems. We have found it rather frequently possible to offer advice correcting what might otherwise have been serious and costly mistakes.

In the last analysis every department of the organization, and every one of the over

[7]

Send for free copy

We prepare export circular letters and catalogues in foreign languages.

Reports are made on foreign buyers visiting the United States.

Foreign trade opportunities are furnished.

In short, we help the manufacturer establish and later conduct his export department with a minimum of lost motion.

To anyone interested in foreign trade, "Serving the Export Department" will prove well worth reading.

We should like to send you a copy of this illustrated book.

Simply drop us a line or write your name and address across this announcement.

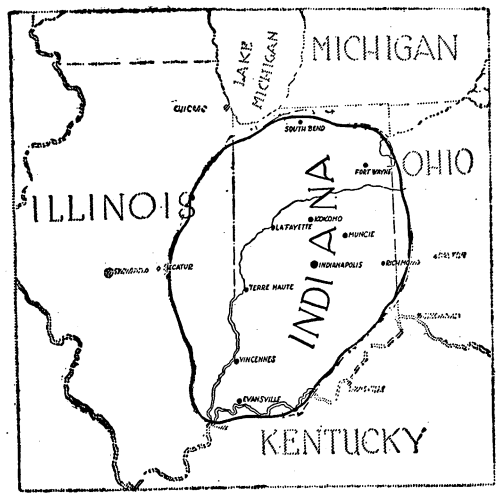
EXPORTER

EW YORK

port Journal

Digitized by Google

WHAT DOES "JOBBER INFLUENCE" OF A NEWSPAPER MEAN?



The Jobber Listens When You Tell Him About *His* Paper

Many advertising men have the wrong impression of the method shoes are distributed in this country. They believe that the shoe sales are largely controlled by factory stores or factory representatives. This is true in the larger cities. But out in the smaller towns shoes are largely bought through wholesalers. The shoe trade in the smaller towns in a peculiar egg-shaped section in the Central West, is "jobbed" from Indianapolis. And the two Indianapolis shoe wholesalers traveling sixteen men over this territory are influenced more by The Indianapolis News in their purchases than by any other paper.

You'll be interested in the new booklet, "Seven Studies In Distribution". Send for it.

The Indianapolis News

First in America in National Advertising 6 Days a Week

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Digitized by Google

Importer Gains Sales by Educational Campaign

Manifold Uses of Olive Oil Explained in Newspapers

IT can generally be taken for granted that a product which grows into a sizeable demand without selling pressure has elements of appeal to a still wider market which advertising should be used to develop. The fact that consumption of olive oil is considerable without adequate advertising, and that its use is restricted to no particular section of the country, to no one class, and to no group of nationalities, is further evidence. The stage is all set for advertising calculated to gather loose ends together and put over creative appeals which would much increase consumption.

These facts have been proved by A. Magnano & Co., Limited, of Vancouver, who have been advertising olive oil in an unusual way in Western Canada. This company has a branch at Genoa, Italy, and is a large importer of olive oil. Its specialty is "Napoleon Extra Virgin," oil obtained from selected olives on the first press.

The Magnano company has used well-planned educational advertising to obtain wider distribution and to develop local markets. Current campaigns have principally used daily newspapers. The company believed the product, and its potential market, merited advertisements of a size which would "show up" on food and women's pages in competition with the run of products advertised. The size adopted was three columns by ten inches. The product is illustrated in each advertisement—a "tin" (a "can" is a "tin" in Canada) of Napoleon olive oil—to familiarize consumers with the appearance of the container.

There is other illustrative matter, determined by the copy of the particular advertisement. Here the company used good judgment. The obvious selling opportunity consisted primarily in education. Many possible consumers had never used olive oil; many others used it in a limited way. There were qualities in virgin olive oil susceptible of wide appeal and these qualities had never been driven home.

DEVELOPING USES

The Magnano advertising, accordingly, has been characteristically creative. There were several appeals to be used. One was the virtues of olive oil as a beautifier. Considering the enormous sale of beautifiers of one variety or another in America, and the underlying psychology, this field looked like a whole market in itself.

An advertisement developing this appeal was headed "Cleopatra's Beauty." It told of the use of olive oil by beautiful women of history; how, almost without exception, it is prescribed to-day. It gave directions for using olive oil regularly as an aid to the complexion and for its health-giving properties. It gave an olive-oil treatment for wrinkles and hollow spots.

This advertisement, as well as others, invited requests for a descriptive booklet, "The Guide to Health."

"Squeeze the juice of a lemon or an orange into a wine glass," read one advertisement, "and add two tablespoonfuls of Napoleon Extra Virgin Olive Oil—that's a real Olive Oil cocktail—real in the sense that its continued use brings bloom to your cheeks, health to your body, and peace to your mind. Try this cocktail.

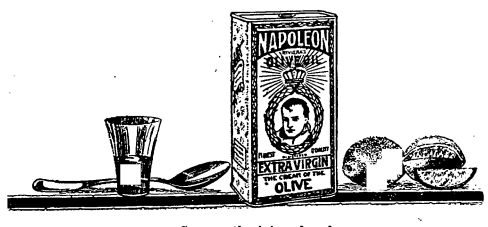
"There Is No Fad About The Taking of Olive Oil—Ask Your Doctor!

"But be sure of the Olive Oil you use. There are three grades of pure Olive Oil—the first, second and third presses. The 'Golden Oil' with its almost magic effect, told about in ancient days, was the flow from the first light

Digitized by Google

crush of the tender spring tree-ripened olives. And the 'Napoleon' Oil you can now purchase from your grocer or druggist is the identical 'Golden Oil' of those olden days. How careful are those men, born and bred to the Olive Oil industry on the Riviera, to get just the very best of the finest olives that grow to be put into the 'Napoleon' branded tins. You can't buy two grades of 'Napoleon' because there is only one grade good enough to be so trade-marked. But when you get the real 'Extra Virgin' you get the highest percentage of nutriment, the most delicious taste, the purest of pure Olive Oil."

Besides other advertisements, which developed olive oil as a health-giver, the series included education on the subject of food uses. The average housewife has used olive oil very little in the kitchen. This advertising told of its superior qualities for baking, as well as for salads and mayonnaise. The descriptive booklet, "The Guide to Health," contained general directions for use in cooking, together with a list of recipes.



Squeeze the juice of a lemon or an orange into a wine glass—and add two tablespoonfuls of

NAPOLEON EXTRA VIRGIN OLIVE OIL

—that's a real Olive Oil cocktail—real in the sense that its continued use brings bloom to your cheeks, health to your body and peace to your mind. Try this cocktail.

Sold in all sized tins—never Sold in bulk.

There is no fad about the taking of Olive Oil---ask your doctor!

But be sure of the Olive Oil you use. There are three grades of pure Olive Oil—the first, second and third presses. The "Golden Oil" with its almost magic effect, told about in ancient days, was the flow from the first light crush of the tender Spring tree-ripened olives. And the "Napoleon" Oil you can now purchase from your grocer or druggist is the identical "Golden Oil" of those olden days. How carefully are those men, born and bred to the Olive Oil industry on the Riviera to get just the very best of the finest olives that grow to be put into the "Napoleon" branded tins. You can't buy two grades of "Napoleon" because there is only one grade good enough to be so trade-marked. But when you get the real "Extra Virgin" you get the highest percentage of nutriment, the most delicious taste, the purest of pure Olive Oil.

It is not sufficient for you to ask for "Pure Olive Oil"—it can be pure without nourishment. Ask for "Napoleon Extra Virgin"—and see that you get it.

Distributors for British Columbia:

A. Magnano & Co., Limited

98 POWELL STREET. VANCOUVER. SEY 2923-4200

UNOSTENTATIOUSLY, THIS ADVERTISER HAS INCREASED SALE OF OLIVE OIL BY TELLING WHAT IT IS GOOD FOR

The advertising plan has comprehended local newspaper campaigns as a backbone. A three-months' campaign in Winnipeg has just ended, and another of similar length started in Calgary. Victoria, B. C., was selected for one early successful campaign, and there has been advertising in Vancouver mediums. The trade has been reached in a grocers' publication. Advertisements, in addition to the name of the importers, have carried the name of the local regional distributor.

The advertiser of a product in which there is competition, and a fairly large number of brands on the market, seldom uses creative appeals without a searching consideration of possible results. This is doubtless one reason why so many products on the market for years have never had the creative advertising they deserve. It is partly responsible, too, for the great swing into association advertising which is one of the most significant advertising events of the period. An advertiser who is faced constantly with the fact of competition naturally is going to ponder hard before adopting advertising which is likely to benefit his competitors.

The fact that the advertiser's

Digitized by Google

Directs the Purchasing Power of the Electrical Industry

Electrical World
Electrical Merchandising
Journal of Electricity

THE ELECTRICAL TRIO

Electrical World
Electrical Merchandising
Journal of Electricity

McGraw-Hill Co Inc. 10th Ave at 36 St. New York.

ELECTRICAL WORLD

The broad national weekly engineering and business paper of the electrical industry. It is, in reality, five papers in one. It reaches the business, financial, commercial and operating men of the electrical industry, central station and industrial engineers and scientists. It is the "Voice of the Industry."

ELECTRICAL MERCHANDISING

The monthly national business paper of the electrical resale merchandising trade. A clearing house for every new and successful idea of "how to sell" electrical goods. It reaches the jobber, dealer, contractor, central station and other electrical resale merchandise channels of distribution.

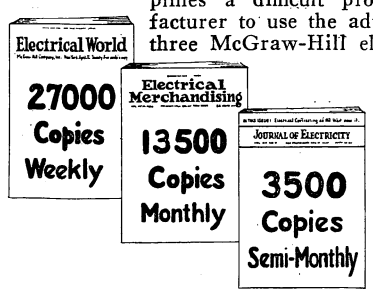
JOURNAL OF ELECTRICITY

The electrical paper edited and published semi-monthly by men of the West for the electrical men of the West. It is the organ of the electrical industry west of the Rocky mountains. It recognizes and endeavors to help solve the electrical problems of this vast Western empire, the future of which holds unlimited opportunities for the electrical manufacturers.

THE ELECTRICAL TRIO

of the McGraw-Hill Company reach every part of the industry. These three papers, taken as a unit, *direct the purchasing power of the entire Electrical Industry;* the central stations, investment bankers, consulting engineers and industrial engineers, jobbers, and the contractor-dealers.

With such a variance of viewpoint among purchasers in this complex industry, it simplifies a difficult problem for the manufacturer to use the advertising pages of the three McGraw-Hill electrical papers.



—think of them as a unit
—use them as a group.

McGraw-Hill Co., Inc.
10th Ave. at 36th St.,
New York

Digitized by Google

name and brand appears in the same space as the creative message is, of course, a reason why the bulk of the demand created will accrue to him under normal circumstances. However, advertisers find ways of making the tie-up closer. The Magnano company did this with educational matter about certain important features of olive-oil manufacture. It explained what virgin olive oil was—the gentle first press, producing the most nourishing, most delicious, most healthful oil. It explained why subsequent pressings were of lower quality. It told what virgin olive oil looked like, and that to ask for "pure olive oil" was not enough, because olive oil could be pure, in the sense that it was not adulterated, and still be far below the first press in merits. "Napoleon" brand was closely tied up with such explanation, and the conditions under which it was made in Italy described, together with the information that it left Italy in the same screw-top container in which it reached the consumer in Western Canada.

Grocers and druggists handle Napoleon brand, and the advertisements referred consumers to these.

Thus the advertising accomplished two things. First, it educated consumers to the valuable properties of good olive oil. Second, it showed consumers how they could obtain top-notch quality in the regulation American way, anywhere—by going to the store and calling for an advertised brand.

Will Advertise Mops and Polishes

The Harzee Manufacturing Co., Cleveland, will soon undertake a national advertising campaign for "Harzee" reversible floor mops, "Harzee" polishes and other home accessories. The House of Hubbell, Cleveland, will handle this company's advertising.

Better Business Bureau Being Formed at Tacoma

A Better Business Bureau is being organized as an adjunct to the Tacoma, Wash., Advertising Club.

Electric Products Account With Powers-House

The Electric Products Company, Cleveland, manufacturer of "Wotton" battery charging equipment for automobile storage batteries, has put its advertising account with The Powers-House Company, Cleveland. A campaign addressed to garages is now in preparation.

W. H. Dennis, Managing Owner, Halifax "Herald"

W. H. Dennis has become managing owner of the Halifax *Herald, Evening Mail* and *Sunday Leader.* He succeeds the late Senator Dennis, by provision of the will of the latter, the Senator leaving him a controlling interest in the business.

Los Angeles to Have Motion Picture Magazine

Pictures Press, it is announced, is the name of a new motion picture trade weekly which will make its first appearance August 14. It will be published in Los Angeles. David Swing Ricker is director of advertising and circulation.

Arthur Cummings With Engraving Company

Arthur Cummings, recently with The H. K. McCann Company at Cleveland, and former advertising manager of The Timken Roller Bearing Company, is now with the Northern Engraving Company, Canton.

E. B. Eddy Joins H. K. McCann Company

Ezra B. Eddy, recently sales promotion manager with the P. F. Collier & Son Company, New York, and editor of "Good News," has joined the staff of The H. K. McCann Company, New York.

Thornton Purkis Has Montreal Branch

Thornton Purkis, advertising, Toronto, has established a branch office at Montreal. The Montreal office is under the management of Arthur M. Griffith.

Case Plow Account for McJunkin Agency

The advertising account of the J. I. Case Plow Works Co., of Racine, Wis., has been put in the hands of the McJunkin Advertising Company, Chicago.

R. O. Warner, "The Rotarian" Western Representative

Robert O. Warner has been appointed Western advertising representative of *The Rotarian,* with offices in Chicago.

Digitized by Google

Rich Automotive Market in Star's Trading Territory

Few people realize the tremendous buying power of Indiana in Automotive supplies. It is estimated by the Indianapolis Auto Trade Association that Indiana's automotive purchases will amount to 5,000 trucks above a ¾-ton capacity, 42,000 passenger cars and 1,200,000 tires, during the present year.

The automobile registration for the state of Indiana for the year 1919 was 266,-986 cars, approximately one car for every eleven persons in Indiana. There are today 63,000 miles of good roads in Indiana and $4,800,000 is being spent on Indiana roads this year. Indiana ranks third in the use of farm tractors, nine per cent of all tractors manufactured having been sold to Indiana dealers.

For a full analysis of the Indiana automotive market, write the newspaper that reaches the buying power of Indiana every morning of the year.

The Indianapolis Star

Largest morning and Sunday circulation in Indiana

Eastern Representative—Kelly-Smith Co., Marbridge Building, New York.

Western Representative—John Glass, Peoples Gas Building, Chicago.

THE SHAFFER GROUP

Indianapolis Star

Rocky Mountain News **Denver Times**
Terre Haute Star **Muncie Star**
Louisville Herald
Chicago Evening Post

Carried 1,011,077 lines of Automotive advertising in 1919

Digitized by Google

How the best known package in America was made

The story of the success that revolutionized package merchandising

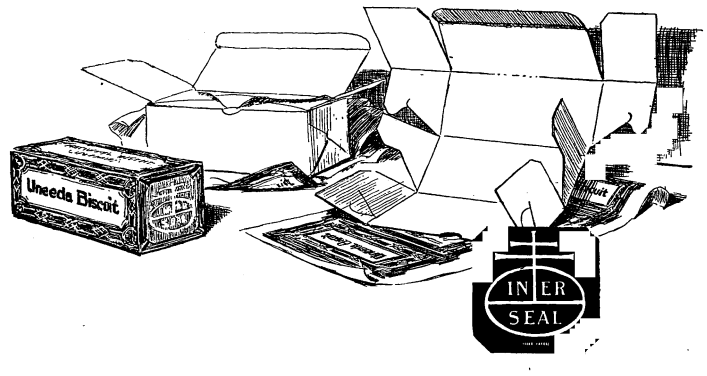
TWENTY-TWO years ago, when practically all food products were sold in bulk, the National Biscuit Company determined to market a soda cracker in a special individual package.

To make this venture a success, the package had to achieve two purposes. It must deliver the soda crackers to the consumer as fresh and crisp as when baked—otherwise national distribution would be impossible. It must also establish a distinct and permanent individuality for the product—otherwise national consumer demand could never be stimulated.

Much of the success of the whole scheme, therefore, depended on the making of a successful package. The National Biscuit Company called in the Robert Gair Company. The two firms worked side by side to achieve success—a success which would demonstrate the sound economy of marketing packaged goods by the million.

A folding box of the most economical size and shape—a wrapper design which would be permanently distinctive and prevent any possible infringement—a purple ink for the wrapper and a red ink for the In-er-seal which would be absolutely unvarying—special machinery to insure quantity production—every single element was worked out with the most scrupulous care. From the folding box to the

Digitized by Google



famous Uneeda label, that package was perfected in our factory—a package destined to become the best known in America.

Packages for a billion dollars' worth of merchandise

The first Uneeda campaign in 1898 was an important factor in establishing package merchandising as the modern method of large-scale selling. To-day numberless varieties of products are distributed in packages—cereals, fruits, tea, coffee, ink, safety razors, inner tubes, vacuum cleaners. We have made packages for them all.

This wide experience explains why last year over a billion dollars' worth of merchandise was carried in Gair folding boxes, in Gair shipping cases, under labels made by the Robert Gair Company.

We control the whole process of manufacture, from wood-pulp to finished product. Our plant is the largest of its kind in the world.

With its facilities we are prepared to offer a complete service for packaging and displaying your goods—folding boxes, labels, shipping cases, window display advertising—giving unity to your product from factory to consumer.

ROBERT GAIR COMPANY

BROOKLYN

Folding boxes Labels Shipping cases
Window display advertising

Digitized by Google

The LARGEST PAPER
In the State of Connecticut

The
HARTFORD
Sunday
COURANT

The LARGEST
MORNING PAPER
In the State of Connecticut

The
HARTFORD
Daily
COURANT

Gilman, Nicoll & Ruthman
REPRESENTATIVES
World Bldg. New York
Tribune Bldg. Chicago.

Digitized by Google

Assurance of Price Protection Prevents Cancellations

How Manufacturers Can Keep Orders on Their Books for Fall Delivery

RADICAL and courageous advertising can do a great deal right now toward lessening the force of the cancellation wave which is causing so much concern to so many manufacturers.

If the retailer can be persuaded that he is going to be protected in a financial way, he generally will be found willing to take a chance on receiving the goods he has ordered. The thing that is worrying the retailer is the fear —which most authorities believe to be unfounded—that the bottom has dropped out of prices and that to take on goods at present valuations may mean serious loss or even disaster later on. When the retailer can be shown that the whole burden of any loss is not going to be shoved upon him, he is likely to be responsive to a suggestion that negotiations be entered into before orders are cancelled or merchandise returned. The danger in the whole proposition is that the retailer becomes apprehensive to the point of taking snap judgment and not giving the manufacturer or jobber a chance. When the first fright is over there ought to be a good chance to nurse the retailer back to a more healthful frame of mind.

An instance of how this principle can be worked out is shown in a recent experience of Mayer Brothers, manufacturers of boys' clothing. The Mayer firm, like other clothing manufacturers, had purchased its raw materials and had organized its working force on the basis of the orders scheduled for fall delivery.

Right in the midst of the working through of these orders cancellations began to come in.

In an effort to stop the onslaught Mayer Brothers sent out a circular letter to their trade in which the situation was handled with refreshing frankness.

The letter freely admitted that mills were closing, that employees were being laid off and that the curtailment of loans by banks throughout the country had prevented many manufacturers from starting on their heavy-weight orders.

"When the fall season opens," the letter said, "you of course will want the goods you have bought. We have in process of manufacture now the greatest portion of our orders and will be in a position to give early deliveries."

GENEROUS PROPOSAL MAKES FRIENDS

Then to set the merchant's mind at rest as to any price risk he shall have to undergo the letter made this proposition:

"If there should be any reduction in the prices of woolens, trimmings or manufacturing on suits before November 15, or on overcoats before December 1, you will be given full credit on all such reductions even though your goods have already been shipped. If, on the other hand, prices advance you are also protected, as in this case the merchandise will be billed you at the original contract prices appearing on your order."

That this heads-you-win, tails-we-lose policy is a radical and an unusual departure it is entirely unnecessary to say. It would be a foolish policy, or at least a useless one, under normal conditions. But here is another of the many instances where precedent has to be got away from and where courageous originality has to be shown.

That the retailers themselves had been devoting careful thought to the proposition was shown by the fact that a great number of orders were reinstated, some of them by wire, some after the letter was put in the mails.

The letter was good psychology. It gave the retailer the mental

Digitized by Google

stimulus he needed to go ahead and take a chance, knowing he would not be made to hold the bag in the event of loss.

"The thing the retailer needs right now," said A. H. Lipman, sales manager of Mayer Brothers, "is to be reassured in the matter of price. Calm his fears in this particular and the worst of your fight is over. This should be done in a simple businesslike way without too much explanation. In our particular case we deemed it best to go the whole route and assume the entire financial risk of loss.

"As a matter of fact, we are sure no loss will be experienced by us as the result of this unusual policy. Prices are likely to advance instead of being lowered the way the merchants now seem to feel. If the retail clothiers could understand all the conditions in the industry they would not think of cancelling their orders at the prices they already have been quoted. But to argue in an advertising way along this line would be useless right now. No matter how sincere you might be in your presentation, you would have difficulty in making the customers see the point. In short, now is a time when argument and the statement of facts relative to prices, labor conditions and so on will have little effect. Money is the thing that talks. Make the retailer see that he is not going to lose, therefore, and you will keep him sold."

Other clothing manufacturers approached by PRINTERS' INK on this subject express the belief that after the retailer's fear has been assuaged by some method similar to the Mayer letter, the advantage could be followed up through other advertising presentations designed to show the retailer that cancellations of orders really have an important effect in making prices higher than in lowering them. With mills and factories closing their doors and the production in others being reduced, clothing most necessarily becomes scarce. When a thing becomes scarce the price usually goes up. One manufacturer advanced the highly interesting idea that the curtailment of clothing production would even operate to keep the cost of labor at its present high rate or even to make it higher.

"The cost of labor," said he, "never will decrease as long as present conditions continue. A man may work twelve months a year at a certain wage, but if he only has work half the time he naturally demands higher wages to carry him over the slack period."

"That doesn't sound logical," the PRINTERS' INK representative objected. "It stands to reason that when men are thrown out of work they are going to be willing to return to work for a smaller compensation."

LESS WORK, MORE PAY, SAY WORKMEN

"That won't hold good in our industry," replied the clothing man. "In the face of all this cancellation we are undergoing, the clothing workers here in Chicago have demanded an increase of 33⅓ per cent in wages. Many of them are working on part time and they urge this very fact in an effort to justify their demand.

"This matter now is before the arbitration board representing the clothing manufacturers and employees. At a recent meeting of the board, one of the largest clothing manufacturers of the country argued that in view of the many cancellations the workmen should not insist upon an advance at this time. He went so far as to submit documentary evidence of the losses his firm was sustaining through cancellations. One of his big customers had instructed him to cut in half a $50,000 order for fall delivery. When the firm had objected to this the customer had wired instructions to cancel the entire order. These things were put before the clothing workers to show that they would be working on half time or less if conditions did not improve.

"The representative of the workers then insisted that this was all the more reason why the advance should be granted—that

Digitized by Google

First Impressions Last In Baltimore

¶ Create a favorable *first impression* for your product in the great Baltimore market and steadily increasing sales will be the result.

¶ Creating that favorable impression, so necessary to a successful selling campaign, and doing it right from the start depends largely upon the way you introduce your product to the people of Baltimore and surrounding territory.

¶ The Service Department of THE SUN is at your service to assist you in analyzing Baltimore market conditions, as they relate to your product, and to help you back up your sales plans with *facts*.

¶ Advertising in The *Sunpapers* is the most economical way of introducing your merchandise to the homes of Baltimore and its environs. The *Sunpapers* will lend additional prestige to your campaign. Let The *Sunpapers* carry your advertising message and you can be sure of a lasting first impression that will mean more sales because

Everything In Baltimore Revolves Around THE SUN

Morning **Evening** **Sunday**

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"

Digitized by Google

if they could work only on part time they ought to have more money for it.

"We are going to see that at the psychological time our customers are given these facts. The retail clothier has a great deal at stake himself. If he can't get clothing he can't sell it. We all have to work together in this thing. And once the dealer is persuaded that he is not going to have to bear the entire burden financially he is going to listen to reason and meet us at least half way."

Some manufacturers are disposed to take an optimistic view of the cancellation outlook. They think it is not so serious as the disinclination to buy which followed the signing of the armistice —the time when so many people thought prices would go down with a loud crash.

"We always have had a stiff rule against cancellations," said Edward M. Skinner, general manager of Wilson Brothers, manufacturers of men's furnishings. "Our customers are educated to know that an order is to be regarded as an order. Our practice is not to accept cancellations without negotiation. If any of our customers feel he has made a mistake in buying and has ordered more goods than he can use, we are glad to take the matter up with him and adjust it with fairness and equity to him and to ourselves. Sometimes he really has made a mistake and then we try to help him bear the burden of it. Again, as in the present instance, he may be merely frightened or apprehensive and be disposed to cancel without proper consideration. In such a case the difficulty usually can be adjusted through making the retailer realize that his fears are groundless.

"Protect the customer in the matter of price? Certainly. This is the only thing to do unless some unthinkable cataclysm should tumble the proposition of prices into a heap. If such a thing should happen—which of course it won't—the retailer should expect to bear a share of the burden."

A good share of the present cancellations, according to an investigation made by PRINTERS' INK, have been made on back orders—orders which have been piling up for months.

A certain jobber in the Northwest who handles house furnishing goods among other things had been having difficulty in getting enough of a well known oil-cloth. His own customers kept ordering the cloth from him, and he in turn kept almost a constant succession of orders going into the factory. Of late the condition in the factory has been such that the merchandise on these back orders has been coming to the jobber in almost a steady stream. He has more oil-cloth than he knows what to do with.

The same thing has been found to be true in galvanized goods, woodenware and in a number of other household utilities. Outside the clothing industry it is safe to assert catching up on back orders is responsible for much of the present difficulty.

This being so, many people believe that there is little in the situation that is dangerous and nothing that cannot be settled through negotiations which can bring about a proper understanding to all concerned.

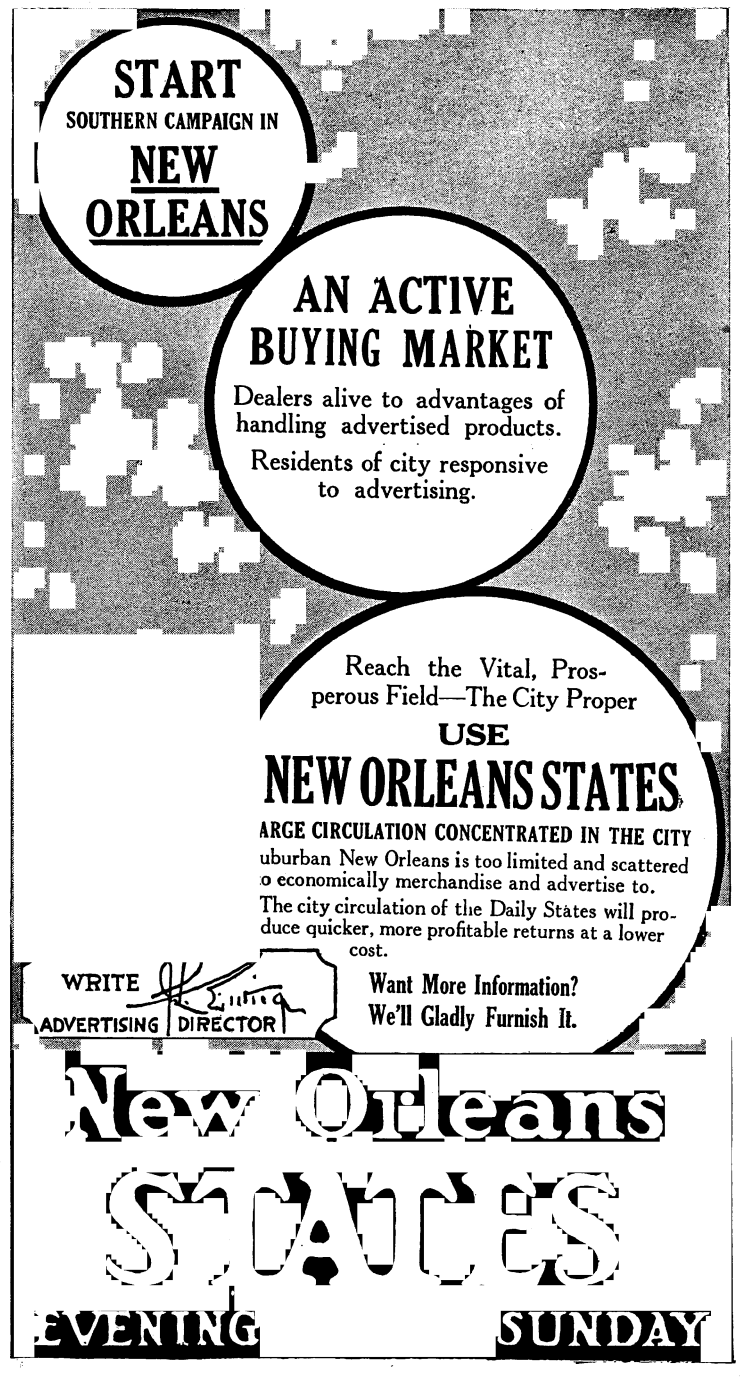
The first thing to do is to allay the dealer's fears regarding financial loss.

Advertising can do the rest.

At least such is the conviction of the National Association of Credit Men, which has started out on an advertising presentation to the retailer, warning him that unfair and arbitrary cancellation will constitute a menace to his credit. The association has issued a bulletin advising individual credit managers to stiffen up on their attitude and to inform their customers that some forms of evasion of orders will be regarded in much the same light as failure to pay bills.

The suggestion could not be interpreted literally in view of the dealers' fears, but there certainly is much in it that can cause the retailer to make haste slowly in the way he now seems to be going.

Digitized by Google



Digitized by Google

Announcing

ABRASIVE INDUSTRY

A New Penton Publication

After nine months thorough investigation of industry and the field for a practical publication devoted exclusively to abrasives and grinding, ABRASIVE INDUSTRY has been born. The new paper will be issued monthly from October 1 and will be directed editorially to works managers, superintendents, grinding room and tool room foremen and operators.

Abrasives in Industry

Today's great production in the metal-working field largely has been made possible by the development of the abrasive industry. Nor is the use of abrasives confined to metal working alone—a score or more industries have increased their production almost in direct proportion to the application and development of the use of abrasives.

Scope of the Field

In 1900 the manufacture of artificial abrasives approximated $60,000. In 1919 the estimated value of these products was close to $40,000,000 and to this conservatively may be added a figure of like amount, representing the annual output of concerns manufac-

Digitized by Google

turing grinding, polishing and allied equipment. Here is an essential industry, in its own right, serving annually a *hundred million dollar field.*

Need for Increased Education

Yet with this tremendous advance in development there has been a marked lack of educational literature to stimulate greater interest in the usefulness and economy of abrasives. Investigation discloses but a handful of treatises. A practical publication, treating this broad and powerful field exclusively, has been needed to place the manufacturer of abrasives and abrasive-using equipment into closer communion with his consumer and prospective customer.

The Organization Behind It

ABRASIVE INDUSTRY will be issued by The Penton Publishing Company. This assures the new paper a large and trained editorial organization especially well equipped to successfully create and promote a technical publication of this kind. The Penton organization has editorial offices in Cleveland, New York, Chicago, Pittsburgh, Boston, Washington, D. C., London and Birmingham, England and Paris, France, with staff representatives in every other important center, thus assuring complete editorial service.

Circulation Scope

ABRASIVE INDUSTRY, the only publication devoted exclusively to this large and growing industry, has big circulation possibilities. Because of the practical character of its editorial matter, it will stimulate exceptional reader interest. ABRASIVE INDUSTRY will have a guaranteed national distribution of 10,000 copies monthly. Our present mailing list comprises 7500 names and home addresses of plant superintendents, grinding room foremen, tool room foremen and operators. In addition, the paper will interest all companies manufacturing and operating grinding machinery and wheels. The subscription price is $2.00 a year.

FORMS CLOSE SEPTEMBER FIRST

For Additional Information, Address

ABRASIVE INDUSTRY

Penton Building Cleveland, U. S. A.

Digitized by Google

"GIVE your printer the facts about your business policies and methods. Furnish him with a basis for constructive criticism and suggestions, then maintain a permanent business relationship with him."

The above is reprinted from a recent full-page newspaper advertisement of the American Writing Paper Company

Lest any one doubt that this is sound economics, we point out that those business houses which once begin buying printing on this plan seldom go back to the old competitive basis.

Charles Francis Press
461 EIGHTH AVENUE, NEW YORK
Telephone Longacre 2320

Digitized by Google

Safeguarding the Line Plate

Pen and Ink Illustrations for Newspaper Use Must Be Watched, Now as Never Before, If They Are to Print Successfully

By a Commercial Art Manager

DESPITE all that has been preached and written on the subject, study of newspaper advertising illustrations simply verifies the fact that comparatively few plates "show up in a clean way."

The Bureau of Advertising of the American Newspaper Publishers' Association and the Committee for Newspaper Research have both given the advertiser much advice that has been gained from extensive research endeavors on this subject.

The Bureau of Advertising now has on the press a book which will be distributed among national advertisers, newspapers, publishers' representatives and advertising agencies that along with other subjects of interest to the advertising world takes up in great detail the question of "The Making of the 'Fool-Proof' Newspaper Illustration." According to the Bureau "It's all a matter of going about it in a know-how way." This article, bringing a number of illustrations, shows the "know-how way."

The Committee for Newspaper Research in its book on "Attainable Ideals in Newspaper Advertising," issued a short time ago, went into this question and brought to the attention of the advertiser, just as the Bureau of Advertising has done, illustrations of the advertisements that are best fitted for newspaper use.

PRINTERS' INK receives many letters from distraught advertisers, who plead for constructive information, and tell sad stories of entire campaigns that have turned out discouragingly.

The more common complaints might be summed up as follows:

A blurred and confused illustration.

Blacks that appear a dirty grey in the paper.

Faces with a "printing ink skin affliction."

General appearance of untidiness.

Life and sparkle missing from printed result.

Lines all run together.

These are grievances of long standing. We have heard them for many years. But of late the protests are more frequent, more desperate. "What *can* I do to produce a successful dealer series?" one advertiser asks. "Our last campaign was an eyesore to everyone in the organization. Dealers are complaining. We do everything we can to safeguard these illustrations. The drawings are quite simple, we think. Are we facing an impossibility, until paper and ink come back to normal?"

Despite paper and ink and fast presses, it is *possible* to produce a newspaper plate which will print, regardless of drawbacks. But it requires a great deal more thought and study than it did in the olden days. "Just any old thing" will not suffice. If by hammering away at these technical negatives we can make for better line-plate results, then we believe the effort is praiseworthy—even necessary.

It is so natural to blame ultimate results on the engraver. Something he has done, or failed to do, brings about the poor results. The original drawing was all right. The plate-maker made a botch of it. There is a popular fancy, as well, that perhaps the "plate has not been etched deep enough." Or, "those electrotypes were inferior."

PINNING THE BLAME

We have personally looked into a dozen or more specific cases of newspaper line-work failures, and in every one of them the original, the drawing, was at fault. The engraver came through clean.

As we have mentioned in the past, the average original is made

Digitized by Google

entirely too large. It is scarcely worth while, in order to impress a customer by showing him a large design, to lean too far in this direction, when we know, in advance, that the reduction is perilous.

The large original is extremely deceptive, both to the artist and the advertiser. When the reduction is made, you are apt to be somewhat disappointed. It seems less important, less striking. The mind persists in going back to that large, bold design. The layman is always disagreeably impressed, when proof and original are placed side by side. Not that anything is lost. The engraver can hold every dot and line and value, but the condensation makes you see detail through the wrong end of the glass. "Why, it's shrunk all up!" as the country-store manager said, when he saw a proof of a letterhead design from a very large original drawing.

The engraver is responsible for certain elements of his own shop; the plate should be etched to a certain depth, surfaces should not be "chewed," through faulty or hurried effort, and the routing machine must clean up the open areas; but the competent engraver automatically does all this. That's his business.

You will have a great deal more respect for the engraver and his profession if you will study a line plate through an enlarging glass. It really seems incomprehensible that those delicate pen lines could be successfully reproduced in metal.

When an original drawing is made large, the metal lines crowd together until they almost touch. If you brought a drawing down far enough in size, it would be a piece of solid metal, with no demarcations at all.

During present printing conditions, a law should be passed prohibiting the artist from ever making his designs larger than from one-half to one-third increase over its ultimate printing proportions. There is a well-defined limit to what you can do in a small illustration. In a large one you are fancy free to fill it up with a great many quite unnecessary lines, Ben Days, crayon tints and the like.

It is a temptation to attempt to model faces by shading them with the pen. It seldom comes out successfully for newspaper work. The features should be open, clear of detail. Let it go with eyes, nose and mouth and forget texture of the skin, rosy cheeks and intricate lighting effects. Open-line work, in faces, prints in spite of defects of paper, ink and presswork. The other is a gambler's chance, with the odds very much against you.

HALF-FIGURES PREFERABLE

Where the space is as small as two columns, figure compositions are best confined to a little less than half-length, that is, show head, shoulders, arms and about to the waist.

When full-length figures are used, everything is proportionately smaller, more involved. The story can nearly always be told with half figures. People are not particularly interesting or dramatic from the knees down. Concentrate on faces and the action of arms and hands.

Backgrounds we believe to be unnecessary as a rule. Create an advertising idea that will require little or none. It is often the cluttered background that makes a newspaper illustration look "mussy."

"I don't care if you originate the cleverest idea that was ever put on my desk," said an advertising manager who had been through the newspaper electro mill, "if the design calls for background detail, I will discard it. Regardless of any ideals or ideas we may have, conditions make it absolutely imperative to keep our series simple."

Of all pen techniques, the primeval open outline, with here and there a solid black, is by far the safest for general newspaper printing. Complex tones secured by cross-hatching and fine-line shading is taboo. Experiment with it at your own risk. The engraver will not be to blame if there is a congestion, picking up

Digitized by Google

IN pretty nearly every City in the United States there is some one newspaper with a big "blanketing" circulation.

Except New York.

Theatre Programs alone blanket New York's class population.

Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.

New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO 406 Tower Bldg. *BOSTON* Little Bldg. *SAN FRANCISCO* Crocker Bldg.

Digitized by Google

of ink, and the appearance of muddy printing.

Why not be irrevocably reconciled to the fact that some things should not be done? Fighting conditions is responsible for many of the faulty newspaper campaigns. Someone has tried to "beat the game."

If there was such a thing as a standardization of newspaper methods, it might be different. One paper will give splendid results, another will handle all plates poorly.

BOIL DOWN DETAILS IN NEWSPAPER ILLUSTRATIONS

Some artists are not fitted, in their techniques, to make newspaper illustrations at all. They should not be entrusted with the work, however beautiful or well drawn their originals. It is not a question of talent; it is a blunt case of practical technique. Some of our most gifted artists use a style that is absolutely unfitted for newspaper reproduction. And they can't change. Others intuitively fall into a simplicity of method that fits their output to the emergency. Their drawings always print well. They know how to "leave out," minimize detail, keep away from congestion of fine lines.

An artist may have worked on a magazine series and covered himself with glory. The same man's drawings for dealer electros will fall far short of the demands. We do not refer now to large-space campaigns. In a full page, or a half page, there is opportunity for various mediums and techniques, such as crayon, full-shade, dry brush on surface paper, the free use of Ben Day patterns, and even coarse screen halftones.

The stumbling-block appears to be the average two-column space. For the dealer, in the aggregate, does not care to go much larger than this. Now to illustrate a two-column newspaper advertisement, leave room for the dealer's name plate and tell a story in text, is a task that may well try the temper and the skill of anyone. The larger the central picture theme in this space the more striking the display. And the place to study it is in the newspaper. Compare congested compositions with the simpler kind, and you can readily appreciate why it pays to boil down the ingredients. It is not what we would like to do; it's what it is safest and best for us to do.

We recently observed the working out of this principle. An electric fan dealer campaign was designed showing various indoor scenes, of figures, the fan, environment. The originals, drawn for reduction to two column width, were about twelve inches wide. In this size, as completed by the artist, they were exceedingly attractive. Everyone was enthusiastic over them. Plates were made and proofs "pulled" on newspaper stock. Much of the charm vanished. The few that were run in country newspaper space disappointed the local dealers. They looked washed out, lacked directness and the ability to attract the eye. A second series was rushed out. The fan was shown very large, with wavy lines to suggest the current of cool air. Across from each fan was one smiling, happy face. This series went big. It was in instant demand. The dealer wanted the entire series.

Chicago to Have Another Newspaper

A new daily newspaper to be known as the *American Christian Daily* will be established in Chicago within a short time. Dr. J. A. Musma, former editor of the Grand Rapids, Mich., *Daily Press*, will be the editor of the newspaper, which will have local and national editions. Dr. Musma says "while it will possess a distinctive individuality, it will be similar in size, make-up, character of matter printed and other things to *The Christian Science Monitor*.

State of New York Buys Radium

The Radio Chemical Corporation has sold two and a quarter grams of radium, valued at $225,000, to the State of New York for research work in the treatment of cancer. The company making the sale is the medical division of the Radium Luminous Material Corporation, which supplies radium in commercial form to manufacturers under the name of "Undark."

Digitized by Google

Get the Facts!

About the LOUISIANA-MISSISSIPPI MARKET

TRADE-EXTENSION BUREAU

Selling Soap?

131,976,000 bars of LAUNDRY Soap

63,450,000 bars of TOILET Soap

27,707,000 packages of WASHING Powders

were consumed in the Louisiana-Mississippi Territory during the past twelve months. The figures, though approximate, are based upon detailed analysis.

Did you sell your full share?

Want to know the "LOCAL EDGE" on your proposition?

Correspondence invited!

"In New Orleans—It's The Item."

THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

JAMES M. THOMSON
Publisher

National Advertising Representatives
The JOHN BUDD COMPANY

A. G. NEWMYER
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle.

Digitized by Google

THE JEWISH

THE advertisements of the general newspapers appearing in Printers' Ink afford the most striking demonstration of the advertising value of the Jewish press of New York.

Here are four great daily newspapers that *actually do* dominate their joint field, without competition, without duplication.

The influence exerted by these newspapers on the Jewish public is of the most far-reaching character. They are not merely "purveyors of news" and "moulders of public opinion," but intimate, personal guides and advisors, educators and champions.

Digitized by Google

THE Big Four of Jewish Journalism are regarded by their various classes of Jewish readers as the accredited representatives of Jewish public opinion—and absolute faith is the binding tie.

In other words, if "reader influence" means anything; if real "home circulation" is valuable; if "quantity plus quality" is a consideration in buying space—then the big four Jewish newspapers that cover the rich Jewish market are among the strongest advertising media in America.

Any of the "Big Four" will cheerfully furnish national advertisers or agencies authentic information about the possibilities of the Jewish market.

The Day-Warheit
Jewish Morning Journal *Jewish Daily Forward*
Jewish Daily News

Digitized by Google

Have You a Grandmother In Your Home?

She will be interested in an article in the August issue of The Farmer's Wife, "Dressing Grandmother."

In many homes it is a difficult matter to dress Grandmother properly, and not only Grandmother, but the girl of twelve and the boy of four or five. Each of these problems and many other problems in home dressmaking are practically and efficiently solved by Mrs. Willa W. Krum, dressmaking editor of The Farmer's Wife. Service of this kind, a service of ideas and practical development, is one of the factors which makes The Farmer's Wife such a strong influence in 750,000 farm homes.

THE FARMER'S WIFE

A Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS,
ST. PAUL, MINNESOTA.

Eastern Representatives
Wallace C. Richardson, Inc.
381 Fourth Ave.
New York City

OF KNOWN VALUE STANDARD FARM PAPERS

Western Representatives
Standard Farm Papers, Inc.
1341 Conway Building
Chicago, Ill.

Members, Audit Bureau of Circulations

Digitized by Google

A Plea for Better Manners in Copy

It Is Necessary to Speak Loud Enough to Be Heard, But It Is Not Particularly Convincing to Yell One's Head Off

By Roy W. Johnson

FRIENDS, meet Mr. Hiram W. Battersby, of the Simplex Double-Action Waffle Iron Company, Patacake, Missouri. Mr. Battersby is known among his friends and throughout the trade as a "gentleman of the old school." Hard boiled, indeed, is the retailer or the jobber who can resist the exquisite courtesy with which he urges the merits and the salability of his product, and callous is the heart of the consumer who can persist in a complaint after having received a letter on Hiram's own personal letterhead.

In a word, when dealing with the individual, the President of the Simplex Double-Action Waffle Iron Company is practically irresistible, and from small beginnings he has built a structure of good will which extends far beyond the confines of his native State. The Simplex Double-Action Waffle Iron Company is known by all its customers as a good concern to do business with.

So now enters Hiram W. Battersby upon the scene of a national advertising campaign. The time has come when the Simplex Waffle Iron is to be made known to the kitchenettes of Manhattan, and from thence westward to the setting sun. The agency has been selected, the appropriation made, the copy written. It lies now on Hiram's yellow roll-top desk; a sheaf of drawings, a typewritten dummy, a printed proof or two, and a compact pile of manuscript. "Miss Winkle," says Hiram to his secretary, "would you be good enough to supply me with a sharp-pointed lead pencil? I thank you."

Hiram is about to deal with humanity in the mass.

Miss Winkle sedately goes on tapping out a milk-and-honey letter concerning a delayed shipment, and outwardly all is peaceful. If she looks up she sees only the familiar form of her always-pleasant and courteous employer, making sundry notes for the further delectation of humanity in the mass. But Miss Winkle would be due for a shock if she suddenly beheld the present mental state of her employer visibly expressed. Humanity in the mass has had a curious effect upon him. And for the time being he has assumed the manners of a subway guard; the personality of a bill collector. He has a pair of mental hob-nailed shoes, and is dancing all over humanity's polished floors in them. If he asked Miss Winkle to take a letter in the tone he uses to request humanity to buy his waffle iron, she would go home in tears.

TRUE TO LIFE, IS BATTERSBY

Hiram W. Battersby is no fiction. Any advertising man, almost, can call to mind from one to half a dozen gentlemen who undergo the same sort of Jekyl and Hyde transformation the moment they sit down to edit advertising copy. I will leave it to any agency chief to say whether Hiram's portrait is overdrawn. He has a very definite and tangible existence in many and many concerns, the country over.

But perhaps it will be wiser (more courteous, in short) to hang the whole argument on Hiram, as a man of straw whose feelings are not likely to be hurt. There is nothing, however, to prevent anyone whom the coat fits from putting it on.

Now there are two things which are prominent in Hiram's mind as he pounces upon each piece of copy with a metaphorical dagger between his teeth. One is the amount of money that all this advertising is going to cost him, and the other is the Simplex Double-Action Waffle Iron. The

Digitized by Google

consuming public, the real, flesh and blood company of men and women to whom he wishes to deliver a message, is represented only as an abstraction back in his sub-consciousness. What he requires is to get his money's worth, and the way to do that is to make the waffle iron as conspicuous as possible, and to see that every last word in every last advertisement cracks like a ringmaster's whip. Courtesy, good breeding, restraint, finesse—bah! My friends, this costs money.

Mr. Battersby is engaged in the fine art of dealing himself a hand full of aces.

If the artist has by any chance drawn a picture which does not include the waffle iron in all its pristine pulchritude, will he kindly put it well up in the foreground and pay special attention to the patent reciprocating hinge pin? If the copy writer has unwittingly included a sentence which is moderate and restrained in tone, a categorical imperative will take its place or we'll know the reason why. All phraseology which carries the flavor of "if you please," or implies the exercise of discrimination on the part of the reader, is too weak to be paid for at so many dollars a word, and must be toned up to the proper pitch. But why go further? You all know the process, and the result is a common one. Hiram's copy, when he gets through with it, is almost as polite as a traffic cop, and has all the grace and polish of a "Keep Off the Grass" sign.

Now right here, let's be understood. This is no brief for the copy writer. His work is seldom beyond criticism. It is no sacrilege to lay firm and even violent hands upon his pet redundancies and affectations. It is no part of his job to produce literary gems of purest ray serene, and if he is disposed to regard his work in that light he is in the wrong pew. As long as Hiram signs his name to his advertisements, he has an undoubted right to say what he pleases in them, and to say it as gracefully or as awkwardly as he likes. If he wants to show his waffle iron among the wedding presents, or decorating the centre of the banquet table, the privilege is his own. If he likes to regard it as "the greatest boon ever offered to the housewife," he may. He can shriek like a banshee, if he feels like it, or bawl like a train announcer, for it is his waffle iron, it is his advertising, and he pays the bill. The copy writer may weep in private to his heart's content, but so long as he accepts the advertiser's money he has no kick coming.

THE MANUFACTURER HIMSELF IS CHIEF SUFFERER

It is not the copy writer who is entitled to sympathy. It is Hiram himself, whose ill-mannered or un-mannered advertising is less effective than it might be. It is, in a broader sense, advertising itself which suffers, for the effectiveness of all advertising is reduced by it. Just as the credibility of all advertising was reduced by reason of the fraudulent and untruthful, so its effectiveness is lowered by bad manners.

For, my friends and fellow sufferers, be it remembered that just as the ill-mannered man does not get invited to the party, the ill-mannered advertisement does not get invited into the mind of the reader. It gets the door slammed in its face instead. It can take its hob-nailed boots and its gas-house manners elsewhere. You may carry a battering-ram in each fist and wield them with the force of chain-lightning, but you have no power to prevent me from turning over the page without so much as saying how do you do. I can shut you out of my consciousness entirely and completely without even exercising any choice about it. And so can every individual member of the great consuming public to which your advertising is addressed.

Hiram's product is important. So, also, is it important that the best use shall be made of every dollar in his appropriation. But more important than either is the mind which is going to accept or reject or ignore his message—the great collective mind of the peo-

Digitized by Google

Note This

THE 1921 issue of the SHIPBUILDING CYCLOPEDIA is now in preparation, and all who make products used by the Shipbuilding and Ship Operating industries should note the fact that the Catalog Section of this Cyclopedia affords the certain means of placing their catalogs before every man of importance here and abroad who possesses the buying power of these two great industries.

For not alone do such men find this Cyclopedia full of invaluable data for determining the equipment and materials they require, but—*and note this*—due to the method of indexing, the Catalog Section is made an integral part of the text, thus forming an important part of the complete Engineering Service which the Cyclopedia affords.

Remember this, and bear in mind that the circulation is to be guaranteed and attested by the Audit Bureau of Circulations in which the "Shipbuilding Cyclopedia" has applied for membership. Write for rates and full particulars of this

sure method of reaching Shipbuilding and Operating Officials.

SIMMONS-BOARDMAN PUBLISHING CO.

"The House of Transportation"

WOOLWORTH BLDG., NEW YORK

CHICAGO Transportation Bldg. CLEVELAND The Arcade CINCINNATI First Nat'l Bank Bldg.

WASHINGTON Home Life Bldg. LONDON 34 Victoria St.

Publishers also of Marine Engineering, Railway Age, Railway Mechanical Engineer, Railway Electrical Engineer, Railway Signal Engineer, Railway Maintenance Engineer, Boiler Maker, Locomotive Cyclopedia, Car Builders' Cyclopedia, Material Handling Cyclopedia and Maintenance of Way Cyclopedia.

Digitized by Google

ple in the mass. It is not an abstraction. It is as real as the mind of the individual to whom Hiram talks across his desk. And unless Hiram is content to make merely the sub-conscious impression that there "is such a product," he must mind his manners.

Now this is not the place to enter into a discussion of the origin and development of manners in human society. Neither is the present writer qualified to undertake such a task. But it happens to be the fact that good manners are very largely, if not wholly, the product of a single idea: a regard for the right and the feelings and the opinions of others. That idea manifests itself in the exercise of restraint, and the well-bred man is one who has learned to restrain his passions and opinions. You can trace this in the development of an individual, or a nation, or society as a whole. Restraint breeds good manners, and the lack of it is the sign of ill-breeding.

So when Hiram proceeds to doctor up his copy by sticking in his waffle iron where no self-respecting waffle iron should be, and by substituting categorical imperatives for any phrase that is less direct and vigorous, he is simply abandoning restraint, and becoming more and more ill-mannered. And, with many people, his copy does not get over because it does not get invited to come inside.

It is necessary to be positive, I grant you. But there is no need to be offensively insistent. It is necessary to speak loud enough to be heard, but it is not particularly convincing to yell one's head off. It is doubtless necessary to make the advertising message so simple and direct that the least intelligent person in the audience can grasp it, but it is not wise to let our manners indicate that we think we are talking to a fool. For even a fool sometimes resents being thought one.

Jean B. Shiffer has resigned as vice-president and art director of The Arthur M. Crumrine Company of Columbus, O.

Porter Chemical Company Adds to Toy Line

Two new fun-makers have been put on the market by the Porter Chemical Company, Hagerstown, Md., and will be advertised nationally. The Porter company is the maker, also, of "Chemcraft," an outfit of chemical materials for juvenile experimentation.

The new products are "Whiff" and "Sachetcraft." The former consists of twenty-one vials containing ordinary, everyday substances having odors all their own. The game consists, of course in guessing correctly as many of the odors as possible.

"Sachetcraft" is more especially for girls. It contains a quantity of three different sachet powders put up in screw-cap bottles; a supply of colored silk crepe paper; an assortment of lithographed floral seals; wool yarn of different colors; a needle; considerable cotton wadding and a book of directions and patterns for making many shapes and sizes of sachet bags, envelopes, etc.

New Industrial Relations Bureau

The Employers' Service Bureau, with main office in Cleveland, has been organized to develop better methods of caring for the problems of industrial relations between employers and employees. The bureau will operate in Ohio and Indiana. Joseph Stickney, who has been head of the industrial relations department of the Nordyke & Marmon Company, Indianapolis, is general manager of the new company.

Our Big Trader to the North

Canada's total exports for the year ended June 30 were $1,276,311,542 and imports were $1,210,204,323.

Imports from the United States amounted to $861,000,000, against $690,000,000 for the previous twelve months, and exports to the United States were $489,000,000, as compared with $440,000,000 in the corresponding period.

Penney Stores Make Report for Six Months

Sales of the J. C. Penney Company, operating a chain of clothing stores, for the first six months of the year were in excess of $15,850,000, with a net profit of $975,016. After preferred dividends, there was a surplus of $870,947.

H. D. Abbott Joins Z & S Middy Co.

H. D. Abbott, who for the last two years has been advertising manager of the Siegel-Levy Co., costumes and dresses, New York, has been made director of sales and advertising of the Z & S Middy Co. of the same city.

Digitized by Google

—question

Would you rather do *some* dealers a *lot* of good, or a *lot* of dealers *little* good?

Invest in Newspaper Advertising

E. Katz Special Advertising Agency
Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

Digitized by Google

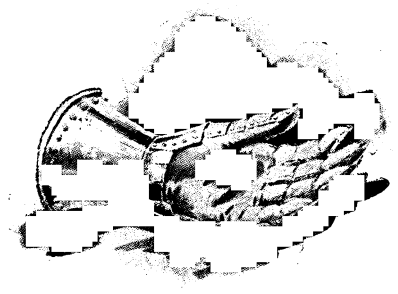
better
paper

better
printing

S. D. WARREN COMPANY
BOSTON, MASS.

Warren's
STANDARD
Printing Papers

Digitized by Google



The Challenge of Cameo

A HALFTONE never seems so deep and rich as when printed on Cameo. Photographic print paper is hardly more sensitive to gradations of light than Cameo's non-reflecting surface is to ink tones. Whether in ivory white, sepia or pure white, this dull-finish Warren Standard paper preserves the sheer beauty of fine photographs, their depth of perspective, their effects of modeling, the sudden transition from the solid backgrounds to shafts of light.

Just as in any field of art, highest achievement is never accomplished without effort, so the use of Cameo calls for pains and skill in make-ready and presswork. But the result rewards any practical amount of effort, because Cameo works wonders with halftones.

When you decide upon Cameo, a summons and challenge to artistic accomplishment has been uttered.

S. D. WARREN COMPANY
BOSTON, MASS.

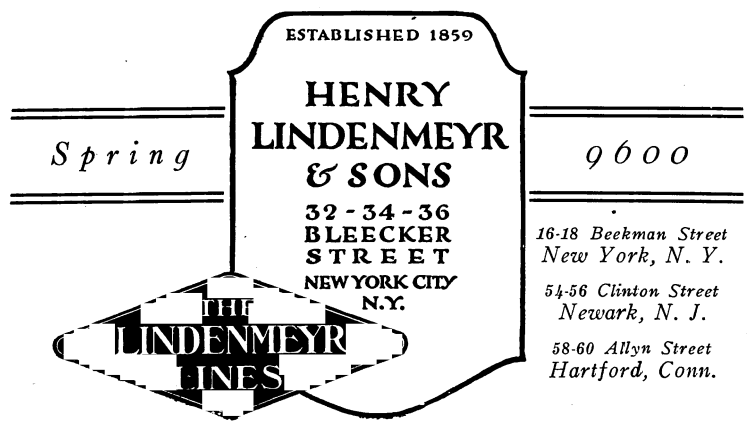
Warren's STANDARD
Printing Papers

Digitized by Google

A Service to Buyers of Printing

OUR Service Department will gladly make dummies to your order of Warren's Standard Printing Papers, Strathmore Covers, Buckeye Covers, Princess Covers and other papers of The Lindenmeyr Lines.

When requested by letter, we will give our advice on the selection of cover and inside stocks, manner of folding, suitability of different types of engravings to the paper, pleasing color combinations of inks and such other information as pertains to the production of better printing.



Digitized by Google

Do Agencies Carry Insurance on Clients' Merchandise?

A Summary of the Usual Practices

BYRON G. MOON CO.
TROY, N. Y.

Editor of PRINTERS' INK:

It has been our recent experience to have a fire at one of the printing shops which does some work for us. This experience has brought up several questions which we would like to have information about and which we believe might be of interest to other advertising agencies.

1. Do advertising agencies carry insurance on merchandise owned by their clients and held in trust either by the agency or one of their printers?
2. Do agencies as a rule carry floating policies to protect themselves or their clients when work is in process in several different localities?
3. Where agencies carry insurance covering stock belonging to their clients is the cost of this insurance absorbed by the agency or is it passed along to the client?
4. Do the majority of printers, lithographers, engravers, electrotypers and similar concerns carry insurance to protect the property, such as printed matter, drawings, plates, etc., belonging to clients?

WILLIAM W. BRESLIN.

AS a result of the investigation PRINTERS' INK made in order to answer the questions asked by Mr. Breslin, it has been found that the only one which can be answered in a positive manner is that which refers to the carrying of insurance by printers and other members of the trade. When questioned about this, Noble T. Praigg, advisory counsel to the advertising bureau of the United Typothetae of America said: "It may be said with authority that the printer who carries insurance to protect printed matter, engravings, standing forms, etc., belonging to clients, is a rare exception. Indeed, such a phrase as the following is not uncommon, and this is taken direct from the letterhead of a printer doing a large volume of business: 'We use the same care in protecting our customer's property against fire, as our own. We do not hold ourselves responsible for loss or damage, by fire, water, or otherwise.'

"As further light on the subject, the Graphic Art Section of the Canadian Manufacturers' Association, Montreal, Que., has recently prepared a comprehensive set of Printing Trade Customs, presumably applicable to the conduct of the industry in Canada. Among the business practices mentioned this paragraph appears: 'Customer's property:—All plates, cuts, paper and other property are held at customer's risk, and printer assumes no responsibility for loss or damage by fire, water, or from any other cause.'

"In the United States, this paragraph appears in the Printing Trade Customs which are quite generally observed: 'Customer's Property:—All plates, cuts, paper and other property are held at customer's risk, and printer assumes no responsibility for loss or damage by fire, water or from any other cause.'"

PROCEDURE OF AGENCIES

That should indicate quite clearly the stand the printer takes on insuring his client's property. When it comes to the position the average agency takes in this respect, however, there are really no definite or universal practices that can be set forth. One agency's policy is as follows: This agency carries a floating policy which covers all of its own stock that may be out of the office temporarily. Usually this outstanding material is far under the amount called for by the policy, and for that reason should any of this agency's material be in the hands of the engraver or the printer, it is automatically insured. However, should a client place an expensive article in the hands of the agency which exceeds the amount covered by the floating policy, this agent leaves it entirely up to the client as to whether or not it is to be insured, the latter, of course, standing any charges, if it is.

Digitized by Google

H. A. Lebair, treasurer of Sherman & Bryan, New York advertising agents, says: "As far as Sherman & Bryan are concerned, we do carry insurance on merchandise, drawings, cuts, etc., owned by our clients or being made up for our clients and held for them either in our offices, or at the printers' supply houses or in transit. We have a floating policy covering such matters to the amount of $5,000, covering all material and data we have in work for clients up to this amount.

"It is one of the many overhead expenses many agencies are now bearing, and the amount is too small to try to charge to clients. In fact, I do not see how it would be possible to figure the cost against any particular client. While I believe there are some things that agencies are doing today which their clients do not fully appreciate and the expenses of which the clients should bear, I do not see how this particular item should be anything but a necessary overhead expense."

Against this C. R. Miller, of the Franklin P. Shumway Co., Boston, says: "As a rule, the cost of any insurance covering stock belonging to an agent's client is passed on to the client. In our own particular case we carry insurance policies on cuts, drawings, etc., of our smaller clients. Our larger clients have us secure special policies covering their cuts and drawings at their expense.

"We do not believe that any general rule can be formulated covering such insurance, but that each individual case must be governed by circumstances. Our custom is to charge all insurance costs to our customers except the smaller ones who have only a few cuts."

The American Association of Advertising Agencies gives its opinion as follows: "It is customary for agencies to carry insurance on merchanise owned by clients which they are either holding in their files or which may be in use at the printers or publishers. This insurance is covered by a floating policy. Furthermore we also understand that the cost of this insurance is absorbed by the agency and not passed on to the client."

Judging from the information PRINTERS' INK received, it would seem that the majority of the larger agencies do carry floating policies up to a certain amount. This is used to protect their clients' stock either in the agencies' hands or at the printers. However, this policy usually covers only items of relatively small value. When it is necessary for the agency to handle expensive merchandise such as oriental rugs, jewelry, etc., a separate policy is customarily taken out. Who pays for this is an unsettled question.—[*Ed.* PRINTERS' INK.

Substitution of This Sort Won't Hurt

"Where equal value is given, substitution is no crime." This is the assertion of William Demuth & Co., makers of W. D. C. pipes, in the current issue of their house-organ. Then they proceed to explain some of the difficulties of pipe manufacturing, which have made it impossible for them to make enough of certain styles of pipes, while other styles of the same quality have been accumulating.

Dealers are advised to give heed to jobbers who may say, "We can't give you exactly what you want, but we can give you a substitute number that will work out quite as well in your business." Likewise, in ordering goods from jobbers it is suggested to dealers that they say, "If you can't give me just the numbers you gave me last time, give me others you know will please me as well."

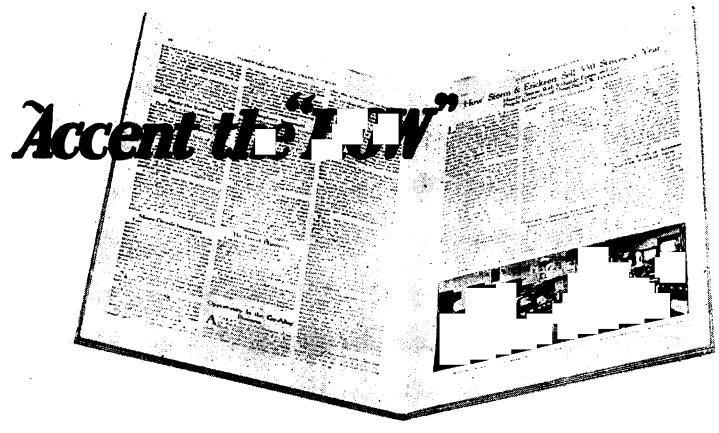
Hardig Appointed to Hyatt Staff

Joseph L. Hardig has been appointed advertising manager of the Motor Bearings Division of the Hyatt Roller Bearing Company, Detroit. For a year and a quarter he has been assistant advertising manager of the Motor Equipment Division of the General Motors Corporation, and before that was for several years advertising manager of the Remy Electric Company.

Index Visible, Inc., Appoints Agency

Burnham & Ferris, New York advertising agency, have secured the advertising account of Index Visible, Inc., New Haven, Conn., manufacturer of visible indexes and record systems.

Digitized by Google



It's the How of successful merchandising plans that is accented in the HARDWARE MERCHANTS TRADE JOURNAL!

For this is the METHODS MAGAZINE of the hardware field!

Every month it carries to the desk of the hardware merchant the details of plans and ideas which have made other hardware merchants successful!

"HOW STORM AND ERICKSON SOLD 550 STOVES A YEAR" is one example from a collection of 30 in that issue!

All are ideas that make money for the merchant when he puts them to work!

It's easy to understand why the hardware merchant *reads* this publication, isn't it?

Would you like to see a copy?

HARDWARE MERCHANTS TRADE JOURNAL
PUBLISHED BY
Merchants Trade Journal Inc.
Des Moines, Iowa.
ALSO PUBLISHERS OF
DRY GOODS MERCHANTS TRADE JOURNAL
FURNITURE MERCHANTS TRADE JOURNAL
New York, Chicago, Indianapolis, Boston, Rochester

Digitized by Google

Special Brands Go Begging in Face of National Advertising

Makers of Emery Shirts Have Little Call for Specially Labelled Garments, Now That Manufacturer's Own Brand is Widely Known

HOW national consumer advertising has virtually revolutionized a trade policy of long standing is exemplified clearly in the case of W. M. Steppacher & Brother, Inc., Philadelphia, makers of Emery shirts.

For some years, previous to the consumer advertising campaigns, Emery shirts were sold to retailers chiefly under the private brands of the shopkeepers. There was a reason for this. The Emery shirt has always had a trade reputation among retailers as being among the best, from a quality standpoint, to be found on the market. The claim was made for it that it is virtually a custom-made shirt. Dealers everywhere recognized this fact and there was a consistently increasing demand among haberdashers for the Steppacher product.

THE QUALITY IMPLIED HAS GIVEN "EMERY" A FIRM FOOTHOLD

The haberdasher who bought Emery shirts knew he was getting a quality shirt. There was no argument about price. With the manufacturer and the dealers it has always been a matter of producing and selling a high quality ready-made shirt, regardless of what it cost. It was figured that there were plenty of men who appreciated and desired a perfect fitting and well tailored shirt, and that they were perfectly willing to pay the price for it. And every effort was made in the direction of giving the consumer the best-quality product the Steppacher factory could turn out.

Because of this quality recognition, the dealer was anxious to "put out" the Emery shirts under his own label and annex unto himself the credit for the superior shirts he sold. In fact, he insisted on this when he placed his order. He wanted "made expressly for John Jones & Co.," on his shirt label And he got it. There developed a situation where a big percentage of the output of the Steppacher factory was sold to the trade under the label of the retailer, there being no apparent consumer demand for the shirt under the Emery trade-mark.

The consumer knew little of Emery shirts. He may have worn one of them that bore the "made expressly for John Jones & Co." label and, chances are, he was "sold" absolutely on that particular shirt because of its good quality. But the reputation for shirt-quality went to "Jones & Co." and not to the manufacturers. This was natural, for the consumer had read no advertising copy stressing the quality

Digitized by Google

Announcing

RUDOLF WETTEREAU

Mr. Wettereau's ability as an advertising and magazine illustrator has won for him an enviable national reputation.

CHARLES DANIEL FREY COMPANY

Advertising Illustrations

Flatiron Building NEW YORK

Monroe Building CHICAGO

Digitized by Google

THE SOUTHERN FARM

PROGRESSIVE FARMER
Birmingham, Ala. Raleigh, N. C.
Memphis, Tenn. Dallas, Texas

SOUTHERN PLANTER
Richmond, Va.

MODERN FARMING
New Orleans, La.

FLORIDA GROWER
Tampa, Fla.

Digitized by Google

Diversification Spells Prosperity for the South

COTTON always will be an important crop in the South, but the South is not a one-crop section, and is not dependent upon cotton alone.

Cotton is selling for a bigger price than ever before, but less acreage is devoted to it, and a greater acreage to diversified crops.

In the ten cotton producing states of North and South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Texas, Arkansas, and Oklahoma, 95 per cent of the cotton of the United States is grown, yet only 36.4 per cent of the total crop area was in cotton in 1919. Last year corn and cotton combined comprised 74.4 per cent of the total crop acreage.

The five-year average from 1915 to 1919 diversified crops were grown on 52,000,000 acres, while cotton decreased approximately 2,000,000 acres.

The South has 1/4 of the total farm area, but 2/5 of the total crop and live stock value of the entire country.

The whole cotton crop could be wiped out and the diversified crops would be worth more than cotton and diversified crops combined a few years ago. This shows the South is on a solid foundation, and it means prosperity for the farmers for years to come. This big $10,000,000,000 market is a fertile field for sales in almost any line.

The farmers of the South are buying modern implements, tractors, lighting plants, automobiles, trucks, etc., as never before. You can get your share of this business by advertising in the papers of the Southern Farm Papers' Association—the only papers that reach this big market. Full particulars gladly furnished.

PAPERS' ASSOCIATION

SOUTHERN AGRICULTURIST
Nashville, Tenn.

SOUTHERN CULTIVATOR
Atlanta, Ga.

SOUTHERN RURALIST
Atlanta, Ga.

Digitized by Google

standards of the product bought.

The dealer sensed this situation. While he knew Emery shirts were good shirts, his customers had not been educated to ask for them by name and he figured it would very likely take a large outlay to "educate" Mr. Shirt Wearer to wear Emery shirts. It was easier for the dealer to put his own label on the shirt and sell it, backed by the reputation of his particular establishment, which, the dealer assumed, the consumer probably knew all about.

That was before the manufacturers entered upon their campaign of national advertising. Now the trade situation has entirely changed. The consumer has been educated by national advertising to ask for the Emery shirt.

He has been told how it is made; its distinctive and superior features and wearing qualities. The consistent use of national advertising mediums for copy stressing the importance to the well-dressed man of a ready-to-wear-"equal-to-custom-made-shirt," has influenced a demand from the consumer that has necessitated constant increase in the Steppacher factory to enable it to supply the demand for the finished product.

The dealer, except in a remarkably few instances, now prefers the label "Emery" on the Steppacher shirt. He has been weaned away from the private brand practice, largely because his customers have been "sold" on Emery through advertising.

Here, then, is conclusive evidence of the influence of national advertising in virtually re-making a trade policy and in establishing in the minds of consumers an appreciation for a shirt that for years had a reputation among dealers for superiority—but which, until it was nationally advertised, was little known outside the haberdashery shops.

Richard S. Wood, manager of national advertising of the New York *Globe*, has returned from a European trip of several weeks' duration, made in the interests of his paper.

What It Costs to Deliver Packages

WHAT does it cost a department store to deliver a package to the home of a customer?

The National Retail Dry Goods Association, which is answering the question, has compiled the results of a questionnaire on the subject and found that it may cost a store an average anywhere from five and a half cents to thirty cents.

Thirty-three stores, members of the association, were asked how much it cost them. These stores, each of which does a business of more than $1,000,000 annually, gathered their statistics and sent in the results to the bureau of research and information of the association. The result, as shown by the bureau in a chart it has prepared, indicates that for fifteen of the thirty-five stores, the cost of delivery per package is twelve to fifteen cents. For eight of them the cost is fifteen to eighteen cents. It cost four stores less than ten cents a deliver a package, two it cost ten to twelve cents; two eighteen to twenty-five cents, and two more than 25 cents.

The stores included in the list are scattered all over the country from Massachusetts to California, and from Washington to Texas. The statistics show the result of careful accounting and include practically every expense connected with the delivery of the package, such as the package collectors' wages, the shipping departments' wages, delivery department wages, freight and express packing supplies, gasoline and oil, electric light, depreciation, repairs, rental charges for space occupied by delivery department, loss, and uniforms for employees.

Those stores, however, which show a per package cost of less than ten cents did not include in their reckoning such items as rental.

Results of the questionnaire seem to indicate that it costs a bit more than twelve cents to deliver the parcel that the shopper asks to have delivered.

Digitized by Google

Now settled in our new plant—a complete creative, designing and lithographing establishment devoted solely to manufacturing Dealer Displays.

THE INTERNATIONAL DISPLAYS CO.
CLEVELAND OHIO

Digitized by Google

C. H. Sprague
Art Director

J. V. Horr
Construction

J. E. Ferguson
Production

A. E. Cohen
Records

A. T. Fisc

R. B. Wagner
Creative

Every member of our Planning, Investigating,
trained to think constantly of Ma

The Internatio

Not "General Practiti

For a dozen years the Int
exclusively to the probler
Specialization has resulted
organization whose talent
on your display problems

The International

A. T. Fisch
1150 West 3rd

International Representatives are seasoned plansmen. They are men who know both Merchandising and Advertising

H. L. Connelly
New York

R. H. Willis, *Eastern Sales Mgr.*

Jay Klees, *Boston*

S. V. Anderson
Philadelphia

Digitized by Google

er, *President*

J. G. Luniak
Sales

A. W. Newman
Secretary

Wm. Heminger
Costs

J. M. Mullen
Supt. Cutting

H. Disser
Supt. Litho Dept.

Creative, Art and Production Departments is
nufacturer, Dealer and Consumer

ıal Organization

oners"—but Specialists

rnational has devoted itself
ı of better dealer display.
in the growth of an unique
s and training are available

Displays Company

er, *President*

ıt. Cleveland

hey have the experience which enables them to plan real
splay co-operation. Their advise is sought because they
are not "General Practitioners" but Specialists

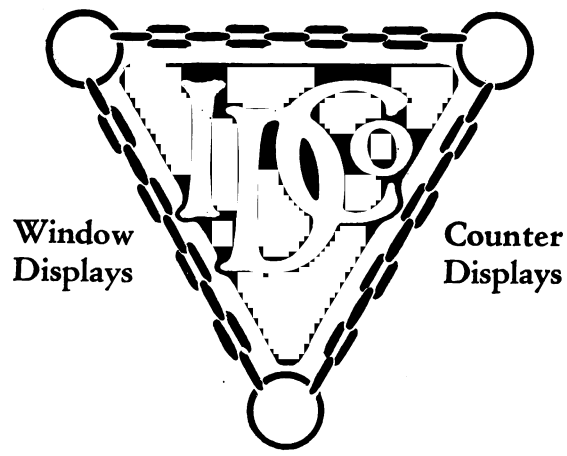
H. Z. Ungar
Detroit-Toledo

F. G. Johnson, *Chicago*

H. R. Fielding, *Pittsburgh*

N. A. Davis
San Francisco

Digitized by Google



The International Mark

THE INTERNATIONAL MARK on display material is a symbol of the eternal triangle in business—Dealer, Product, Consumer.

This trade mark means the display has been worked out on a definite plan, to fit specific requirements.

If your product is sold through retail stores, under a definite trade-mark, this organization can help you.

If you have some specific merchandising problem, an International Specialist will gladly consult with you.

WINDOW DISPLAYS
DISPLAY STANDS
TRANSPARENTS
CONTAINERS
CUTOUTS
PAPER TRIMS

The International Displays Company

An organization devoted exclusively to creating and manufacturing window and store display material.

1150 West 3rd St. Cleveland

Digitized by Google

Register Trade-Marks Now in Mexico

Republic to South of Us is Seemingly Becoming Rapidly Pacified and Demand for Goods of United States Origin is Growing Apace

Special Washington Correspondence

MEXICANS returning to Mexico from the United States, now that the tide of revolution and bandit raids has ebbed, are taking with them an acquired taste for "gringo" breakfast foods. In consequence, Mexican grocers are now purchasing our cereal specialties in carload lots, where formerly they stocked only enough to supply the limited demand of the United States "colony" in Mexico.

J. J. Zahler, a manufacturer of candies, located in Mexico City, is authority for this. He has brought the matter to the attention of the American Chamber of Commerce of Mexico by way of emphasizing the fact that there is new incentive for United States manufacturers to take steps to register their trade-marks in the neighboring republic.

It is not only Mexican grandees, however, who are becoming consumers of identified wares of United States origin. According to information lately received by the Bureau of Foreign and Domestic Commerce at Washington, thousands of peons come to our border States every year in search of employment, and in due course return, not only enriched by their earnings, but with habits that involve a demand for everything from chewing gum to safety razors.

Quite aside, however, from any consideration of the influence exerted by this factor, the time is ripe for more energetic effort by United States manufacturers and merchants for the cultivation of the Mexican market. The turbulent republic appears to have entered upon an era more nearly approaching tranquility than has been known since the days of Diaz. The avowed friendliness of the new administration for the United States inspires hope that Mexico may develop, before many years, into such a market for our products as Cuba has lately become.

In spite of the proximity of the Mexican market and its manifest promise, marketing interests in the United States have sadly neglected the protection of their trade-marks south of the Rio Grande. Other than those of patent medicines, United States trade-marks are comparatively little known in Mexico. A disposition on the part of many sales managers to assume that the cream of Mexican business can be handled through outlets at the border is doubtless responsible for the laxity with respect to both advertising and trade-mark registration.

ALL MEXICO CAN'T BE COVERED THIS WAY

To a certain extent Mexican demand will draw upon merchandise reservoirs over the line. Ensenada, the commercial centre of Lower California, is only sixty-five miles by sea from San Diego, California, and practically all goods are bought direct from jobbers there. To cite another case: in the Mexicali district the local merchandise marts are no more than sample rooms for commercial houses located at Calexico, California, an arrangement that permits the dodging of the heavy import duties that would add overhead to a stock in Mexico and a postponement of the payment of duty until the goods are needed in Mexico for immediate consumption.

As a matter of fact, there are advertisers in the United States who have been worrying over the peril in which they fancied their trade-mark to be in Argentina who might better show concern, for their status nearer home. In recent years there has been con-

Digitized by Google

siderable trade-mark piracy in Mexico. The situation became so serious a year or so ago that the United States Trade Commissioner at the City of Mexico made a special report on the subject.

Two special angles of the situation render the subject of trade-marks in Mexico worthy of prompt attention from United States advertisers. First, is the circumstance that Mexico has not adhered to the Buenos Aires trade-mark convention and thus is not a member of that trade-mark league of the Americas, the "Northern Group," of which has established its central registration bureau at Habana. A blanket registration at Habana such as is now being obtained by hundreds of United States advertisers upon payment of the fee of $50, is wholly ineffective in so far as it invokes any protection in Mexico.

The other angle of the situation is that, while she has remained outside the trade-mark union that Uncle Sam has joined, she is a member in good standing of that other international trade-mark syndicate from which the United States has held aloof, the Berne Convention. Under this last-mentioned scheme of co-operation, a trade-mark registrant in any one of the subscribing countries automatically acquires certain rights or privileges in all of the other countries in the circle. Thus a negligent owner of a United States trade-mark may find himself embarrassed when he undertakes to ship his goods into Mexico, all because some obscure poacher in Europe has staked a claim in Mexico, via Berne.

Generally speaking, United States trade-mark owners have no occasion to be uneasy regarding their trade-mark rights in Mexico as a result of the political ups and downs of the past decade. Each successive Government has shown a disposition to allow the revalidation of trade-mark registration issued by predecessors whose authority it did not recognize, and it is not believed that even the trade-mark registrations that were effected during the Huerta regime and that have been declared void are permanently lost. The gravest objection to the Mexican trade-mark law, as it now stands, is that it requires, on the part of the officials, no investigation as to novelty or prior registration. Care is needed in preparing the inscription appended to a trade-mark for use in Mexico. "M. de C. Rgtrda.," or "Registered Commercial Trade-Mark," signifies that the owner of the mark is not the manufacturer of the goods but a manufacturer's agent. "M. Ind. Rgtrda.," or "Registered Industrial Trade-Mark," is the proper designation where title is vested in the actual manufacturer or producer of the goods.

Association Members Urged to Join A. B. C.

The Catholic Press Association held a meeting in New York July 23 to determine upon methods of presenting the papers and magazines published by its members to advertisers and advertising agencies. John Sullivan, secretary of the Association of National Advertisers, and Philip Ritter, of the Philip Ritter Company, advertising agency, addressed the meeting and emphasized the advisability of publishers joining the Audit Bureau of Circulation.

An executive meeting followed, at which the opinion was voiced that all members should join the A. B. C. and the decision was made to form a soliciting organization which A. B. C. members would be entitled to join.

It was also decided to allot an appropriation from the funds of the association treasury to conduct an advertising campaign in behalf of the Catholic press and the field it offers.

Advertises to Insure Agency Credits

The London Guarantee and Accident Company, Ltd., with offices in this country, is running 150 line copy, pointing out the advantages and wisdom of agencies insuring the credit of their accounts. It is pointed out that agencies, besides giving an expensive service, are doing business on a credit basis without security.

Alward in Auto Truck Sales

C. F. Alward, for the last ten years advertising manager of the H-O Company, Buffalo, has resigned to engage in the auto truck sales business, with headquarters in Rochester, N. Y. It has already been announced in PRINTERS' INK that Warner Bates has been made advertising manager of the H-O Company.

Digitized by Google

Report Number

CHEMICAL & METALLURGICAL ENGINEERING

The October 6, 1920, issue of *Chem. and Met.* will contain a report of the technical sessions of the Sixth National Exposition of Chemical Industries.

This year the exposition assumes greater interest and importance than ever before for the reason that these technical sessions have been divided into sections, among which are Chemical Engineering, Industrial Management, Fuel Economy and Material Handling.

Men eminent in their profession and authorities in their special fields of action will present papers on topics which are now engaging the concentrated attention of the chemically-controlled industries.

A Few of The Score of Topics for Discussion

Fluid Heat Transmission.....H. B. McKechnie
Refractory Cement—Life Insurance For a Furnace .....F. W. Reisman
Producer Gas and Modern Mechanical Producer .....W. B. Chapman
Preventing Conduction and Radiation Heat Loss .....S. L. Barnes
Powdered Coal.....W. O. Rankin
American Dressler Tunnel Kilns.....C. Dressler
Chain Belt Transmission.....F. G. Anderson
Nitration.....H. Hough and W. Savage
New Methods of Destructive Distillation..T. W. Pritchard
Corrosion and Galvanic Action in the Industries .....W. D. Richardson
Ultra Analysis of Costs.....H. A. Ernst
Research in Industrial Conservation.....H. E. Howe

Be sure that you are properly represented in this number. Tie up with these progress reports. Show the men who are responsible in these industries that you are able to help them in the solution of their problems.

Remember that this issue will find a prominent place on the desks of these men.

Those not in attendance at the exposition will rely upon it for the information so valuable to them.

Those in attendance will make it serve to preserve the information obtained.

For those who wish to seize the opportunity of representation in this issue, it is necessary to

Act Quickly

Many space reservations have already been made. Make yours now as the space is limited. If proofs are desired copy must be received before September 15; if proofs are not required, before September 20.

Chemical & Metallurgical Engineering
Tenth Avenue at 36th Street
New York

Digitized by Google

Dealers' Co-operation Extends Wall-Paper Season

A Series of Three Sales Keeps Wall-Paper Moving Every Month

EXTENDING the marketing period by advertising has become so common that it no longer has novelty. Indeed advertising seems to be as much a specific for short selling seasons as whiskey for snake bite, or quinine for fever and ague. Yet when an old established business, which for generations has had just two seasons, a major and a minor season, merely by organization of dealers gets them to advertise the product into almost continual sale, it still is interesting.

This is the record of the Allied Wall-Paper Industry according to the executive secretary, H. A. Gould. The plan has developed in the last two years, and is founded upon three sales. The first of these comes early in the year, at a time when wall-paper is usually stagnant as far as the dealer is concerned. The sale is staged with the inducement of a full line of new patterns which may be selected and laid away by paying only a dollar. This sale was first tried out in 1919 in twelve cities, and went so well that last winter it was presented to all the members of the association the country over. Sales for the winter increased from sixty to over six hundred per cent. It is to be an annual event, perhaps in a form somewhat modified.

The next sale was set immediately following Easter and had for its purpose starting the season early and centring the housewife's attention upon decorating as soon as her mind was free from Easter gowns and hats. A slight price reduction was made for the week, with the result that the buying began early, and having a definite reason for advertising at that particular time, and something definite to offer, dealer advertising was much greater than it had ever been. Furthermore, the first week in practically every case brought so much business that the dealers continued the advertising through the season, which has extended farther into the summer than before it was advertised, and sales ran from fifty to 150 per cent greater.

With the dull winter season eliminated, and the active spring buying carried well into the summer, there remained only the late summer period of inactivity. An "odd lot clearance sale" is now being inaugurated for August.

The plan of the sale is to sell by room lot only. Short lots are tied into bundles and these are sold for rooms which they will cover. The idea is to avoid all selling by single roll during this sale. It is intended that each purchaser take all there is left of whatever kind she selects. As in other lines of remnants, attractive price reductions will be made.

These sales have been arranged by circularizing the dealers—selling them the idea direct by mail. Also a series of illustrations were prepared for dealers and furnished to them through local newspapers. The newspapers were advised of the plans of the association in regard to the sales with the suggestion: "We are taking this matter up with practically all the live wall-paper dealers in the country and feel sure that if you get after those in your city you will secure extra business from them for it."

The illustrations are sold to the dealers at cost. The idea of selling these through the newspapers, is that if a dealer goes to the newspaper for his cut, he will be much more likely to use a liberal amount of space than if he secured the cut through the association. Also it gives the paper an opening in soliciting the business.

The co-operative advertising of the wall-paper manufacturers, started more than two years ago, has helped to make dealers sympathetic with the proposals of the association of manufacturers.

Digitized by Google

Painted by Frank E. Huffman

Prophetic Vision

in Advertising is reliable only when based on demonstrated past performance. What we have accomplished for our clients through the power of a Dominant Advertising and Merchandising Idea is an open record of results.

The time-honored rejoinder, "But my business is different" is the clue to *your own* opportunity. It is because your business *is different* that you can make your advertising *stick out* with a Dominant Idea campaign.

Without obligation to you, an executive of this organization will gladly call to give you detailed information regarding Dominating Idea Advertising.

McJUNKIN ADVERTISING COMPANY

CHICAGO · 5 S. WABASH AVE.

CLEVELAND · LEADER NEWS BLDG.

Digitized by Google

Announcing
the
OKLAHOMA DAILY LEAGUE

The leading "localized circulation" daily newspapers of Oklahoma have recently formed the Oklahoma Daily League—for the purpose of showing general advertisers and advertising agencies how to make *each* of Oklahoma's rich markets pay its full share.

Oklahoma's 9 Rich Market Centers

Because of transportation facilities, and the distribution of population and wealth in this rich, new state, it happens that 75 to 80% of Oklahoma's immense buying power is concentrated in 9 principal market centers—which are:

Cities	Populations
Oklahoma City	100,000
Tulsa	80,000
Muskogee	42,000
McAlester	17,000
Enid	16,576
Shawnee	15,530
Chickasha	15,000
Lawton	15,000
Bartlesville	14,447

It is very evident from the size and importance of these 9 widely separated cities, that no one, or two, newspapers

"MAKE *EACH* OF OKLAHOMA'S

Digitized by Google

can really "cover" Oklahoma. There is NO newspaper published OUTSIDE of any one of these cities that has sufficient circulation IN any one of these cities, to do full justice to the possibilities of the market. It is absolutely necessary to use at least one LOCAL newspaper in each of these 9 cities to do justice to Oklahoma's full market possibilities.

Market Data and Local Co-operation

We have just completed a market survey of each of Oklahoma's 9 principal trade centers, the results of which will be furnished in convenient form to general advertisers and agencies on request. Also, each of our members is at your service in the matter of special trade surveys, jobber and dealer introductions, etc.—giving you efficient newspaper co-operation in 9 cities.

Write for the 9 Market Reports to

Oklahoma Daily League

P. O. Box 994. 409 W. Grand Ave., Oklahoma City

OKLAHOMA NEWS
Circulation—25,139

TULSA DAILY WORLD
Circulation—25,194

TULSA TRIBUNE
Circulation—20,170

MUSKOGEE PHOENIX
Circulation—15,454

MUSKOGEE TIMES-DEM.
Circulation—12,005

McALESTER NEWS-CAP.
Circulation—3,360

ENID NEWS
Circulation—6,350

ENID EAGLE
Circulation—5,356

SHAWNEE NEWS
Circulation—4,215

CHICKASHA EXPRESS
Circulation—2,100

LAWTON NEWS
Circulation—3,000

LAWTON CONSTITUTION
Circulation—2,746

BARTLESVILLE EXAMINER
Circulation—3,393

9 RICH MARKETS PAY YOU"

Digitized by Google

Strength

The strength of a medium is determined by two factors—circulation and good will.

The News-Times leads in the Northern Indiana and Southern Michigan field in both. The News-Times with its 17,000 circulation goes home—reaches the people. The News-Times has the confidence of its readers—it holds the good-will of its public.

To effectively cover this fine industrial and agricultural territory the News-Times must be used. Let us give you further facts and figures.

Send for News-Times, Jr.

SOUTH BEND NEWS-TIMES

Morning *Evening* *Sunday*

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE & WOODMAN, INC.

Chicago New York Detroit Atlanta Kansas City

Digitized by Google

Dramatics in Introducing New Articles and Plans at Sales Conventions

Liquid Veneer Shrouds New Product in Veil of Mystery That Keeps Salesmen Aroused

By Lloyd Mansfield

Of the Buffalo Specialty Company (Liquid Veneer)

ALL of us know that sales conventions are delicate things to handle. I refer to gatherings of our own representatives. We must be especially careful in preparing the introduction of a new sales plan or a new article to the salesmen. So much depends upon making the right impression at the start.

It occurred to me that the readers of PRINTERS' INK might be interested in a plan we worked out a year ago in acquainting our sales force with a brand new product about which they knew nothing and, moreover, about which we didn't want them to know anything until just the right moment. As an addition to our Liquid Veneer line we had perfected a floor mop treated with the product and to be known as the Liquid Veneer Mop. We had it all ready to present down to the smallest detail of the packing and the fine points of the selling plan.

We have always sent a copy of the convention programme to each salesman a couple of weeks before the convention so that each man would have a chance to come prepared to contribute fully to the discussions. In this case, however, we didn't want to say anything about the mop, yet we felt that it would be good to inject an element of curiosity and suspense into the programme. So someone volunteered the happy thought of referring to the mop as "the new baby."

That *was* a happy thought. We worked it to the limit. A picture of a rollicking, plump little curly-headed cherub was printed on the cover of the programme and at the top of each page. The title-page read, in part, "Fourteenth Annual Salesmen's Convention, Introducing the New Baby." In referring to the mop on the programme it was in some such manner as "Taking Care of the New Baby at the Factory" or "What I Expect to Do with the New Baby in the Department Stores" or something else equally mysterious and absurd.

STAGE ACCESSORIES

Well, to say the least, the idea certainly accomplished the desired results. The salesmen were right on edge awaiting the arrival of "the new baby." But we had to be sure that the introduction was right. So we carried the idea right out in this fashion: We borrowed a nice-looking baby carriage. We took a lot of cheese cloth and fashioned a body out of it, similar in proportion to that of a baby, selected a nice bright mop can and fastened it to the body so that the can represented the head, dressed the dummy in baby clothes to the last detail, safety pins, bonnet and all, placed it in the carriage with all the proper trimmings and at the right time, when the secretary of the company was giving his introductory talk on the subject, wheeled the carriage into the convention room—and you can imagine the rest. I'll venture that not many new babies get the reception that ours received. The whole thing worked out just right.

That reminds me of another unique introduction that we staged at our convention in 1918. Perhaps some readers will recall the $150,000 Liquid Veneer Cow, Champion of the World, which featured our advertising for a year and which was somewhat of

Digitized by Google

a shock to a number of fellow advertising men. She had an unusual introduction to our salesmen or, perhaps I should say, they had an unusual introduction to her.

We engaged an artist of considerable note to paint a picture of the cow. He turned out a canvas about twenty-five by thirty-six inches which was a masterpiece. We had it suitably framed and on hand at our convention. Previous to that time the picture had been used from which to have color plates made to use in our magazine advertising.

At this convention no inkling was given in the programme of a surprise. It fell to my lot in presenting the advertising plans for the fall (our convention was held in July) to introduce this famous dairy queen in connection with our advertising. The whole campaign was built around this cow, so naturally we wanted to have her make a good impression. Just before my talk, I had the picture, which was entirely covered, brought into the convention room and placed before the salesmen. Then I went ahead with my talk, leading up to the cow in some such manner as this: "Now, gentlemen, I have a pleasant surprise for you. A lady, known all over the United States and Canada, has honored us by joining the Buffalo Specialty Company sales force. She is going to help us sell more Liquid Veneer than we have ever sold before. She is also going to help us in our advertising and we are very glad to welcome her.

"You will be interested to know that she is worth $150,000. She therefore doesn't *have* to assist us in our advertising and selling work. I had hoped that she would be here in person to-day to greet you, but unfortunately she could not come. So we have secured her picture and I am sure that you will be greatly surprised as well as pleased, to welcome (and here I quickly unveiled the picture) Segis Fayne Johanna, Champion of the World, valued at $150,000, and, as you all know, the property of our president, Oliver Cabana, Jr."

When quiet again reigned I followed this introduction with the selling and advertising plan in full, showing the men just how they could use the dramatic introduction of this cow to their customers as it had been used on them. The idea went home all right and their results plainly showed that their lady friend really was a big help as we hoped she would be.

Southern Publishers' Joint Campaign

A. G. Newmyer, of the New Orleans *Item*, chairman of the advertising committee of the Southern Newspaper Publishers' Association, has addressed the association members, asking them to make up their subscriptions to the advertising fund for the coming year. The association now has a membership of 230 and it is believed the largest fund ever raised by these newspapers for joint advertising will soon be available. The marked growth and financial improvement of the South will be featured in the advertising.

"Oil News" Moves to Galesburg, Ill.

Oil News, published by the Shaw Publishing Company, has moved its executive offices from Chicago to Galesburg, Ill. It will maintain advertising offices in Chicago under the direction of Raymond Shaw.

Howard F. Weeks has been appointed Eastern representative of the Shaw Publishing Company with headquarters in New York.

H. R. Baurmann, for several years publishers' representative in the Chicago field, has become business manager of *Oil News*.

J. E. Weir, Foamite Advertising Manager

John E. Weir, who has been engaged in newspaper editorial and reportorial work, has been made advertising manager of the Foamite-Firefoam Company, fire protection engineers, New York. This company plans to publish a monthly house-organ which will be known as the "Industrial Fire Chief."

Frederick Haase Will Leave Redfield Agency

Frederick Haase has resigned as production manager of the Redfield Advertising Agency, New York, effective September 1. Prior to his present connection, Mr. Haase was associated with the Bush Terminal Sales Building, and was director of service and promotion for the St. Louis *Post-Dispatch*.

Digitized by Google

EUCLID AVENUE

Classed with such famous streets as Fifth Avenue, New York, Michigan Boulevard, Chicago, and Champs Élyseés, Paris, Euclid Avenue, Cleveland, is known the world over as a busy and beautiful thoroughfare.

From one end of Cleveland to the other, Euclid Avenue, with its department stores, its shops and its tall, majestic office buildings downtown and its block after block of beautiful homes in the residential section, is a constant reminder of Cleveland's industry and wealth. Euclid Avenue is typical of Cleveland—of prosperity and thrift.

On both sides of Euclid Avenue, from one end to the other, The Plain Dealer is *the* dominant newspaper just as it is throughout all Cleveland and Northern Ohio—the richest, largest financial and industrial center between New York and Chicago.

You can put your message into the best homes of this territory—completely cover this prosperous field at only one cost by concentrating your advertising in

The Plain Dealer

CLEVELAND

Digitized by Google

Photo of work now being done on new Morgan and Wright plant out Jefferson Ave. (City block addition to U. S. Tire Plant)

More Tires for the "Detroit Product"

Morgan & Wright (U. S. Tire Co.) are spending millions of dollars in a monster addition to an already huge plant in order that "Detroit's product" may be well shod—in order to keep in step with the city's onward march.

Yet the automotive industry is only ONE of TWENTY industries in which Detroit leads the world. However, these industries are only marks and indications of the city's inherent strength. The backbone of Detroit's progressiveness lies in its people.

They can be reached by only ONE newspaper in the morning—The Free Press. You can write your own "selling petition" in Detroit by using the columns of this newspaper to reach and influence the best of Detroit's citizens.

The Detroit Free Press

"Advertised By Its Achievements"

VERREE & CONKLIN, Inc.

Foreign Representatives

NEW YORK CHICAGO DETROIT

Digitized by Google

Southern Candy Manufacturers Widening Their Markets

Wiley's Campaign, the Fourth in Atlanta, Calls for Aggressive Territorial Advertising

BOSTON and New York have always been considered candy centres, and the homes of trade-marked brands, nationally distributed and advertised. They were even looked upon as having a sort of unwritten monopoly, for their lines were firmly established and with such a tremendous running start that newcomers would be afraid to attempt elaborate competition.

Despite this, the new Wiley campaign, just launched, represents the fourth ambitious advertising schedule to come from a single city of the South, Atlanta, Ga. And others are said to be in the making.

Nunnally candies are now in magazines and have boldly thrown several hats into the ring.

There are several remarkable features that mark the Wiley advertising campaign.

The most interesting feature is that the newspaper programme calls for a campaign of twelve months' duration, the advertising running at an even measured rate the year round. This is new in candy newspaper schedules, for it has been the custom to use copy periodically.

This campaign opens up in September, in daily newspapers, from Washington to Texas. Magazines and outdoor advertising will also be used.

Rather than go blindly at it, in the preparation of a heavily illustrated campaign of eight pieces, three columns wide, careful analysis was made of the average type of picture used in advertisements in the list of papers.

And the following deductions were arrived at:

WISDOM WAS SHOWN BY THIS ADVERTISER IN CHOOSING OPEN ILLUSTRATION FOR NEWSPAPERS

Eighty per cent of the designs were too complicated. They filled-in when printed.

Backgrounds were confusing.

Sufficient prominence was seldom given to the name of the product, in relation to the display on the same page of other advertisers.

Delicate lines in drawings were lost.

Solid blacks, in large areas, printed grey.

Simplicity was highly necessary. Not many figures. The advertising illustrations in which large

Digitized by Google

faces were a feature were invariably the best.

The least possible amount of reading matter; allow a caption to tell a story.

Every Wiley display is, therefore, scientifically constructed to meet the exigencies of newspaper printing, and the competition to be met there.

Sentiment plays an important part in the ideas, and the faces are exceptionally large for the space. The characters, all "home folks," are always smiling, happy, having a good time. Uniformity is secured by running a black panel at the bottom of every advertisement, upon which the nameplate and catch phrase appears in white. Also on these panels is presented the unique little trademark figure, a whimsical fairy child, in a flower cap and dress, running from an inquisitive honey bee that is bent on capturing the bonbons.

The client is willing to make a frank admission. Although successful in his own limited territory, and putting out a high-grade product, he had never really favored advertising—or believed in it in its larger possibilities. As a consequence, distribution was confined to his own little circle. And sales did not measure up to the quality of the candy.

Investigation proved that candy dealers were depending more and more upon advertising to sell the goods in stock. They placed heavy orders and the public was sold, before ever entering the store.

Wiley has found that the passing of "Old Man Barleycorn" has made a decided increase in the demand for candy. It is also a fact that Southerners consume a great deal more candy and sweets of all kinds than Northerners.

The dealers were consulted.

What did they think of a widespread localized advertising campaign in every section where distribution was planned or fairly well established?

All right? The only thing that mattered was demand. "If you folks can make people come in here and ask for your stuff, we'll order it by the car load. The other candy people are advertising. We give folks what they want."

When shown the book of illustrated advertisements, and acquainted with the magnitude of the schedule, many of these dealers placed orders, merely on the strength of it.

There is nothing quite like calling upon a dealer and spreading out on his counter evidence of your intentions to push your line. It was easier in the case of Wiley, for the name was known and the quality of the goods recognized. The wonder of it was that the candy had not been advertised in a large and intensive way long before. It was allowing the other fellows to step in and run away with the market.

The Wiley appropriation—as a starter—amounts to about $50,000, which is doing rather well, all things considered. The South has been slow to come in on a big scale. Now, however, the Southern manufacturer appreciates that he can follow in the footsteps of a single state, California, and go after the entire map—not a State.

As another result of placing the advertising schedule before the dealer Wiley has found that orders have been placed earlier in the season than ever before, and this is highly desirable from the manufacturer's standpoint.

Every Wiley salesman was supplied with the book of advertising. They were told to talk about it, explain it, and impress the dealer with what would be done during the coming year—not spasmodic advertising, but a constant hammering away for twelve busy months.

New Business for Critchfield

The Beeman Tractor Company, Minneapolis, has placed its advertising account with Critchfield & Company, Chicago. The Critchfield agency has also secured the account of the General Manufacturing Company, Sioux City, Iowa, manufacturer of "Snapfil" fountain pens. National mediums will be used.

Digitized by Google

HERBERT L. HASKELL

"Bert" Haskell was Foreign Advertising Manager of the New York Tribune when he joined my Organization. This was about six years ago.

He is not only associated with me in a business way, but is one of my closest friends.

Paul Block

The Detroit Journal

Detroit has jumped in ten years from the ninth largest city to the Fourth City, with a population of 993,739 — (a million in round numbers). Detroit is one of the most prosperous communities in America.

THE DETROIT JOURNAL reaches a large proportion of this vast population that cannot be reached by any other medium. The JOURNAL readers believe in the paper absolutely. Their confidence in its news columns is reflected in the advertising columns. Wise advertisers use the JOURNAL.

Serial Adv. No. 14

Digitized by Google

Digitized by Google

Besides MULTIGRAPH the clients of Fuller & Smith are:

The Austin Company,
Standard and Special Factory-Buildings

The Beaver Board Companies,
Beaver Board, Vulcanite Roofing, Beavertone, Beaver Black Board.

The Beaver Manufacturing Company,
Beaver Kerosene Tractor Engines.

Burroughs Adding Machine Company,
Adding, Bookkeeping and Calculating Machines.

The Cleveland and Buffalo Transit Co.,
Lake Steamship Lines.

The Cleveland Provision Company,
"Wiltshire" Meat Products.

The Craig Tractor Company,
Farm Tractors.

Denby Motor Truck Company,
Motor Trucks.

Dunlop Tire and Rubber Company,
Tires and Golf Balls.

Ericsson Manufacturing Company,
"Berling" Magneto.

Field, Richards & Company,
Investment Bankers.

Free Sewing Machine Company,
Sewing Machines.

Gainaday Electric Company,
Retail Stores, for Electric Household Appliances.

The Glidden Company,
Paints, Varnishes and "Jap-a-Lac" Household Finishes.

The Glidden Nut Butter Company,
"Dinner Bell" Nut Margarin.

Ivanhoe-Regent Works of General Electric Company,
"Ivanhoe" Metal Reflectors and Illuminating Glassware.

National Lamp Works of General Electric Company,
National Mazda Lamps.

R. D. Nuttall Company,
Tractor Gears.

The Outlook Company,
Automobile Accessories.

The Peck, Stow & Wilcox Company,
Pexto Tools and Machines.

Pittsburgh Gage and Supply Company,
"Gainaday" Electric Washing Machines.

H. H. Robertson Company,
"Robertson Process" Metal, Gypsum and Asphalt.

Hotels Statler Company, Inc.
Operating Hotels Statler, Buffalo, Cleveland, Detroit and St. Louis, and Hotel Pennsylvania, New York.

The Timken-Detroit Axle Company,
Axles for Motor Vehicles.

The Timken Roller Bearing Company
Roller Bearings.

University School,
College Preparatory School.

The Westcott Motor Car Company,
Passenger Cars.

Westinghouse Electric and Manufacturing Company,
Electric Apparatus, Appliances, and Supplies.

Willard Storage Battery Company,
Storage Batteries.

Fuller & Smith

Advertising
Cleveland

Digitized by Google

Standardized for Safety

A life-and-death emergency taught us how to build "the bridge to France" by standardizing every unit from keel to funnel. And the war was won. The emergencies of Reconstruction have taught the lesson of building business by standardizing every possible unit of paper on the

Basic Line

Made in U. S. A.

Basic Bond for business correspondence; Basic Ledger for accounting, Basic Safety for financial transactions; Basic Text for deckle edge brochures; and Basic Covers for every purpose requiring up-standing covers at rock-bottom prices.

THE WHITAKER PAPER CO.

HOME OFFICE—CINCINNATI, OHIO

DIVISIONAL HOUSES—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton, O., Indianapolis, New York, Pittsburgh.

BRANCH HOUSES—Birmingham, Columbus, Ohio, Richmond, Virginia.

SALES OFFICES—Akron, Buffalo, Cleveland, Colorado Springs, Kansas City, Knoxville, Lexington, Louisville, New Haven, Philadelphia, Providence, Salt Lake City, St. Louis, Milwaukee, Washington, D. C.

Digitized by Google

Fanciful Trade Names Appeal to Purchasers

No Single Word, Say Manufacturers, Could Successfully Be Applied to Celluloid, Pyralin, Fiberloid and the Like

Special Washington Correspondence

DOES fanciful designation aid sales? "Yes"—in chorus, is the answer of manufacturers of the pyroxylin plastics. Pyroxylin plastics, be it said for the benefit of any who do not know, are such compounds as Celluloid, Fiberloid, Pyrolin, etc. The vote, while not quite unanimous, is too overwhelming to call for a raising of hands.

A verdict on the issue is particularly interesting because this industry is in advance of almost all others in the extent to which the trade leaders have been trying out the formula that a manufacturer may boost sales by giving to his product a unique, fianciful designation rather than a trademark that merely identifies the personality of the maker or the place of manufacture.

"The love of people for grand-sounding names is an element that enters into selling," was the remark of Joseph Larocque, a director of the Celluloid Company. "There are a great many women," he added, "who would much rather buy combs under the name 'Ivoire de Paris' than under some plain Anglo-Saxon name. They would rather say to a friend that this is 'Parisian Ivory' than say it is Celluloid."

This concrete application of what has been an increasingly interesting question of sales policy has been made, incident to the invitation of the Federal Trade Commission to the leaders in the industry to consider the standardization of trade terms. Complaints had come to the Commission that there was misbranding or misrepresentation when the compounds known commercially as "Celluloid," "Pyralin," "Fiberloid," "Viscoloid," "Zynolite," "Acwelite,' etc., were advertised and sold as "ivory," "tortoise shell," "amber," "pearl," "jade," "jet," "coral," etc. As readers of PRINTERS' INK know, from the brief mention made several weeks ago, nothing is likely to come of this effort to find a generic term for products that have attained individuality of their own through advertising effort. But there has not heretofore been disclosed the convincing arguments that, in the discussions behind closed doors, were advanced in favor of fanciful designation as a seller's asset.

For example, there was the relation by one small manufacturer of his experience and observations when "helping out" retailers during the holiday rush and at other seasons. Recounting the preferences of ultimate consumers, as he saw them recorded in the interludes of his road tours, this tradesman said: "The name was the principal thing. When a toilet set has been started by a retail consumer, either by gift or purchase, that customer desires to buy his complete set of the one manufacturer's goods on account of the color scheme and design."

ADJECTIVE USE PERMISSIBLE

One question that was raised in the conferences of which no echo has reached the advertising and business community, despite its obvious significance, is that of the line to be drawn between the use of fanciful and suggestive terms in a substantive sense and the use of the same terms in an adjective sense. A committee made up of representatives of the various trade associations formally went on record as opposed to the use in a substantive sense of such terms as ivory, jade, jet, amber, coral, shell, etc., but, in the same breath opposed the branding of the merchandise by any name which would show its imitative or substitute character.

Detailing how the pyroxylin

Digitized by Google

plastics industry had "found itself" on this question of policy long before the Federal Trade Commission took a hand, Ralph R. Lounsbury of the Pyroxylin Plastics Manufacturers' Association said that the Celluloid Company, the Dupont Company-Arlington Works, the Fiberloid Company and the Viscoloid Company long ago abandoned, of their own initiative, the use of the terms "French Ivory," "Parisian Ivory" and all similar terms in which the word "ivory" or "amber" are used in a substantive sense.

"Our people," he recounted, "have come to the conclusion that it is a misleading use; that the public may very readily be deceived in thinking that an article, called in the trade 'French Ivory' which is nothing more nor less than Celluloid or Pyralin or Fiberloid or Viscoloid is at least akin to ivory." Use of a trade term as an adjective is, in the matter of morals, very different from its use as a noun, according to the contention of Mr. Lounsbury and executives of these four manufacturers.

Francis F. Squires, general manager of the Fiberloid Company, had related that his firm, while it discontinued several years ago the use of the term "French Ivory," has been using, in its advertising, the name "Ivory Fiberloid," when Henry Rawle, vice-president of the Celluloid Company, interposed: "The word 'Ivory' there is used as an adjective. If 'Ivory Fiberloid' is wrong 'Ivory Soap' is wrong." Thereupon, Mr. Lounsbury commented: "Nobody gets the impression that Ivory Soap is made of ivory, but if you can think of was named 'Soap Ivory' instead of 'Ivory Soap.' The Dupont Company uses the term 'Ivory Pyralin'." Then came J. A. Gwyn, assistant director of sales of E. I. Dupont de Nemours & Company, who explained: "We use 'Pyralin' in the substantive sense and 'Ivory' simply to denote character because we make black, white and green 'Pyralin' and this is 'Ivory Pyralin.' That is really the point of the thing. We use 'Pyralin' as denoting the substance."

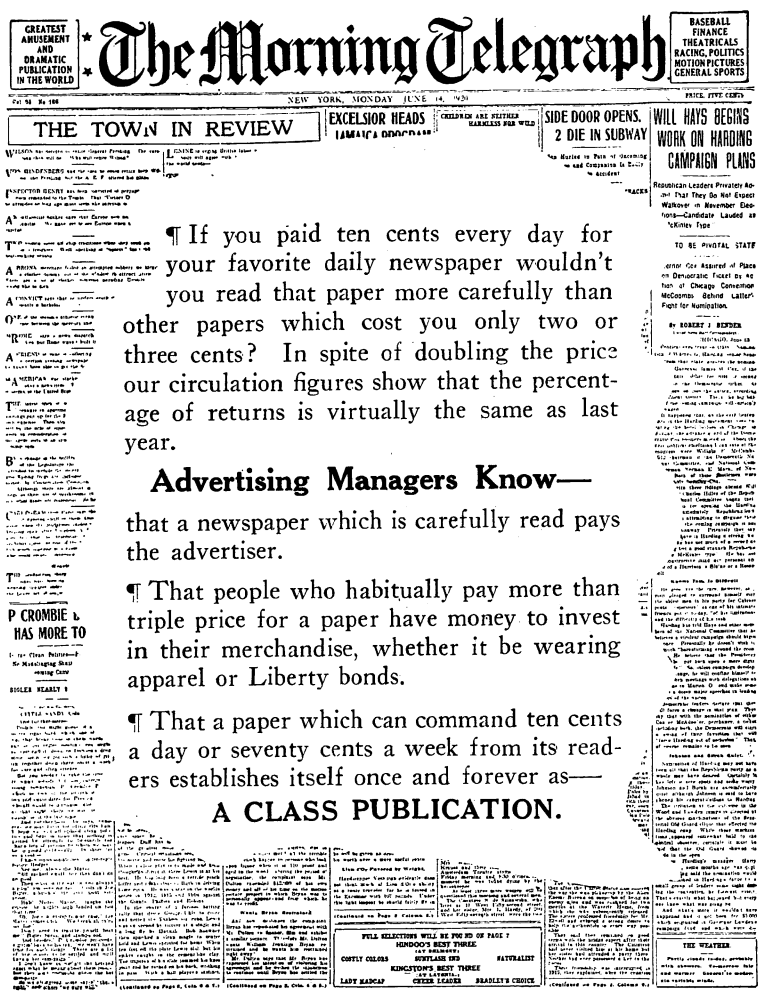
The tradesman who represented to the Federal Trade Commission that "reforms" were desirable or possible in the industry had argued that all the plastics and compounds involved should be labeled "Celluloid." He made out that Celluloid has become the name which the public has applied to the wares of all producers regardless of the fact that one calls its product "Pyralin," another calls it "Fiberloid," another "Viscoloid" and so on.

WHY "CELLULOID" WON'T DO

When the manufacturers went into session with Commissioner Thompson of the Trade Commission there was immediately emphasized, what the presiding official had evidently overlooked, that "Celluloid" is not open to general appropriation inasmuch as it is the exclusive trade name of the Celluloid Company. Apropos this aspect of the situation, Mr. Larocque remarked that if all manufacturers were to stamp their goods "Celluloid" it would be a direct representation to the public that the goods were manufactured by the Celluloid Company, "so that instead of a possible misrepresentation by the use of some other term there would be a general misrepresentation by all manufacturers in regard to all goods." Let it not be supposed, however, that these devotees of fanciful trade terms were any more anxious to concentrate on "Celluloid" than the rightful owner of "Celluloid" was willing to have his individual trade name made common property. All the leading producers united in an expression to the Trade Commission of a desire of each to cling to his own distinctive trade name, duly registered as a trade-mark. As with one voice the sponsors of distinctive names declared to the Trade body that they could think of no one term applicable to the material produced by the industry which would better inform the public of its character.

Digitized by Google

A TEN CENT DAILY PAPER IS A CLASS PUBLICATION


GREATEST AMUSEMENT AND DRAMATIC PUBLICATION IN THE WORLD

The Morning Telegraph

BASEBALL FINANCE THEATRICALS RACING, POLITICS MOTION PICTURES GENERAL SPORTS

NEW YORK, MONDAY JUNE 14, 1920

THE TOWN IN REVIEW

EXCELSIOR HEADS JAMAICA DOCKLAND

CHILDREN ARE FEATHERS HARMLESS FOR WILD

SIDE DOOR OPENS. 2 DIE IN SUBWAY

WILL HAYS BEGINS WORK ON HARDING CAMPAIGN PLANS

Republican Leaders Privately Admit That They Do Not Expect Walkover in November Elections—Candidate Lauded as McKinley Type

TO BE PROVIDED STAFF

Governor Cox Assured of Place on Democratic Ticket by Action of Chicago Convention McCormick Behind Latter's Fight for Nomination.

By ROBERT J. BENDER

P CROMBIE HAS MORE TO

FULL SELECTIONS WILL BE FOUND ON PAGE 7

HINDOO'S BEST THREE

COSTLY COLORS SUNFLASH END NATURALIST

KINGSTON'S BEST THREE

LADY MARCAP CHEER LEADER BRADLEY'S CHOICE

THE WEATHER

¶ If you paid ten cents every day for your favorite daily newspaper wouldn't you read that paper more carefully than other papers which cost you only two or three cents? In spite of doubling the price our circulation figures show that the percentage of returns is virtually the same as last year.

Advertising Managers Know—

that a newspaper which is carefully read pays the advertiser.

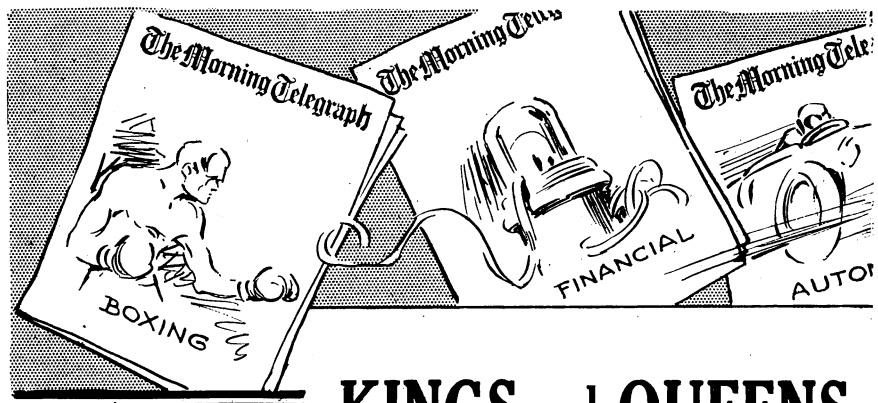
¶ That people who habitually pay more than triple price for a paper have money to invest in their merchandise, whether it be wearing apparel or Liberty bonds.

¶ That a paper which can command ten cents a day or seventy cents a week from its readers establishes itself once and forever as—

A CLASS PUBLICATION.

A CLASS PUBLICATION
THE NEW YORK MORNING TELEGRAPH

Digitized by Google



KINGS and QUEENS

10

Newspapers in One

1. General News
2. Financial
3. Trapshooting
4. Automobile
5. Motion Picture
6. Music—Drama Opera
7. Theatrical
8. Political—Editorial
9. Sports—Boxing—Baseball
10. Society News

10c. DAILY and SUNDAY

¶ Many of The Morning Telegraph's readers are far more wealthy and much better known than the crowned heads of Europe.

¶ Famous stars of the screen could put some kings in the shade when it comes to ability to buy advertised products. The Morning Telegraph's readers, represent-

The Morning

NEW

A Highly Specialized Class

Digitized by Google

IN THE SHADE

ing the amusement class, the theatre-going public, are recognized as the best dressed and most prosperous class in the world. They read The Morning Telegraph carefully because it contains the information which is vital to their profession and an important part of their daily lives. Much of this information is not contained in any other publication.

Telegraph

YORK

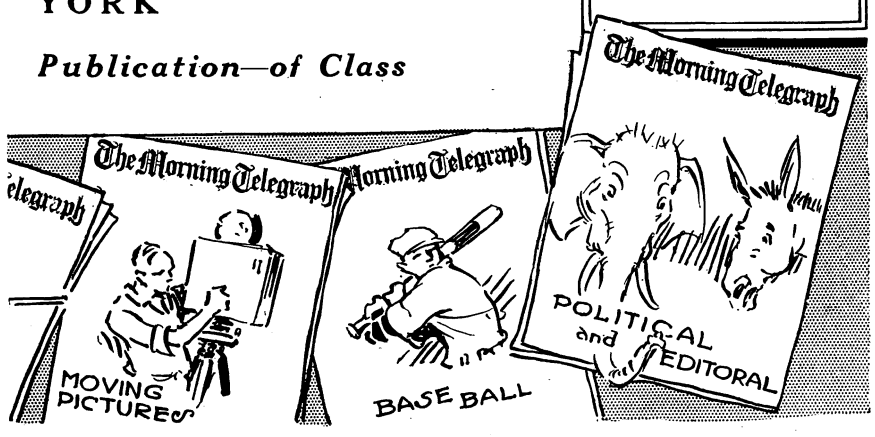
Publication—of Class

What other class of readers would pay

10c.

every day for their favorite newspaper?

It pays The Advertiser to reach the class with the greatest buying power.



Digitized by Google

$1,500,000.00 OAK GROVE AP'T HOTEL

Minneapolis, being built by J. H. Davidson

Apartment Hotels contain about 200 units of completely furnished rooms, including lobbies, lounging rooms, restaurants, billiard rooms, roof gardens, chocolate shops, laundries, delicatessen stores, and others requiring special equipment.

Among the basic materials and equipment advertised in BUILDINGS AND BUILDING MANAGEMENT used in the Oak Grove Hotel by Mr. Davidson, are 12,000 barrels of Portland cement Birch trim throughout, and Murphy Disappearing Beds.

JOHN H. DAVIDSON
Investments
Owning, Building, Selling Hotel and Apartment Properties
Suite 723, Plymouth Bldg., Minneapolis

Dec. 20, 1919.

BUILDINGS AND BUILDING MANAGEMENT.

Gentlemen: I certainly enjoy reading each issue of your publication, and I have found a great many new ideas that we shall embody in our new buildings, as well as instructive articles from those who have practical experience along our particular line.

Yours truly, JOHN H. DAVIDSON.

BUILDINGS AND BUILDING MANAGEMENT is a "building directory" for those who conceive, construct, maintain and operate large buildings. It is read by the executives in charge of over $500,000,00.00 of new construction of office, loft and apartment buildings begun or contemplated for this year, besides those who manage over 21,000 buildings already built.

TELL THEM ABOUT YOUR GOODS IN THEIR BUSINESS PAPER.

BUILDINGS
AND BUILDING MANAGEMENT

Published by Porter-Langtry Co.
(Member A. B. C. and "Associated Business Papers, Inc.")
City Hall Square Building Chicago

Digitized by Google

Making an Advertisement Score Twice

Greenfield Tap and Die Corporation Reproduces Preceding Month's Advertisement in Current Month's Copy

By Arthur McClure

THE sales-promotion manager of the Greenfield Tap and Die Corporation sat at home one evening reading a magazine. After he had finished his story, he began turning over the pages of the advertising section. Presently he halted before the advertisement of a shower attachment for a bath tub. He was interested for two reasons: (1) He possessed such an article, and (2) it was nearly worn out.

"It's a good thing," he thought. "I'll get a new one."

But he did not. He forgot it.

A month later, in the next succeeding issue of his magazine, he saw another advertisement of the same appliance. This time he stopped, laid the open magazine face down on his desk, reached for his telephone, and instructed his dealer to send him a new shower at once.

It took two advertisements to make him order *after he was sold*. Both advertisements were alike, save for minor differences.

How long does the influence of an advertisement last? An advertisement does not have exactly the same influence upon every reader. One advertisement of a series excites his motor impulses. The next may not touch them at all.

A man, spending an idle hour at his club one evening, came across an advertisement in a well-known weekly he was reading—an announcement of a fireless cooker. He rarely gave much thought to his own household arrangements, which, for the most part, were in the hands of servants, but this story caught his fancy and interested him. He saw many advantages in the idea. He was a motorist, and a suggestion in the advertisement that the fireless cooker could be carried in an automobile and used for the preparation of meals during a tour, struck him as being quite practicable. He tore off the coupon of the advertisement, filed it in his pocket, only to lose it. He forgot about the idea.

Three or four weeks later he came across another advertisement of the fireless cooker, and stopped to read it. This particular piece of copy omitted mention of its use by motorists and dealt at length with construction and convenience of use. His recollection of the automobile use was not now very distinct and he searched the advertisement before him in vain for something about it. He didn't recall just why the cooker had appealed to him. But the talk about construction and convenience in the second advertisement led his mind off in a new direction and this dissipated his interest. He did not like kitchen talk—it bored him. The copy was directed at women.

TWO ADVERTISEMENTS BETTER THAN ONE

The Greenfield sales promotion manager, after he had ordered his shower, took himself aside for a few moments of self-examination. Why had that first advertisement failed to move him to action? The second one had succeeded largely because it had operated on his mind just like the first one. Every element in the first was present in the second. The second, therefore, recalled the first with full efficiency. If the second had been different, as was the case with the fireless cooker, and had presented the shower from a new angle of argument, would it have moved him to action?

"What a pity," he thought, "that all of last month's influence has to depend on memory. When an

Digitized by Google

advertising campaign requires a complete change of copy throughout, what can be done to sustain the memory of an advertisement until the next appears?"

His mind reverted to the advertising of his own company. Copy in the national magazines for that month described the importance of Greenfield taps and dies in marine-engine construction. A great ocean liner was pictured driving her way through a rough sea. The dependence of the whole system of water transportation upon the screw-thread that holds so many vital parts of the ship's machinery together was well told. That reference to the ocean liner—that fine picture of a great ship tearing through the storm — might have been the means of selling Greenfield goods to a reader. A reader might have even torn off the coupon, but for some reason he did not complete the cycle.

The following month the firm's story was told by holding up an automobile for the reader's consideration. The pressure, the strain, the vibration to which an automobile is subject demand precision and strength in its construction, and this depends upon the screw-threads that hold the parts together. A motor car rounding a dangerous curve on a mountain road is pictured, and carries to the reader, especially if he be an automobilist, something of the thrill of dizzy height and perilous precipice. The reader who was not impressed by the ocean liner may be won by the automobile. The logic behind the copy is sound. It seeks to put the Greenfield thought in terms that differing minds can understand.

But! Here is the reader who was sold by the ocean liner. That appeal made a deep impression on him. If he could be brought face to face with it just once more, it would bring back the sensations set in motion on the first occasion and then remind him of the one thing he had failed to do—use the coupon or send his order.

THE DIMINUTIVE "REPEATER" MAY RIVET ATTENTION, EVEN IF THE MAIN COPY FAILS TO INTEREST

These are some of the considerations that led Ralph Barstow, the sales-promotion manager already mentioned, to stop the automobile advertisement just before it went to press, and to have inserted in the layout a small reproduction of the page about the ocean liner. Of course the picture of the automobile dominates

Digitized by Google

the layout. In the margin at the right, set directly under one side of the picture, is a rectangular space containing the reproduction of the other advertisement. This reproduction as it appears in the magazines is large enough to enable the reader to recognize easily the predominating idea of the former copy—such as the picture of the ship, the caption over the text, the cut of the tool or bolt top, the signature, the booklet about "Tools and Dividends," and the coupon. This, as Mr. Barstow says, gives the reader a "flash back" in pretty much the same way as it is done in the movies.

Another advantage in the scheme is that succeeding advertisements will carry a reproduction within a reproduction, though the second reproduction is too small to do anything but remind the reader of the idea which serves the general purpose. Here is a throwback to the third generation. The copy occupying the reader's attention this month directs his attention back to last month and the month before.

Doesn't this little scheme do something else, too? It enables an advertisement to carry credentials. It says to the reader "You must remember me! Here is my father and my grandfather. Behold my pedigree."

There may be a suggestion here for other advertisers who are also seeking ways to "prolong the impression" and lengthen the influence of their messages.

William Marion Reedy Is Dead

William Marion Reedy, publisher of *Reedy's Mirror*, St. Louis, aged 57, died at San Francisco on July 28. After thirteen years as a writer for various St. Louis papers Mr. Reedy became editor of the publication known then as *The Mirror* in 1893, and its proprietor three years later.

Portland, Ore., Has New Advertising Agency

The Advertising Service Bureau, an agency and service organization, has been formed at Portland, Ore., by Henry R. Hayek, G. E. Boyersmith, C. S. Cobb and Ralph H. Mitchell.

A Drink Is a Drink and Is Not an Ice Cream Soda

L. C. Jonas
CONFECTIONER
Philadelphia, July 22, 1920.

Editor of Printers' Ink:

In a recent issue of your weekly you printed a very interesting letter from England on the increase of consumption of candy there in spite of the fact that prohibition does not prevail in that country. Some time ago you published an article in which you related that the effect of State prohibition in the State of Washington had been to greatly increase the number of candy and soda-water places, which, however, soon succumbed to failure because the business had evidently been overdone.

The relationship between prohibition and candy and soda-water has proved to be a fallacy since we have had national prohibition, at least as far as my observation in this city goes. Recently I counted the number of places in the shopping district of Philadelphia where one could buy candy or soda-water, or both, and found fifty within an area of less than two-thirds square mile; of these, thirteen (26 per cent) were less than a year old, and at least three of these new ones are now looking for buyers.

The soft-drink business also seems to have reached a saturation point. The Department of Justice reports a large number of applications for permits to sell sugar as coming from soft-drink manufacturers.

There has been a considerable increase in the consumption of candy in this country, too; but I think this only reflects a more intensive marketing of the goods, because there are so many new concerns in the business—manufacturing, jobbing and retailing.

The idea seems to be that a drink is a drink, and if a man cannot get liquor he will buy ice-cream soda, but a little thought on the subject will reveal the fact that the former beer drinkers' taste is not likely to switch to sweets—he may smoke more. The whisky and cocktail drinker might go to ice-cream or candy, but one glass of soda is as much as the average man can take at a sitting, or a quarter-pound of candy will last him all day or more if it doesn't get sticky in his pocket.

There were thousands of saloons which were in a measure public clubrooms, where men would sit for hours over a glass or two of beer and talk things over. The ice-cream soda and candy store does not take the place of these saloons, for where there are ladies constantly coming and going, buying candy or ice-cream, or where there are girl waitresses, a man does not feel at ease to lounge and linger as he did in the old-time public clubrooms.

Of all the money that was formerly spent for liquor, no more will go into candy than will go for silk shirts or into the savings banks, probably not as much, and the new concerns will have to strive hard to get any business.

L. C. Jonas.

Digitized by Google

Advertising a Product That Is Not for Sale

Educational Campaign for a Material Used Emphasizes Quality of Product

CAN you see any rhyme or reason in advertising a product when you have none for sale and may never put it on the market? Why advertise a thing and at the same time advertise that you have none for sale? These are questions that have been asked the Goodyear Tire & Rubber Company about the "Sarival" cotton campaign, and the questioners have not all been outside of the organization either.

Sarival is the trade-name for the cotton raised in Salt River Valley, Arizona, by the Southwest Cotton Company, a subsidiary of the Goodyear company. The trade-name is made up of the first letters of each name of the district from which it comes. The entire crop is used by the parent organization, as stated in each page of the periodical advertising.

As readers will recall, this copy has traced the development of the cotton industry in this new country, has shown the exceptional development of the plant growth, photographs of the gin and spinning mill, and with pictures, statistics, and description has shown the exceptionally high quality of the Sarival cotton. One of these that was particularly impressive was a comparison with a common grade of cotton as revealed by a high power microscope.

In each case one gains the impression of the splendid quality of Sarival cotton, always to be reminded that the whole crop goes to the Goodyear Tire & Rubber Company. Rubber is rubber and manufacturers of products in which it is used can say little more than that they use the pure gum. But in tires, hose, belting and other numerous articles manufactured by this company cotton plays quite as important a part as rubber—according to the company's advertisements for its other products. So every time one sees an advertisement for the Sarival cotton, he realizes that if he is to enjoy the service of that product he must use goods made by the company which buys the whole crop. A desire is created for Sarival, which Goodyear competitors cannot fill. It is not necessary to make that broad assertion in the copy, one sees it without being told.

According to "The Triangle," the Goodyear magazine for its salesmen, this advertising is to continue once a month with full page space.

Other recent Goodyear advertising calls attention to the new Los Angeles plant and particularly emphasizes that it will have its own cotton mill. It is not stated that this mill will use Sarival cotton: why reiterate the obvious?

ADVERTISING BY-PRODUCTS

One of the minor results of this advertising has been to engender a feeling of loyalty on the part of Salt River Valley residents for the Goodyear company and to increase their confidence in the cotton industry which is new to that district. There has been a noticeable rise in the price of real estate in that section since the advertising started. Local chambers of commerce and other civic organizations have freely voiced a feeling of gratitude for the advertising which has given their district so much favorable publicity.

Another result of the Sarival advertising has been to stimulate the sale of Goodyear products in the "Old South" where high-class cotton is appreciated.

Advertising extensively a product that goes into a product is capable of wide use, and is especially adapted to such co-operative campaigns as that recently launched by the Associated Dairymen of California, an association made up of the dairy interests and allied industries.

Digitized by Google

TRUTH PRODUCTIONS

Announcing

the opening of the largest studios in the world devoted exclusively to the production of Industrial-Educational Films at 230 and 232 W. 38th Street, N. Y. City.

Truth Productions will be made here by Harry Levey and the same personnel that produced and distributed almost every

Industrial-Educational Film of note in the past three years.

Every new method and process known to the industry will be installed here to improve our service to our clients.

This announcement, together with the details of our world-wide theatrical and non-theatrical distribution facilities published July 22nd, guarantees our clients the best possible results.

HARRY LEVEY
SERVICE CORPORATION
Producers and Distributors of Industrial Educational Films
NEW YORK CITY

Temporary Offices **1662 Broadway**

Digitized by Google

ANNOUNCING THE SPACE

"The Greatest Contribution to Advertising Literature Ever Compiled."

A COMPILATION THAT INSPIRES, MERITS AND RETAINS CONFIDENCE

Containing reliable statistics on every conceivable subject of value to the buyer of space in the daily newspapers of the United States.

Representing an expenditure of over forty thousand dollars in its compilation.

Standard Statistics, Comprehensive, Yet Concise.
Fair and Impartial Treatment, Holding No Brief for Place or Paper.

The wealth of statistics collated, covering every State and principal city in the country, has not been assembled hastily and thrown together haphazardly. From its exhaustive cross-reference index to its alphabetically arranged subjects, the most expert and exact care has been exercised.

Every fact stated, be it the latest advertising rates or circulation figures of a newspaper, the latest taxation data of a city, the number of houses electrically equipped, or any of the thousands upon thousands of facts given, the standard authority employed is designated.

Its scope has an amplitude of range hardly believable without examination of the method of treatment.

Faulkner, Incorporated

Members of: Barbour's Advertising Rate Sheet Service.

Digitized by Google

BUYERS' REFERENCE LIBRARY

Ten Compact, Loose-Leaf, Well-Bound Volumes
Size 9" Deep, 7½" Wide, 1¼" Thick

A FULFILLMENT OF THE SPACE BUYERS' UNQUESTIONABLY OFT EXPRESSED DESIRE

Of the many thousand subjects treated, a few are noted below—

Agriculture
Automobile
Educational
Transportation
Churches
Newspapers
Failures
Taxation
Fire Statistics
Trading periods various commodities.
Mortality and Birth statistics.
Banks and financial data.
Liberty Loan statistics.
Population, classified.
Trades and industries.
Roads and highways.
Income Tax returns.
Street paving conditions by cities.
Trading area and radius.
Commercial outlets for nationally advertised goods.
Housing and population statistics, by charts.
Electric, gas, water and telephone rates.
Charts of newspaper circulation, how distributed, by cities.
Electric wired dwellings, stores and farms.
Mechanical requirements of newspapers, latest circulation figures, latest rate quotations, day and reason for largest lineage.
Etc., etc., etc., etc., etc., etc., etc.

Two of many—

New York, July 26, 1920.

Faulkner, Inc.,
Washington, D. C.

Gentlemen:

We have examined the advance copy of the SPACE BUYERS' REFERENCE LIBRARY, and because it contains so much important information not obtainable in such comprehensive form elsewhere, we are subscribing for this very desirable service.

BERRIAN COMPANY, INC.

NEW YORK AMERICAN
EXECUTIVE OFFICES

July 27, 1920.

Faulkner, Inc.,
Washington, D. C.

Dear Mr. Faulkner:

There can be no two opinions as to the value of a completed work along the lines you have undertaken. Your selection of material, the convenient arrangement, and the information provided, make a remarkable total of usefulness to anyone who wants to know the people and newspapers of the country.

EDGAR D. SHAW.

OUR PROPOSITION IS A SIMPLE ONE

We have a Service Bureau, of which this LIBRARY is an adjunct, that will stand as an intermediary between you and the data you desire relative to any city or State, making you independent of any local source.

Specimen pages and full information will be sent on request without implying any obligation to subscribe for the service.

Munsey Bldg., Washington, D. C.

Members of: Audit Bureau of Circulations and A. A. C. W.

Digitized by Google

July 29, 1920.

Due to space in various future issues of LIFE being sold to the limit in keeping with our restricted size—52 pages total—please note future schedules are subject to adjustment of dates in which space is available.

Advertisers are rapidly appreciating the protection and value which LIFE'S restricted size policy assures.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York.
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago.

Digitized by Google

Advertising Will Help Elect Next President

BOTH the Republican and Democratic campaigns are to be enlivened by what promises to be straight-out advertising efforts—directed along the usual channels, so far as classes of mediums are concerned, but more properly ordered, it is believed, than has been the case with any previous political advertising. Plans for the Republican advertising are a trifle further advanced than those of the Democrats, but neither party has gone far enough to divulge many of the details.

The plan of the Republicans was originated by William Wrigley, Jr., the chewing-gum man, and the advertising will be handled through the Lord & Thomas agency of Chicago. It will involve the use of posters, newspaper and magazine space and will aim to reach every voter in the country.

Mr. Wrigley went to Marion, Ohio, last week and submitted the plan to Senator Harding, who Ok'd it with slight changes in copy. A twelve-word slogan was adopted. Mr. Wrigley was willing to give this to PRINTERS' INK in confidence but would not consent to its publication in this week's issue of the paper because there is some doubt whether the entire story will be available for release that soon.

Scott Bone, publicity director of the Republican National Committee, who will have nominal charge of the campaign, will use some preliminary advertising to tell of its scope. The public will be thoroughly informed as to what will be attempted in a publicity way.

The presidential advertising campaign of the Democrats is to be handled by the Richard A. Foley Advertising Agency, Inc., of Philadelphia, with Lee Hood in charge. Assurance is given that the party's candidates will be advertised and merchandised on as definite and thorough a plan as is applied to a big commercial enterprise. Most of the details of the plan, however, will not be divulged until after Governor Cox makes his formal speech of acceptance.

Wage Information to Get Telephone Operators

"Salaries grow like turnips" is the eye-catching headline of the Michigan State Telephone Company, of Detroit, for a display help-wanted advertisement. The copy is somewhat out of the ordinary, in that it states explicitly just what telephone operators will earn. Thirty dollars will be paid during the two weeks of instruction.

"Then you are given bigger pay," the advertisement continues, "and are sent to one of our 16 Central Telephone Offices. There is one near your home. You can earn $75 the first month and $85 the second month.

"After that your salary will keep right on growing for months, the increases coming regularly and automatically a few months apart.

"But growing salaries are not all we offer you. We have hundreds of executive positions in our 16 offices paying from $25 to $40 a week and you have many opportunities for training for and promotion to such positions."

More Wrapping Paper Advertising Urged

All wrapping paper should carry a message to the home of the buyer, the Rice Stix Co., wholesale dry goods house of St. Louis, has advised its customers. "In order to get wrapping paper," this company said, "it may be necessary for you to cut down on your direct advertising. By getting your message into the home on every package you send out, you may collect on what you may have lost through the elimination of direct advertising."

Six-Day Newspaper Bill in France

Newspaper dispatches from Paris state that a six-day newspaper bill has been introduced in the Chamber of Deputies, which if enacted, would prohibit the printing or delivery of newspapers from 6 A. M. Sunday until 6 A. M. Monday. Penalties for violation would be payable into the treasury of the newspapermen's union.

J. J. Allen With Redfield Agency

J. J. Allen, formerly with the McGraw-Hill Co., Inc., New York, has joined the Redfield Advertising Agency, New York, as assistant production manager. Lester Salzman, formerly with the Bush Advertising Service, New York, has also joined the staff of this agency.

Digitized by Google

Advertising Finds Ready Market for New Household Accessory

How the Knape & Vogt Company Is Building a Permanent Business at an Auspicious Time

ONE of the thrilling business episodes of the past few years is found in the way wide-awake manufacturers have discovered rich lodes of possibilities in the rapidly shifting events of the times and turned them to financial account. Each social and economic movement has spelled opportunity for someone with a vision keen enough to foresee its effect. That there are so many of these new trends springing up, almost over-night, is merely another proof that this is the age of limitless opportunity.

Take the recent determination to save clothing—"make the old suit do." Such a movement is bound to have far-reaching consequences. Its effects have been felt in such a distant business as the manufacture of clothes hangers. And here is how one company—the Knape & Vogt Manufacturing Company, of Grand Rapids, Michigan, maker of the Knape & Vogt Garment Care System—cashed in on the turn of events.

All departments of home building have made tremendous progress since the days of our forefathers on this continent. The kitchen has been organized for efficiency; the bathroom planned to afford the utmost convenience. From cellar to garret, every room in the house has been developed to seeming perfection.

There is one part of the house, however, which has been neglected. Our clothes closets are relics of centuries ago. Formerly pegs were driven around the walls on which the early settlers hung their clothing. We, to-day, hang garments against the wall on hooks which are merely the primitive pegs in changed form. That the hooks have been segregated in rooms called "closets" does not alter the situation. The modern city apartment is apt to have the garment-hanging equipment of the log cabin.

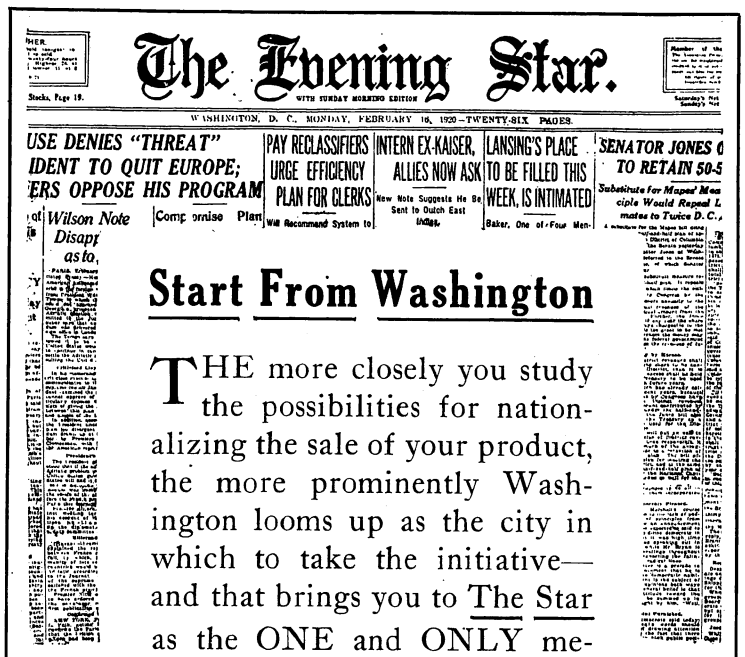
For years the Knape & Vogt company manufactured a line of garment hangers and carriers for clothing stores. They are an advancement over the customary clothes hanger. Consistent trade journal advertising had developed a large trade in this field. But such a market has its limitations. The company realized this and looked with longing eyes for a wider distribution. The manufacture of a garment hanging system for the home did not differ very widely from that used in the store. It was merely a duplicate on a smaller scale.

ALL SORTS OF REASONS FOR ADVERTISING

Then came the time of excessive clothing costs. Wearing apparel was treated with more attention to increase its length of wear. Another factor enters here. In these days of high costs of building every foot of floor space in the home must be carefully considered. The large, old-fashioned clothes closet is wasteful of space. Architects were anxious to reduce this waste and at the same time lower, to some extent, construction costs.

Naturally this all had great significance to the company. "We have studied the problem from various angles," said E. J. Vogt, president. "We had in mind the high cost of clothes, of floor space, etc., and the need of better care of clothes as a means to economy; also the reduction of floor space that was wasted in the old-style closet. Even the saving in pressing bills was not overlooked. Everything established this as the logical moment to create a nation-wide consciousness of clothes closets. So we got busy in the latter part of 1919

Digitized by Google


The Evening Star.
WITH SUNDAY MORNING EDITION
WASHINGTON, D. C., MONDAY, FEBRUARY 16, 1920—TWENTY-SIX PAGES.
USE DENIES "THREAT"
IDENT TO QUIT EUROPE;
ERS OPPOSE HIS PROGRAM
PAY RECLASSIFIERS URGE EFFICIENCY PLAN FOR CLERKS
INTERN EX-KAISER, ALLIES NOW ASK
LANSING'S PLACE TO BE FILLED THIS WEEK, IS INTIMATED
SENATOR JONES O
TO RETAIN 50-5

Start From Washington

THE more closely you study the possibilities for nationalizing the sale of your product, the more prominently Washington looms up as the city in which to take the initiative—and that brings you to The Star as the ONE and ONLY medium necessary to win the National Capital, with its great national population.

Maybe there are some things about commercial Washington that would be helpful to you. Our Statistical Department will be glad to cooperate.

The Evening Star.
WITH SUNDAY MORNING EDITION

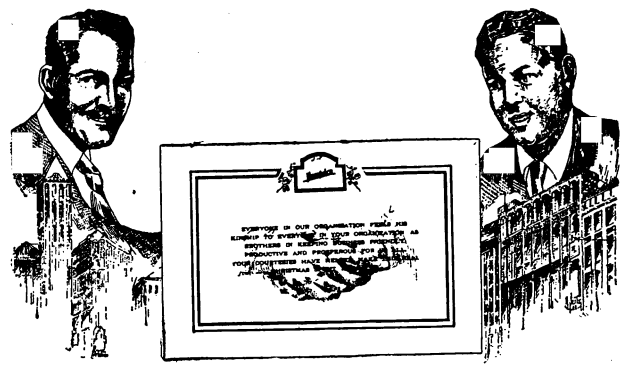
WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
Tribune Building

Chicago Office
J. E. Lutz
First Nat. Bank Building

Digitized by Google



The Hand-clasp of *Thanks* for His Patronage

ALL the courtesies your customer has shown you—all that his business has meant to you—may be heartily acknowledged thru an OLSON Christmas or New Year's Card. Fine, friendly sentiments they carry, clearly in tone with the best spirit of Industry in 1920. And art designs that are true to the simplicity, directness and sincerity of business relations today.

Such cards as these can well reflect the higher levels of prosperity, of success, of institutional rank which you wish to convey in your Greeting Cards this year. They impress upon your customer that you care enough about him to do your utmost in remembering and thanking him, thru the medium of engraved cards of so rich a quality that he almost feels *your* debtor!

The cards are offered in 25 different designs, each design the nucleus of an individualized card to be developed to suit *your* business. Your trade-mark or other distinctive device will be worked in handsomely with the design chosen.

Sample-box containing the 25 designs will be sent without obligation to concerns requesting it on their business letterhead.

There's an Olson line of Personal Greeting Cards, too—steel-etched hand-colored cards. If interested in the Personal Cards, please specify in your letter, so we may tell you about them.

EUGENE A. OLSON COMPANY

Manufacturers of Engraved Business Cards
Stationery and Greeting Cards

HARTFORD, CONNECTICUT

Digitized by Google

to develop an advertising campaign that would do the trick."

Investigation disclosed an unusual number of copy angles. Primarily the campaign is of an educational nature. People have to be educated up to the idea of

THE TIME WAS RIGHT FOR ADVERTISING THIS HOUSEHOLD CONVENIENCE

having a modern clothes closet. This the copy is designed to accomplish by talks of the following nature:

"The Only Room That Is Not Modern," is the headline of one advertisement having an illustration of the old-fashioned clothes closet, which goes on to say: "In the great majority of homes supposed to be modern in all respects the family is putting up with old-fashioned closets—repositories of wearing apparel that are increasingly expensive. Fine garments are piled on hooks, one over the other. Their lines and freshness are being destroyed through this poor method of care. Modernize your closets by installing," etc.

Other advertisements emphasize the money value of the saving in space obtained through the instalment of the System, which can amount to as much as $500 in a $10,000 house. The sanitary feature of the device is also emphasized, for with the Knape & Vogt Garment Care System the entire wardrobe can be pulled out into the room into the light and air.

Of course an important part of the campaign is that designed to influence the architect. The best time to settle the closet question is when the building is being planned. Space is being used in a number of the architectural and building trade journals. Here actual floor plans are illustrated showing just how space can be saved through the use of the Knape & Vogt System.

Speaking of results, Mr. Vogt says, "It was a big task of development in many ways. But results have made it worth while. We are flooded with orders—all we can handle with constantly increasing production facilities. What we did was to find an overlooked opportunity, recognize it as such and cash in on it through advertising."

Right here Mr. Vogt brings out the main feature of capitalizing to the fullest extent stray opportunities. Usually they are fleeting trends, here one minute and gone the next. Quick action is necessary to derive benefit from them. Speed is the essential feature. Which is really merely another way of saying that advertising is required to prevent them from slipping from one's grasp.

Digitized by Google

Farm Thrift—Its Significance to Advertisers

Farmers Buy to Get Ahead, and Their Increased Wealth Has Vastly Expanded the Market

A MAN recently remarked of a certain great Western farming State, that it had "four automobiles to every bathroom." People laughed, and the joke was repeated.

It was clever, but, nevertheless, was loaded with a malicious inference.

It suggested that farmers of this great State spent their money on automobiles instead of plumbing fixtures because they preferred a joy ride to a bath. It hinted that these farmers would rather make a social splash than a splash in a white-enameled tub of water.

It is a fact that the disproportion between automobiles and bathrooms has fundamental significance to advertisers in the farm field. This significance, however, is vastly otherwise than that elements of selfish pleasure make automobiles more popular than bathrooms. Not selfish reasons of personal pleasure, but business reasons, considerations of thrift, of getting ahead, of stretching the labor supply, of doing the maximum amount of farm business—these things have made automobiles numerous and bathrooms as yet relative scarce in this Western farming State, as they have also in many other States.

There is nothing more certain at this time than that advertising in the farm field will tremendously increase. It is well, therefore, to get straight certain basic facts concerning the agricultural class. A belief is current that the American farmer of 1920 is a changed being from his brother of 1900. His prosperity has greatly increased. His buying power has changed. His business has become more highly developed and complicated, breeding new needs.

In respect to certain inalienable traits of character, however, traits of fundamental significance to advertisers, the American farmer is still the American farmer, unchanged from one generation to another. One of these traits in itself makes the influence of the bathroom-automobile jest untrue. It is thrift. Why farmers the world over are characteristically thrifty cannot be expressed in one statement. There are undoubtedly several reasons why the occupation grinds thrift into the very being of its followers. Necessity has been one. From antiquity the tiller of the soil has had the lesson of the lean years, and learned to prepare against them.

Lean years once were caused by drought and scourges, and they often implied hunger and famine. As civilization progressed and agriculture developed they were the result of an additional factor, unfavorable market conditions, and were not associated so much with hunger as with ruined hopes and "hard times." In both cases the same force existed to create the habit of foresight and forehandedness in farm character. Foresight and forehandedness are farm characteristics the world over.

Something about contact with the earth is involved, too. Agriculture is primitive, and it has primitive associations.

THRIFT IN HIS BUSINESS

Another reason suggests itself. Farming is a business, a business in which husband, wife and children are all participants. The home, as well as the barn and the fields and pastures, is a unit in what is essentially a plant and a business.

The very important consequence is that the farmer gets the attitude toward his affairs of the business man. Right here a sharp distinction is drawn between the

Digitized by Google

*Items for the Socratic space-buyer's note book**

If you had two heads

If you had four eyes and two heads and four arms, you might be able to read two different pages in *two different* magazines at once.

But we are not so constructed and must be contented with reading one magazine at a time.

Thus, you wipe out completely any visual advantages claimed for the "flat" page over the standard 224-line page.

A page taken by itself—and that is the only way a magazine page is ever read—is a page whether it is 5½ by 8 or 10 by 14. Its area is not subject to comparison except with pages in the same publication.

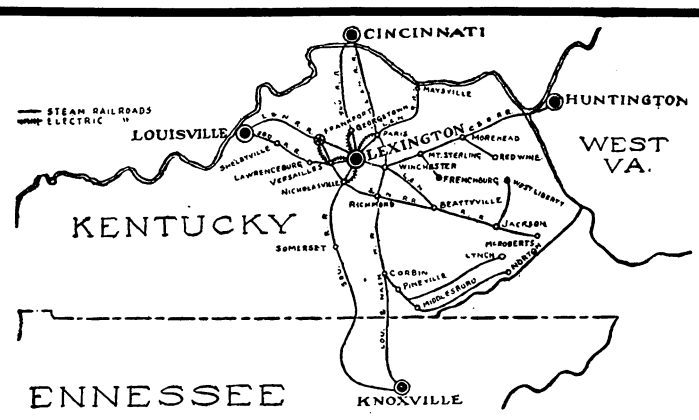
The 224-line page has the advantage of being convenient to the reader; it fits the eye; it has every advantage of display; it provides maximum value at a lower unit cost; and it conserves paper.

The Seven Standard Magazines using the standard 224-line page are Munsey's, The Review of Reviews, World's Work, Atlantic Monthly, Scribner's, Harper's, and Century.

MUNSEY'S

**It is said of Socrates that his reason was stronger than his instinct.*

Digitized by Google



Wonderful Railroad Distribution

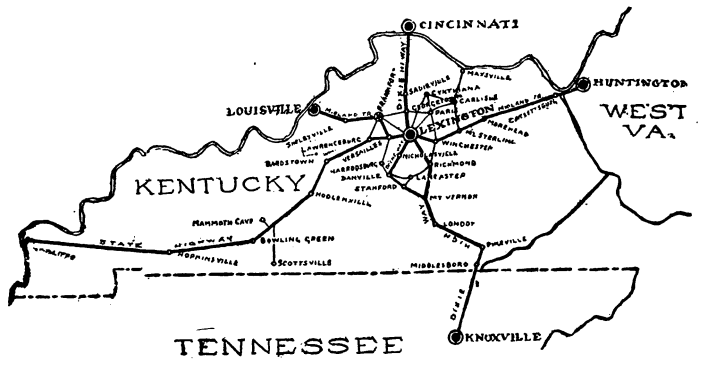
For Food Campaigns

More than a million and a quarter luxury loving Southerners buy through Lexington, a live-wire jobbing center of 45,000 progressive people, with a wonderful distribution system absolutely covering Eastern Kentucky. In this great market for food products

THE LEXINGTON HERALD

is the only morning paper. Its advertising dominates Lexington and appeals to all the wealth of the Blue Grass and Eastern Kentucky. For more detailed information concerning this market for your product, write the Lexington Herald's Service Department, or address

JOHN M. BRANHAM CO., Foreign Representatives
Chicago New York St. Louis Detroit Atlanta Kansas City



DAILY TRUCK DELIVERIES

Digitized by Google

mass of town consumers and farm consumers. As a business man, the farmer learns how to work toward ends. If certain normal instincts and habits conflict with business ends, such as the development of a profitable farm business and the accumulation of capital, there is strong likelihood that the farmer will suppress the interfering emotions or desires. He'd like to gratify them, but he possesses the perspective to see their relation to large accomplishment, and, perhaps more important, the disposition and willpower to ignore them.

This condition operates strikingly and significantly among farmers in connection with a human characteristic which always has and always will mean much to advertisers—the desire for social approval.

SOCIAL APPROVAL A DIMINISHING INFLUENCE

Craving for the favorable regard of other members of society is innate in every normal person, and farmers are not immune to it. However, the desire for social approval, and a mental inability to draw away from it, determine its relation to the larger things of life, and partially or wholly withstand it, are characteristic much more of town and city consumers than of farmers. Among town consumers this desire probably more than any other is responsible for the very narrow margin between income and outgo.

Broadly speaking, the farther you get back from the congested population of cities and the nearer you get to the solitary life, this desire diminishes in its influence on standards of living and appearance.

This is not to say that it is not present still, or that it no longer stimulates. It does, but to a much lesser degree. The explanation probably lies in the degree of contact with society. In the case of the city consumer, this contact is close and practically constant. He meets many, sees many. Society presses in on him, stimulating almost without surcease that part of his nature which demands the favorable opinion of others. If he does that which he feels does not have social approval, close contact with society subjects him to constant mental discomfort.

Some humans can stand up under this, resist a natural desire, and work, for example, toward the accumulation of wealth, but most cannot.

As one moves away from cities, contact with society becomes less and less oppressive. It grows easier and easier to be individual. Among farmers the degree of contact is always low because of the size of farms, limiting the number of neighbors and their proximity, remoteness from town, and the essential features of the occupation. Thus, to begin with, the farmer finds it easier to be sensible, practical.

In combination with these facts, strongly conducive to thrift, comes the business attitude which the farmer naturally adopts as a consequence of his occupation, and his habit of suppressing a desire for pleasure in the endeavor to get ahead. Farmers always have done this, and always will, irrespective of race, products raised, or environment. It is interestingly observed in new regions where there is a very rapid increase in spending power.

They will live in the first shacks, or cabins, or sod-huts, long after it would be possible for them to finance a "real" home. As wealth increases, they keep standard of living and expenditures at a safe distance behind. They build the new barn before the new house, and acquire more land before the mortgage on the home place is fully paid—all to "get ahead."

Maybe at the same time, too, they will have an automobile—and no bathroom.

WHY AUTOMOBILES ARE NUMEROUS

No one who has lived among farmers needs confirmation of the fact that the automobile is primarily a business car. It is a business car in the same sense that the democrat wagon which it has supplanted in so many places was a utility vehicle. The uses to

Digitized by Google

which the American farmer puts his automobile, many of them most unorthodox, are almost limitless.

A survey made of an Ohio county by a leading tire company showed that fully fifty per cent of farm automobile owners considered the automobile an absolute necessity in their farm business. Forty per cent of the remainder regarded their cars as fifty per cent utility, fifty per cent pleasure propositions, but all declared they would not have bought the car for pleasure alone.

The automobile, extensively owned by farmers, is a tribute, instead, to the farmer's thrifty instincts, just as the absence of bathrooms is. The latter has been something "to go without" in order that he could "get ahead."

Basing advertising to farmers on a desire for pleasure when an appeal to thrift can be used is, speaking in general terms, making a mistake of judgment. On this point there is a strong suspicion that the automobile has never been so cleverly advertised to the farmer as it might have been. The great drift into farm use of the automobile was led by thrifty farmers who determined for themselves the favorable relation of the auto to the farm business. Advertising might have, but didn't, educate them to its utility value. They figured it out for themselves.

Intimate understanding of farm character by advertisers has led to clever use of the thrift appeal in selling a product which, to the outsider, offered better advertising material in its features of pleasure and comfort. The number of electric light plants which have been sold on the basis of other farm work the power equipment would perform is enormous. In pure pleasure, there can be no doubt that the delight of electric light, associated with the hours of relaxation and pleasure, would be greater than the appeal of power for the feed-grinder.

Yet light-plant advertising which talked only of electric lighting would be weak and ineffective, selling few outfits compared with what present advertising does sell. Delco advertising strongly emphasizes the power features; uses again and again the argument that the plant pays for itself by the work that it does; publishes testimonials concerning the utility features. Electric light ultimately will be common on farms, but utility aspects of the lighting outfit, particularly the power uses, will have put it there, not a gratified farm desire for an appreciated attribute of city life.

The appeal of the thrift instinct is reinforced by the obvious merits of the electric light system as a source of pleasure and satisfaction.

There seems imminent among farmers considerable expansion in water systems; in fact, they seem next in line after electric light, pipeless furnaces and power washers. Here, as with electric light, the obvious appeal would seem to be to the farm family's desire for comfort and convenience.

No farmwife ever toted a water bucket but she dreamed of the joy of running water in the house. The windmill and pump are ancient institutions, yet farm running water is still frequently not found in whole neighborhoods. Farm thrift has intervened to keep down the number of running-water systems and bathrooms, not the cost of installation or lack of appreciation of the convenience. Hereditarily the farmer would not appraise high its virtues of convenience; he could see use for the capital which would tangibly help to increase farm profits. He grouped running water not among necessities in the farm business, but in that list of things he would have in his day of independence. It was something to work toward.

It is interesting to note that one of the modern water systems, the National Non-Storage, manufactured by the National Utilities Corporation of Milwaukee, makes use of the combination appeal, thrift being placed first, and the comfort and satisfaction of the article brought in not so much as a reason for buying the outfit as one of the results of having it.

Digitized by Google

The U. S. census for 1920 says there are 40,592 families in Omaha (not including Council Bluffs, Iowa).

The average paid circulation of the World-Herald in Omaha for the first 6 months of 1920 was

Daily 34,135
Sunday . . . 30,558

This shows an 84% distribution on week days, and 75% on Sundays.

The latest available report on all three Omaha papers is for the year 1919—and this report shows the average paid circulations of the three papers *in Omaha*, in 1919, as follows:

	DAILY	SUNDAY
World-Herald .	31,308	27,649
Daily News . . .	25,703	19,822
Bee	19,436	16,594

The World-Herald's total paid circulation for the first 6 months of 1920 was 82,075 daily and 74,039 Sunday. The largest in Nebraska.

The Omaha World-Herald

O'MARA & ORMSBEE, Inc.
Special Representatives
New York Chicago

H. DOORLY
Business
Manager

Digitized by Google

Restaurant *and* Cafeteria Equipment

Six million dollars is being expended this year to remodel the club houses of an organization that has over 1,000,000 members. Fourteen million dollars is being expended in the purchase of new equipment.

Over 30,000,000 meals are served annually in Y. M. C. A. restaurants and cafeterias. New equipment is constantly being installed. Here is a field for your product that is worth cultivating. Get your share of this business.

Write "Association Men" the official organ of the Y. M. C. A. for full details for the effective way to reach this big field.

Our service to advertisers insures unusual results—Ask about it.

347 Madison Avenue
New York City
New York

Western Office
19 So. La Salle Street
Chicago, Ill.

Digitized by Google

One advertisement used that established fact in dairy husbandry, the superior milk yield attending when the herd gets plenty of the right sort of water.

A PRINCIPLE IN DAIRY HUSBANDRY

"You can make this test and absolutely convince yourself," the advertisement suggested. "Just keep a careful record of the feed, the milk yield and butter fat for one of your herd for the first part of a week. Then fasten a pail within easy reach of the cow and have your boy or girl fill this pail with pure, even-temperatured water, *right from the depth of the well,* every hour Saturday and Sunday.

"Be sure that no stored or stale water is left in the pail when filling. Then weigh the milk and test the butter fat for these days. Even this two-day test will show you an increase in quantity of milk and butter fat yield.

"The National Non-Storage Fresh Water System often increases milk yields from two to ten pounds per cow per day. Because of this, it has helped many champions to make records. It not only gives you pure, fresh, not stored or stale, water for the barn, but for the bathroom, the kitchen, or wherever you wish. Saves labor, too.

"No pumphouse, no stored or stale water, no freezing."

The writer is informed by A. F. Siebert, general sales manager, that the company's salesmen, interviewing farmers, invariably show how the running water system will increase profits. Other things besides increased milk flow can be mentioned, of course, and are—notably time saved—but particularly with farmers who keep cows the idea of greater milk production simply from supplied water is right now a strong appeal. Milk at current prices is worth a lot of money even before it has left the farm.

An appeal to the thrift instinct finds the farmer by nature ready to respond, and it never was so effective as at present, because the farmer has much more capital. Running water in the house can be advertised without reference to the barn by showing how it saves the housewife's strength and time for farm activities of a profit-making nature. It creates a home environment more attractive to farm help and keeps the children at home longer. It gives the farmwife time to can more and to care for a larger flock of poultry; makes it easier to obtain a girl for housework. These things have a business appeal which did not exist formerly because of the great jump in the value of farm labor—including the farmwife's time. The same fundamental condition which in the barn and field constantly throws more work upon machines also applies within the farm home.

There has come a vast improvement in the economic position of the farmer. He has much more money. He can lead a fuller life, and still satisfy the desire to get ahead. This implies a much increased consumption of merchandise.

But he is a farmer still, and everlastingly thrifty. He is going to remain sensible, practical. He will not buy for the joy of spending money, with a desire to ape the rich, in an effort to "keep up appearances," or to make a splash before the neighbors. Inalienable traits of farm character prevent such acts becoming typical of the mass of farmers. As a fuller life develops on farms, and such is now in process, it will be characterized by sanity and moderation.

As regards the manufacturer of a labor saver, perhaps the most important facts are the better average financial situation of farmers, and their willingness, certainly much greater than formerly and a result of changing times, to invest capital in appliances as a means to better farm profits. The disposition of the farmer to adopt somewhat the attitude of the manufacturer toward investment in modern equipment is vastly of significance to advertisers, a favorable condition, the importance of which can hardly be overestimated.

Digitized by Google

Advertising Will Put Health on the Map

No Other Agency So Effective in Reforming Time-Worn Methods of Living and Eating

By Carl Easton Williams

OF course you have noticed of late that no matter where you turn you bump into the health idea in some form or other.

Well, how come?

Has it occurred to you to take note to what extent advertising has played a part in putting health on the map? For advertising not only sells goods, but new ideas, new methods of living and new standards of living. Let us look around a bit and see how it works out.

For instance, we have with us to-day nothing less than a revolution in the matter of home life, beginning with the housekeeping end of it, that is giving our women a chance for real health. The disappearance of that ancient institution, the household servant, created a domestic problem which is now being solved in a practical way. And fortunately this solution has not only taken care of the problem of the woman who used to have servants, but it has also come to the rescue of the woman who could not afford them and never did have them. It is giving her a chance to live. By taking the drudgery out of housework the present general use of housekeeping machinery has reacted upon all our standards of home life, for it gives woman a chance to be a human being, a companion and a person of culture instead of a mere slave.

And how has this revolution come about? That's easy. Through the advertising of washing machines, dishwashers, ironing machines, oil mops, fireless cookers, suction cleaners and no end of other electrical machinery. The housekeeper no longer gets rid of the dust by putting it in her lungs!

During the war the equipment of every man in the British Army included a tooth-brush—a very pretty, cute little brush, as Tommy thought. And very useful, too. Tommy used it for polishing the buttons on his uniform, for getting into the corners when he cleaned his rifle and other convenient purposes. The Yanks were supplied with the same kind of a brush, but curiously they used the thing for cleaning their teeth. Why the difference?

It is true that Teacher, way back in their school days, told those young Yanks that their teeth should be brushed, but we know how easy it is to forget the things told us in school. The thing that has "put over" the tooth brush as an American habit has been the persistent advertising of tooth pastes and better brushes. Thirty years ago the representative American was on none too intimate terms with this interesting little brush, but now when he goes out for even a week-end visit or an over-night trip, the first thing and sometimes the only thing that he takes with him is his tooth brush.

ADVERTISING WILL PRESERVE THE WORLD'S TEETH

Dentists still say—I don't know on what authority—that 75 per cent of us do not brush our teeth. Of course we know that we Americans carry around hundreds of millions of bad teeth, and no longer carry around the hundreds of millions of others that are missing. We know that the condition of the teeth of our school children is still alarming enough. But even at that, the boys in the American Army were millions of teeth ahead of those in the British Army.

And what's the outlook? Continued advertising will add mil-

Digitized by Google

EVERY MEMBER EVERY WEEK

That's Youth's Companion Power

Providing for every member of a big family of five and doing it every week in the year is just the ideal combination of matter and moment that gets a solid, sustained and perfectly distributed hold on the family.

The advertiser does not need to be told what power this may place in his hands.

—

THE YOUTH'S COMPANION, *For All the Family*
Boston, Massachusetts

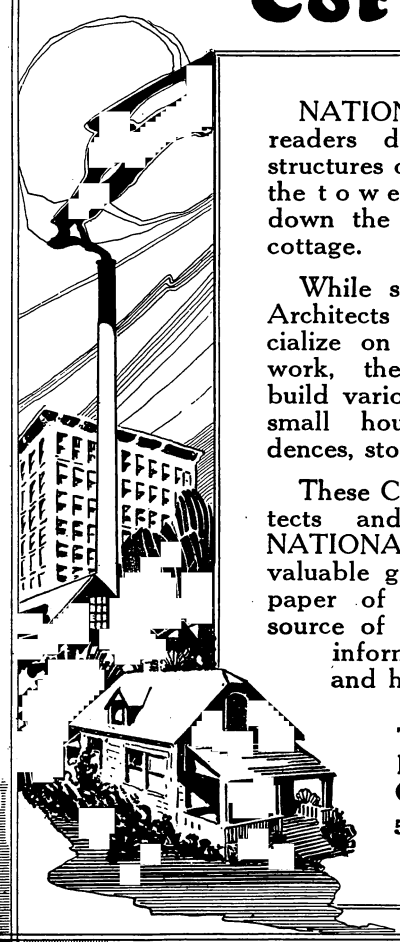
New York Office: 1701 Flatiron Building Chicago Office: 122 So. Michigan Boulevard

Digitized by Google

National Builder

For the Contractor. For the Architect. For the Builder.

Sky Scraper Factory Cottage



NATIONAL BUILDER readers design and build structures of all kinds—from the towering skyscraper down the line to the little cottage.

While some Contractors, Architects and Builders specialize on certain kinds of work, the great majority build various types—homes, small houses, large residences, store buildings, etc.

These Contractors, Architects and Builders find NATIONAL BUILDER a valuable guide and help—a paper of real service — a source of practical aid and information on homes and houses.

TRADEPRESS PUBLISHING CORPORATION
542 So. Dearborn St.
Chicago, Ill.

Digitized by Google

lions of good teeth to American jaws. In view of the fact that not one person in a thousand now uses dental floss, has it occurred to you that this fact is in perfect accord with the other significant fact that dental floss is not now advertised by any manufacturer, at least to any appreciable extent? But remember what I am telling you: Ten years from now people will be using silk dental floss just as universally as tooth brushes to keep their teeth clean—"in the spaces between, where the trouble begins." Or words to that effect.

And that is how advertising — commercial, business-building, money-making advertising — will accomplish more for the health improvement of the nation than straight educational propaganda.

The mention of teeth brings us to another directly related subject—nutrition. Most of us do not realize that the condition of the teeth is affected not only by mouth hygiene but, even more important, by the kind of blood supplied them, and the kind of food that this blood is made of. But some day, as the result of advertising along certain lines, every mother's son will know, whether he ever went to college or not, that the human body cannot build healthy teeth without the necessary elements any more than one can make glass without sand. The problem is not so simple as keeping the teeth clean. First, you've got to grow them. A diet of too greatly refined foods means tooth starvation. That's what's wrong with our children's teeth.

THE HEALTHFULNESS OF WHOLE WHEAT AND UNCOATED RICE

Now, just as soon as the makers of whole wheat flour and whole wheat bread get under way with a campaign of advertising as extensive and persistent as that which has put "the whitest of white flour" on the map, the tide will turn in favor of whole wheat bread, and particularly so where the diet of children is concerned. People will get acquainted with that rich, nutty flavor of good whole wheat bread, whereas now half the people you meet do not know what real whole wheat bread tastes like. Advertising will teach them that here is the real, original "staff of life" that will not only stick to your ribs but will build strong ribs and what is inside of them.

Of course a beautifully polished and "varnished" (coated) rice will keep longer than the natural, unpolished article, which is light brown, and not half so pretty as the clean looking, pearly, polished rice. Commercially speaking, keeping qualities may be advantageous. Unfortunately, however, the doctored rice has little taste as a food, while the natural rice has its own flavor and is a genuine "rib sticker." You can buy natural rice now if you insist on having it and shop long enough, but the public is not as yet sold on it. Some day a big rice merchant, or perhaps an association of growers, with penetration enough to distinguish between milk and water, or between steel and pig iron, will go to the people with the facts about rice, telling them how the polished article as an exclusive diet quickly produces beri-beri—sort of a Japanese name for neuritis or scurvy —in either pigeons or people, while natural rice quickly cures it. (These are not "food theories" —you can prove them in your own body, in three weeks' time, or with your own pigeons or chickens.) But most of all, people will learn that the plain, natural rice, without trimmings, is palatable and tasty. And just to educate the public on this food fact—through advertising—will sell them on natural rice. I am convinced that improvement in our national dietary can be and will be accomplished in no other way.

Let us see what has already been accomplished. Twenty years ago dyspepsia was near the top of the list of popular diseases. But we hear very little of it now. That's funny! Where's the why? Well, for one thing, we used to eat the old-fashioned "big breakfast." We didn't need the food of a lumber-jack, but we used to try to eat it just the same. Here's your old-fashioned Ameri-

Digitized by Google

can breakfast: Oatmeal (partly cooked), pork chops or ham and eggs (or both), fried potatoes, pancakes, bread and butter, coffee, to which may sometimes be added cheese, jam, marmalade, pickles or what not. Sausage on Sunday. They are still serving that old American breakfast in some hotels in country towns, though no grown-up person tries to eat it.

What do we eat for breakfast now?

We start the day easy-like, as a train starts. Orange or grapefruit, followed by a cereal, whole wheat in daintily toasted crumbs or shreds, toasted whole corn flakes or perhaps, if we need it, an attractively prepared form of bran crumbs. Sometimes *really cooked* oatmeal. In any case, it is an honest cereal made of the entire grain, real blood-building, nerve-building, bone-building food, but not too much of it. And coffee. N' that's all.

And why this easy breakfast? Because advertising has educated us. If we still eat bacon occasionally for breakfast, as on Sunday, it is partly because it is advertised, but we are as likely, or more likely, to eat it at lunch or dinner.

Speaking of coffee. Many of us to-day indulge in a cereal coffee or a real coffee with the kick taken out of it. And you know how we learned to drink these. The co-operative coffee campaign will presumably eventually tell how to brew coffee. "Learn how to make it right." Here is knowledge, simple as it is, needed in almost every home. One who knows how, can make a fairly drinkable beverage out of any old cheap coffee. But a poor cook can spoil the product of the best coffee in the world. American women spoil upwards of fifty million cups of coffee every morning. The advertiser who teaches them how to brew their coffee properly, "how to make your drink of coffee taste the way a pound of newly-ground coffee smells, so you can really 'drink the aroma'—oh, boy!" will perform a national service, for he will not only make it possible for us to enjoy those fifty to one hundred million cups, but also, because the coffee is rightly made, he will prevent it from doing us so much harm.

How effectively and quickly advertising works when selling an honest blood-making, nerve-feeding article of diet, at the same time educating the public in food values.

Instances: Take honey, raisins, oranges, lemons. We used to eat these things because we liked them. Now, through extensive advertising, we have learned that they are good for us, and because we know this we cultivate them and consume ten times as much of each. We learn that honey is healthful and digestible, not producing the unfriendly reactions in the human body that follow the use of refined sugar in any quantity. But more, we learn that honey has a heavenly flavor possessed by nothing else that's sweet.

We learn that raisins have unusual food value, being liberally provided with iron and the other organic mineral salts so necessary in preserving the chemical balance of the body, and that we should eat dates and raisins instead of candy. Thousands, yes, millions of persons, never knew that raisins possess high food value until they were so taught by the advertising campaign of the California Raisin Growers' Association.

ADVERTISING FOUND MOST EFFECTIVE

We have believed in oranges for a long time (indispensable for babies), but now we are learning the great value of lemons. We are being taught, through the advertising of California fruit growers, to ask for "real lemonade." In time we will all know that a lemon is about the best scurvy cure in the world, and that for the same reason its regular use will serve as a preventive of any number of other ills which are made possible only because of an unbalanced body chemistry.

As for the ideal of purity in

Digitized by Google

Made in Springfield, Mass.

Carter's KNIT Underwear

For 50 years The William Carter Company have been manufacturing knit underwear, starting with the hand loom, now operating 353 power knitting machines, turning out over (6,000,000) six million garments per year, selling direct to the retail trade. Carter's underwear is noted for its beautiful crochet finish, excellent fit and fine quality. Factories in Springfield and Needham, Mass.

SPRINGFIELD

One of the greatest industrial centers in Massachusetts and *third* city in the state in population.

Cover Springfield and its rich suburban territory with The

Springfield Republican and The Daily News

Circulation over

50,000

Largest Circulation in Massachusetts Outside of Boston

Kelly-Smith Co., Foreign Representatives Marbridge Bldg., New York Lytton Bldg., Chicago

Digitized by Google

"This Return-Card Idea is a Winner"

"Perforated right into a corner of the broadside! Why, that's so inviting that an examination of the broadside doesn't seem complete until you tear off the card and mail it."

A POST CARD perforated into the corner of a direct mail piece has been proven unusually efficient. Besides, it cuts the cost of an extra run for separate cards.

When Foldwell is used, perforated cards do not damage the broadside for Foldwell resists cracking even when punctured with holes.

Its long strong fibres make Foldwell an unusually good paper for this use. Even under the strain of double mailing it will preserve the freshness and effectiveness of your literature. Foldwell Coated Papers are made in Book, Cover and Writing. Send for our booklet "Illustrating the Sales Letter."

CHICAGO PAPER CO., Manufacturers
820 S. WELLS ST. CHICAGO, ILL.

Nationally Distributed

FOLDWELL COATED WRITING COATED COVER COATED BOOK

Digitized by Google

food, this will be "put over" by advertising alone. It is solely a matter of selling the public on purity. The public has gone on buying any old kind of food that has been offered it, adulterated, embalmed, poisoned or unclean. Reformers and propagandists, while perhaps showing the way, have really accomplished comparatively little. Take preserved foods, for instance. Food manufacturers and canners used to feed us tons of chemical and poisonous preservatives every year. Yes, we are still eating too much of them. Dr. Wiley's efforts made some impression on the situation, but not enough. But now the National Canners' Association is carrying on an extensive advertising campaign that will in time get the public so thoroughly sold on purity and quality in canned goods that both consumer and retailer will demand and will buy only that which measures up to the highest standards. Some manufacturers have set for themselves standards that the law does not require. They are elevating the standards of public taste. And thus advertising accomplishes what the law cannot.

When we stop to consider we find that what the public eats is determined not altogether by what it chooses, but in part by what is offered it, that which is available. Consumption is largely controlled by the forces of manufacturing and merchandising—and advertising. Wherefore a great responsibility rests upon the shoulders of those engaged in manufacturing and merchandising. They must not only sell, but they must sell the right thing. And they must educate.

Only through advertising will we learn about the kinds of milk that are safe. Only through advertising will be learn to ask for dried fruits prepared without sulphur.

We undoubtedly eat too much white sugar, and thereby tax our livers. White sugar is a pure, concentrated carbohydrate. The original cane sap is rich in iron, lime, potassium, phosphorus and

Keeping Up With The Times

A FACT A DAY

The TIMES is the only Washington daily newspaper that sells for 3 cents.

Its readers proved their willingness to pay a little more for something a great deal better.

The Washington Times
WASHINGTON, D. C.

Digitized by Google

The largest selling quality pencil in the world

VENUS PENCILS

NO other pencil compares with the superb VENUS. Excels all in smooth, satiny writing and drawing qualities. Everlastingly good, firm and durable.

17 degrees of softness and hardness 6B to 9H

B's indicating Softness
H's indicating Hardness

6B or 5B for copywriting or art work
3B or 2B for stenographic work
HB or F for general writing
H or 2H for ledger work

	Per doz.
Plain Ends	**$1.00**
Rubber Ends	**$1.20**

At stationers and stores throughout the world.

American Lead Pencil Co.
205 Fifth Ave. New York
and London, Eng.

other organic mineral salts, but all are eliminated in the process of refinement. That's why brown sugar, like maple sugar, is better as well as more "tasty" than the white. But white sugar was, a generation ago, advertised as the only clean sugar, and the brown was practically scratched from the list of American table foods. A good, natural cane sugar, nutritious and tasty, could be put back on our tables through the same agency, and in no other way.

THE COMING CONFECTION

In the candy business, various manufacturers are making a feature of the ideal of purity. Others, including the biggest, feature "standardized" products. Of course the very idea of standardization will mean continuously better quality and greater purity until reaching par.

Some day a man with an idea will advertise his blood-building or "vitamine" candy, presenting a list of confections that practically constitute a health diet. He will make candies with honey, real maple sugar and natural cane sugar, containing all the original mineral salts, in combination with nuts and fruits. And through his advertising the public will in time acquire a sort of dietetic conscience in relation to confections that will make the consumer unwilling to eat a candy that is not nutritious and health building and at the same time sweet and attractive. A box of such candy would take the place of a meal. I believe that some such candies are now being made. Only the advertising campaign is lacking.

The general use of rubber heels is an example of putting over an idea as well as selling goods. Of course there are still some people who do not wear rubber heels on city pavements, just as there are some folks who do not use screens on their windows in summer. But, in the main, we are all sold on the cushion heel. The idea is "save your nerves." And thousands of people have doubtless gained their best conception of the

Digitized by Google

The Religious Press is different

and well may Civilization say "thank God for the Religious Press."

Whatever its faith, whatever its denomination, whether interdenominational or undenominational, the Religious Press, as a class, always and invariably, is 100% clean, 100% loyal, 100% true to its ideals, and, therefore 100% efficient in its mission.

The Religious Press

is the oracle of the Church, even as the Clergy is the oracle of God, and its constituency represents the nearest approach to 100% good citizenship of any on earth. And what a lost market the Religious Press represents for any product not found in its advertising columns.

For information address the Secretary,
The Religious Press Department,
A. A. C. of W.,
47 East 25th Street, New York City

Digitized by Google

We have said that it is the Floing policy of intelligent direction which makes the work of our artists interpret the thoughts and aims of a business.

By direction, we mean far more than a thorough understanding of both academic and commercial art, and a larger acquaintance with artists and their works.

We mean an understanding of advertising, and of the relations between agency and advertiser.

We mean knowledge of how the reader reacts to certain kinds of pictures, as applied to certain businesses.

We mean practical working knowledge of the processes of reproduction, and how to use them most effectively.

We mean, in short, the application to all our work of sound knowledge gained through years of experience, both inside and outside of agency organizations.

WILFRED O. FLOING COMPANY
1316 Garland Building
CHICAGO

Digitized by Google

meaning of fatigue and its relation to personal efficiency through reading rubber-heel advertising.

FOOTWEAR REFORM AND ADVERTISING

In the same way, the health shoe is taking an ever stronger hold on the American foot. It is true that space writers occasionally tell the story of the harm done by fashionable shoes, as they have been doing for hundreds of years, with little effect. And the U. S. Army shoe has taught a lesson to thousands of young men, those ready to learn. But the man who actually makes a sensible shoe and advertises it, is the fellow who is doing most toward making it a national institution. Even among women, not so many are standing by, as well as on, their high heels.

Of course, too often the sensible shoe, like "sensible dress," is sloppy and unpresentable in appearance. Yet recent styles have shown that women's dress can be hygienic and at the same time stylish. So can the right kind of a shoe. Some day before long we will find ourselves, in spite of ourselves, reading the story of "'Feminine Beauty' (Boots, Oxfords, Pumps)—The 'Dressy' Shoe for the Natural Foot—Fashion Made Sensible and More Beautiful—Dainty and Feminine, Yet Anatomical—You Can Now Walk All Day in Your Dress Shoes Without Having Sore Feet or Outraged Nerves." Will women buy that "Feminine Beauty" shoe? Why, I think I've seen about a million of them wearing flat heels already this year, the shoes not always dressy, but some very neat and pretty. Many women have already reached a state of mind wherein they will no longer pinch their feet any more than they will pinch their waists. Quite likely there are shoes made right now that either fulfill or approach the above specifications of a *stylish* sensible shoe. Some are advertised, too, but not enough.

Reference to the passing of the pinched waist brings us to the question, "When is a corset

In America's 4th Largest City

WITH The Detroit News you can thoroughly cover at one cost America's Fourth Largest City both week days and Sunday. Varying portions of the population may read other papers, but the whole public reads The News. Where other papers are bought as a secondary choice, The News is habitually bought as a necessity. Therein lies your unique opportunity in Detroit through The News.

118% More Week Day City Circulation Than Nearest Competitor

74% More Sunday City Circulation Than Only Sunday Competitor

Largest Total Circulation Daily or Sunday in Michigan

Digitized by Google

SHOPS
BANKS
HOTELS
THEATRES

These are the principal users of the sea newspaper's advertising columns. But national advertisers are there too. You will find in each issue, for example, Poland Water and Underwood typewriter. . . . There is only one way to reach the people who come to New York by the sea.

Ocean Wireless News

The Newspaper of the Sea

Carries conviction to people of means when they are in purchasing mood.

Published daily on ships at sea sailing between ports in the U. S., Canada, Cuba, Porto Rico, Bermuda, Mexico, Panama and South America.

Wireless Press, Inc.
326 Broadway New York

Also Publish:
THE WIRELESS AGE

not a corset?" Have you recently stopped to think of that? Your corset manufacturer now not only supplies a comfortable, elastic, make-believe corset, to meet the demand, but he teaches you what to demand in a corset by showing you pictures of a girl doing calisthenics, and especially the favorite bending exercises, while wearing one of his. Of all things! This sordid, commercial women-wrecker is teaching health! Meanwhile we note that one can scarcely tell whether the healthy woman of to-day is wearing a corset or not, for she uses it as a convenience in dress and not to shape her body or brace it up.

Perhaps you feel like saying, just now, that woman's dress can easily be hygienic these days because there is so little of it. Well, that's among the reasons why it is healthful. But we men-folks also have a better ventilated skin than we used to, thanks to our beeveedee underwear, our porous-mesh underwear even in winter and the increasing use of the Palm Beach and Mohair types of summer suits. And you know how we were sold on these. Of course women are and will be largely ruled by Fashion. But what makes fashion? I have a large, fat hunch that advertising and selling have more to do with it than some of us imagine.

REMOVAL TO SUBURBS HASTENED BY ADVERTISING

In time we will escape from much eye-strain due to improper lighting because we will have been educated by men who are trying to sell goods and save our eyes at the same time. The movement away from city apartment life and toward suburban homes is being promoted not only by those who sell lots, lumber, brick and shingles, but by manufacturers of paint, linoleum, plumbing, rugs, furniture and goodness knows what. We are learning the blessings of outdoor sleeping and camp life in large part through advertising. Many of us would never have discovered that the one thing we wanted most in all the

Digitized by Google

See these Advertising Zone Charts of the South

If you are advertising in Southern newspapers — are you *sure* you are doing it in the right papers?

We feel we have solved this rather perplexing problem for our advertisers who have Southern Distribution.

We have "zoned" the south, charted it, and prepared maps to show advertisers how they may accomplish the most for their Southern advertising appropriations.

Package Foods or any commodity for grocery store distribution will find this information very instructive.

It will not be sent by mail but we shall be glad to make an engagement for an interview with any manufacturer who may be interested. Write to us.

Matteson·Fogarty·Jordan Co.
Advertising
140 North Dearborn Street. Chicago
Telephones Central 3820-3821

Digitized by Google

"The secret of long driving is strength and the right application thereof by means of accurate, rapid timing"—Golfers' Magazine

The ball also plays an important part in securing more distance.

The New U. S. Golf Balls

have the resiliency and balance that make for distance and accuracy. They are made in different weights and sizes. Try them. Buy them from your pro or at your dealer's.

U. S. Royal
$1.00 each

U. S. Revere
85c each

U. S. Floater
65c each

Keep your eye on the ball—be sure it's a U. S.

United States Rubber Company

Digitized by Google

world was a motor boat had we not been "educated" to that effect. I could go on and add to the list, but will leave you to do that for yourself.

Speaking in a general way, the health idea is growing. All of the people are partly sold on it. Part of the people are all sold on it. The "keep-well" idea is spreading. People used to take illness for granted. Now getting sick is coming to be something to be ashamed of. A man with a cold does not look for sympathy. He feels more like crawling under the bed, because he would not like you to know that he has permitted himself to reach a physical condition that would make possible the development of a cold. The frail health of Archibald Doolittle, our dearly beloved Sunday-school superintendent, is no longer compatible without ideals of manhood. The football player looks more like a he-man to us. Nor have we so much sympathy as formerly with the pale-faced and delicate type of woman; certainly fainting on the least excitement is no longer considered a feminine virtue, as once it is said to have been. We like the woman who can play golf or tennis.

Speaking of golf and tennis, as a nation we have only begun to play them. Why? Partly because they are not advertised sufficiently. When golf paraphernalia advertisers really get started they will not only sell balls, but they will sell golf. And by selling golf they will sell more golf material. They are only now beginning to make up for their past negligence in this respect.

Truly, times are changing and our ideals of life are changing. We are still far from a thoroughly healthy nation. Much is yet to be done, but the one great essential is education. And how will we become educated? As it looks to the writer, it is chiefly advertising that will put health on the map.

The Emil Brisacher—Advertising Engineer, agency of San Francisco has changed its name to Emil Brisacher & Staff—Advertising Engineers.

Georgia Proposes to Advertise Itself

A PLAN for the advertising of the entire State of Georgia has been submitted to Hugh M. Dorsey, of that State, and has been approved and adopted by the directors of the Georgia Association and the advertising clubs of Georgia.

The plan calls for the raising of $300,000 for advertising the agricultural resources and the industrial and commercial possibilities of the State.

The campaign will probably start in January, 1921. It is planned to cover a period of three years.

The raising of the $300,000 is expected to take not more than one month. The month of October will be devoted to the work of the actual raising of money.

The work of forming an organization has already been started. Headquarters for the organization will be maintained at the State Capitol Building, Atlanta.

The choosing of Atlanta as its 1921 convention city by the Associated Advertising Clubs of the World was an added incentive in undertaking this nation-wide campaign by the State of Georgia.

The Georgia Association, one of the organizations which have been back of this campaign, was organized in the sole interest of statewide development and nation-wide publicity, is officered by citizens of every section and every important interest in the State.

Among the men who have met to discuss this proposed advertising campaign are: A. K. Sessons, president the Georgia Association; Charles B. Lewis, J. C. McAuliffe, Walter A. Seaman, Frank Lowenstein, D. W. Webb, president Atlanta Advertising Club; J. S. N. Davis, John D. Clarke, William B. Stillwell, A. O. Park, Fred E. Hamlin, representing the 1921 convention board, Advertising Clubs; F. H. Abbott, secretary the Georgia Association; George Lowman, Howard See and Press Huddleston.

Digitized by Google

Fear of Competition Cured by Advertising

New Uses Result from Advertising, Entrenching the Product More Strongly

By Hugh E. Agnew

THERE is an occasional business, prosperous in a small way, that shuns publicity. Fear of provoking competition is so harrowing that even an order from a new customer sends a chill to the heart of the proprietor. The first thought is that his business is becoming so prominent that competition will surely develop in a short time.

Even to mention the names of such manufacturers here would be extreme cruelty, because publicity is so painful to them. One, whose name will be mercifully spared, lives in a small Michigan town.

His product is sold direct to wagon and carriage makers, although it might be handled profitably by hardware jobbers. It is composed of three parts, each of which is made on contract in a different city from which they are assembled. It has made a comfortable fortune for the owner, but has never developed more than a fraction of the market it might have attained. Although protected by patent, the owner lives in constant dread that if his product attracts too wide attention an imitation, perhaps an improvement, will be brought out that will ruin his business.

Another manufacturer of a hardware product, who has a near monopoly on the market of a widely used article, has never had the automatic machine on which it is made patented for fear of imitation. The product, which somewhat resembles a washer, is said to have been refused a patent for lack of novelty. His machine is kept on the top floor of a building in an unfrequented part of the city, and is reached only by a freight elevator. The office is in a distant part of the city, and is unpretentious in the extreme. It is said that for years even his banker did not know the exact nature of this manufacturer's business. Like the other specialty referred to, no new or different use of this product has ever been developed.

Three years ago steel wool was in this class. It was sold as quietly and unostentatiously as possible. There was enough demand to keep the small factory busy, and no more was sought or desired. The business was prosperous in a modest way. Instead of centering attention on extending the market, the chief anxiety was to avoid publicity that might incite competition.

BUSINESS SEEKS THE LIGHT

Three years ago the American Steel Wool Mfg. Co. was sold to Steinhardt Brothers, who were thorough believers in advertising. Immediately the policy of the firm was changed from that of the greatest secrecy possible to the widest publicity that could be conservatively bought. The new owners knew that their product was capable of much wider use than as a scouring and polishing material for which it was then used. They also knew that only the outer rim of the possible market for those uses had been developed. Immediately the new owners arranged for advertising their product.

The story of how the volume of their business increased ten times in three years, and from a scouring and cleaning agent has developed into four distinct lines of use, and is widely stocked by four different lines of jobbers, will be interesting to the advertising dodgers, and may also furnish practical suggestions to others on

Digitized by Google

"WHERE ARE MY RETAILERS?"

A NOTEWORTHY book* which contains the concisely tabulated results of a comprehensive merchandising research in eighteen retail classifications in 3000 cities and towns from Maine to California.

And what is perhaps really more important to the large business executive, it also contains an expert analysis of the broad underlying economic factors which determine the retail outlets of any and every sort of product.

The American Weekly

A. J. KOBLER, *Manager*
1834 Broadway, New York City
W. J. Griswold *Western Representative*
Hearst Building, Chicago, Ill.

** The price of the book is three dollars but a strictly limited number will be mailed free to executives who write for them personally, on official stationery.*

Digitized by Google

Human-ness Is Preserved By Stubbs Offset Printing

Besides having technical advantages in reproducing most subjects, Stubbs Offset Method printing retains the atmosphere and enthusiasm that the artist puts into a drawing.

The humanness and natural-ness is preserved to tell your "story" as you like to have it told.

There is a distinct advantage and increased effectiveness in producing your direct advertising by the Stubbs Offset Method.

THE STUBBS CO.
OFFSET PRINTERS
Main Office and Works
Detroit

Chicago Sales Office
1420 Steger Bldg

Cleveland Sales Office
721 Engineers Bldg.

SPECIALISTS
IN COLOR PRINTING

CATALOGS
BOOKLETS
BROADSIDES
FOLDERS
INSERTS
STREET CAR CARDS
HANGERS
POSTERS
DEALER & FEATURE LETTERHEADS

Digitized by Google

extending the use of the product.

Realizing that the large department stores of New York are visited every year by representatives of the leading stores from all over the country, besides a very large number of people, both in and out of the city who are classed as ultimate consumers, the president of the company himself went to a buyer for one of the largest stores and asked for a basement demonstration. The buyer was skeptical. He had no faith in steel wool. It had been on the market for several years, but the sales were still small—almost negligible in that store. With much persuasion two weeks' time was finally granted for demonstrating. If it did not make good in that time, it would be promptly discontinued—with the emphasis on *promptly*.

The skepticism of the buyer was more than matched by the confidence of the manufacturer. Modest space was taken in some of the women's magazines, the package was utilized as a selling medium by pictures and descriptions of new uses for the wool. Also a "dictionary" of uses was enclosed in each package. The demonstration was so successful that it still continues after nearly three years, and the space devoted to it has been greatly enlarged.

The idea of the manufacturers was first to extend the sale of steel wool for the purposes which it was then used. If it could be widely introduced into homes, there was a probability amounting almost to a certainty that the users would find new tasks for the wool to perform.

But new uses for the household, as discovered by the demonstrators in conversation with housekeepers, or from any other source, were added to the "dictionary of uses" which were enclosed in each package. The advertising copy also explained that there were five grades of steel wool, and the uses of each were enumerated in every piece of copy. The result was that an order for a household supply was frequently for three packages in-

More Evidence of Reader Interest in "PUNCH"

NOT very long ago the News Committee of one of the best equipped and maintained suburban Public Libraries decided that all periodicals previously displayed upon the tables and freely accessible to the public should be withdrawn to an enclosure and obtained only on application.

A list of fifty-two Weeklies and Monthlies were chosen and were so withdrawn, specific application having to be made by readers for the use of a copy of any of them.

During the few weeks over which this arrangement was maintained 20,808 applications were made under this rule, and of the publications which were asked for at least once a day

"PUNCH" headed the list

being asked for 125 times more than the next on the list, and 1,000 times more than the last on the list.

This fresh evidence of the wonderful Reader Interest in "PUNCH" will be welcome to advertisers who understand that it is because of the strong affection for, and great confidence in "PUNCH" that the advertisements in "PUNCH" bring such handsome and profitable returns.

Advertisers should remember that this Library demand, which extends throughout the world, gives their advertisements housands and thousands more readers than are charged for; the advertising rates for "PUNCH" being based upon the Net Sales each week.

ROY V. SOMERVILLE
Advertisement Manager "Punch"
10 Bouverie Street
London, Eng.

"Punch" Office *July 1, 1920*

Digitized by Google

PERSONNEL INKLINGS

offers to companies seeking men for important positions requiring ability and business or technical training—

a service that will locate the proper men whenever the need arises.

Detailed reports of ability and experience are furnished for examination before interview.

As much of the preliminary negotiations as required are conducted by us.

A monthly bulletin is included—containing advertisements of available men, a copy of which will be sent on request.

The cost is on a flat yearly basis—less than required for the company to maintain any similar organization of its own.

This service comes into contact with many men who could not otherwise be reached.

PERSONNEL INKLINGS, INC.
340 Madison Avenue
New York City

stead of one, and the number and variety of uses about the home grew rapidly.

Demonstrating was effective. But while many thousands saw the demonstrations in the department stores during the year, that work needed supplementing. The most apparent way was sampling. But free samples are almost sure to be abused. Besides, giving away an amount sufficient to afford a fair trial, when postage was included, was a rather expensive way of advertising. So a sample package to be sold for fifteen cents was arranged and widely advertised in connection with the copy which was continued in the women's magazines. A condition of sending this sample was that the dealer's name be given from whom it should regularly be bought. Dealers were followed up, and in case they were unable to get it from their jobber, he was written a letter which called attention to the dealer's complaint.

In order that the right grade might be sent, the purpose for which it was to be used was asked, and that also was effective in keeping the factory in touch with new uses as they developed. With each sample package went a list of the uses of similar nature to which the wool had been successfully put, and pictures showing how it was used. The very number of these seems to stimulate efforts to find other uses not mentioned. Also a large number of uses are presented in picture form for window cards, and are distributed to dealers upon their request. This all reduces to a matter of routine in the office and requires almost no supervision, even to acknowledging the orders for sample packages and answering the questions that so frequently come with them.

The assumption that a wide variety of uses in a great number of homes would stimulate other uses has proved correct. The most striking example is that of Luther P. Weidline, experimental engineer for the Carnegie Steel Works of Ohio. He first made

Digitized by Google

Planning a Booklet About Construction Work

THE *PAPER* as well as the words of a booklet about construction work should suggest the *power* and **strength** of steel and stone.

Among the numberless Strathmore textures, weights and tints are several which express this character. For *every* business—for *your* business—whether your product is RUGGED or *Dainty*, Simple or *Luxurious*—there is a Strathmore Paper that says your say.

Write for our interesting new "Expressive Advertising" series of folders showing how to add the power of suggestion to the logic of words.

STRATHMORE PAPER COMPANY
Mittineague, Mass., U. S. A.

STRATHMORE EXPRESSIVE PAPERS

Digitized by Google

Eventually

Munsing Wear

in the light of their experience

Deere & Co.

Veltie

Toddler Toys

Twin City

Fitch Perfumers and Chemists

Cream of Wheat

Puritan Flour

Palmer Photoplay Corp.

Armand Toilet Preparations

Barrington Hall

Voss O'Clock Nine O'Clock

Federal Schools

IN every profession, every science, every art, there are a few outstanding names.

You cannot think of cereals without thinking of "Cream of Wheat," of flour, and not remember "Eventually"; of underwear and not remember "Munsingwear."

The Bureau of Engraving, Inc., is unusually fortunate in having had the opportunity of aiding, practically from the very beginning, in the development of this advertising and in so doing obtained an experience which has proven invaluable in the development of Direct Advertising for other businesses.

We have developed the science of long distance service to a fine art, and many have found this service immensely profitable. A letter will "start the ball rolling." Why not write it today?

Ask for the Bureau Lens

BUREAU OF ENGRAVING, INC.

ARTISTS - ENGRAVERS - PRINTERS

Producers of Catalogs, Folders, Color Posters, Booklets

MINNEAPOLIS, MINNESOTA

Wyman Rotsky

Johnston's

Digitized by Google

the acquaintance of steel wool in his own kitchen, and was impressed with an idea that it could be used as an absorbent over blast furnaces. In connection with F. C. Kling, chief mechanical engineer of the same company, a system has been worked out, and proved so successful that 25 per cent more is reclaimed from the escaping fumes than by any other process.

The amount of steel wool now used for this particular purpose is equivalent to the whole output of the factory a few years ago. The idea of buying wire from steel mills, shaving it into wool and selling it back to them at several times the price paid for the wire struck Melville G. Steinhardt, president of the American Steel Wool Mfg. Co., as being incongruous, and an unsatisfactory basis for the development of an extensive branch of their business. So he suggested to the steel companies that they put in an equipment and make their own steel wool. The answer of the steel people was that they have enough things to manufacture now and do not care to take on another line that requires special machinery and the development of specially skilled employees.

Railroads, dairymen and creameries, meat packers and dry docks are among the very extensive users of steel wool. Also the United States Government and the Baldwin Locomotive Works have used large quantities, and the manufacturer does not know to what use they have put it.

Another use widely different from any anticipated by the manufacturer is for padding. Especially for the trouser pressers used by tailors is the steel wool in demand for padding, as it allows the steam to escape readily and without injuring the steel wool, as it can easily be treated so that it will not rust. There is also a demand for steel wool for cushions, and the manufacturers have been requested by the Ford Motor Company to furnish estimates on immense quantities. But the difficulty of getting the

AKRON, OHIO

"America's Most Prosperous City"

209,000 POPULATION

SERVED BY ONE SUNDAY NEWSPAPER

THE AKRON SUNDAY TIMES

The AKRON SUNDAY TIMES offers a very unusual opportunity for advertisers to completely cover a rich territory at one cost.

It is read in practically every home in Akron.

Member of A. B. C.

Associated Press Service.

National Advertising Representatives

Chas. H. Eddy Co. New York Chicago Boston

Digitized by Google

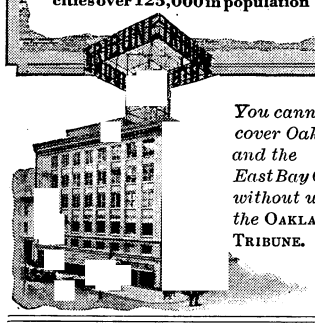
Oakland Tribune HOME EDITION

SHIPYARD CARPENTERS OF BAY REGION VOTE TO RETURN TO WORK

Oakland, California

¶ A substantial city of home owners, located in a group of several municipalities on the mainland of San Francisco Bay, where city division lines are purely imaginary. (Population 350,000.)

¶ Three recent investigations show that 52.6% of the homes here are owned by their occupants. This is the U. S. record for cities over 125,000 in population



You cannot cover Oakland and the East Bay Cities without using the OAKLAND TRIBUNE.

LK Co.

Knowing How Makes the Difference in Printing

Getting your advertising over is sometimes a matter of perfection in the execution of the printed matter you send out.

If it's color work, gold, embossing or steel die stamped work, you may have certainty of high quality to the last detail by making our plant a part of your service.

We know how to do the difficult things in a thoroughly craftsmanlike way, with results that will please you. Our prices are never excessive.

L. Kehlmann Company

Designing — Printing — Embossing

239 West 28th St., New York City

special machines, training operators, and securing the steel wire set a limit to the growth of the business, so that offer could not be considered.

The next market to be sought is that of the farm. So far nothing has been done to increase the use in rural districts except what resulted from general advertising. Now farm papers will be used, and the many ways in which a farmer will find it a convenience will be told in picture and text.

Almost perfect distribution has been secured. Because of the wide use in removing old paint, polishing surfaces and smoothing first coats, the steel wool is handled by most of the paint and oil jobbers. As a kitchen supply it is stocked by the principal grocery jobbers. Being a steel product, and because hardware stores so often handle paint, the jobbing hardware men include steel wool in their regular stock. And finally the jobbers specializing in house furnishings find that they have so many calls they also make a place for steel wool.

Whenever a new campaign is planned all these jobbers for the whole country are circularized with proofs of the advertisements and a list of the mediums in which they are to appear. Also literature is sent the jobbers which gives a very comprehensive idea of the wide use of the product.

So publicity has not hurt this firm. On the contrary, under the stimulus of consistent advertising it has grown so fast in the past three years that the appropriation for next year's advertising is two-thirds as much as the whole volume of business when it was conducted under the constant fear of competition. That harrowing dread has also passed, and competition is now rather sought than avoided. As everywhere, the better the product is known, and the more confidence the public has in the manufacturer because it knows his advertising and his goods, the more difficult it is for competition to break into the field.

Digitized by Google

Use Mats—
And Save Money

One of our customers who uses mats in the entire list of metropolitan dailies formerly used electros. He now uses

O'FLAHERTY'S
PEERLESS MATS

Why? Because at the present rate of electros he would be paying $43.50—the mats cost him $7.50. And he claims the work is every bit as good.

Our representative will call upon request.

***Made by* O'FLAHERTY**
225 West 39th St. New York

BUREAU OF CANADIAN INFORMATION

THE Canadian Pacific Railway, through its Bureau of Canadian Information, will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In the complete Reference Libraries maintained at Chicago, New York and Montreal are complete data on natural resources, climate, labor, transportation, business openings, etc., in Canada. Additional data is constantly being added.

No charge or obligation attaches to this service. Business organizations are invited to make use of it.

DEPARTMENT OF COLONIZATION AND DEVELOPMENT

165 E. Ontario St. Chicago — **335 Windsor Station** Montreal — **1270 Broadway** New York

Digitized by Google

Figures That Talk

To the Space Buyer

Of total volume of general

FOREIGN ADVERTISING

in Boston Sunday newspapers, the

Boston Sunday Advertiser

FIRST 6 MONTHS OF 1920

Carried	**31.95%**
2nd newspaper	**26.11%**
3rd newspaper	**21.17%**
4th newspaper	**20.77%**
	100.00

In general Foreign Advertising the Sunday Advertiser carried:

22% more lineage than the 2nd paper
51% more lineage than the 3rd paper
54% more lineage than the 4th paper

Gains by classification:

***Auto**	**37%**	***Financial**	**186%**
Classified	**11%**	***Foreign**	**87%**

***Local Retail Store 62%**

***Greater percentage of gain than any other Boston Sunday newspaper.**

Special weekly pages, such as "Business Review," "Industrial," etc., are not considered in compilation of above figures.

BOSTON SUNDAY ADVERTISER
80 Summer Street
Boston, Mass.

Western Representative
WM. H. WILSON
909 Hearst Bldg.
Chicago, Ill.

Member of A. B. C.

Eastern Representative
M. D. HUNTON
1834 Broadway
New York City

Digitized by Google

The Difference Between Distribution and Sales

Big Sales, Widely Scattered Over Remote Districts, Will Wipe Out the Profits Made Nearer Home

By Richard Walsh

A FEW years ago a certain concern, making a line of food products, found itself in a peculiar situation.

Its total sales volume was very satisfactory. It had a good sales force which could and did go out and get the business. Many of the company's salesmen were stockholders in the company. On top of working hard to earn good commissions on their own sales, they were interested in dividends and the increased valuation of their stock.

At the same time, the product, which was highly competitive, had to be in line with prices of other brands. But the manufacturing end of the business was efficiently handled and there did not seem to be much opportunity for cutting costs. At any rate, manufacturing costs were favorable, compared with competing houses.

Still the fact remained that in spite of proper manufacturing costs and splendid volume of business, profits were not what they should be. In spite of the fact that every salesman was doing his utmost and getting big business, one thing or another kept net profits down lower than they ought to be.

Obviously, just getting more business was not the solution. Getting cheaper salesmen would not do the work. But not being satisfied to let it go on the way it was, the stockholders decided to study the situation to see what could be done.

First of all a map was drawn up, showing the entire territory in which the company sold goods. On the face of this map were drawn circles indicating the fifty-cent freight rate, the dollar freight rate, the dollar and a half freight rate and so on. Then the total volume of business was broken down and classified by zones.

The result showed that over half of the total volume of business was done out in the dollar and a half zone and beyond. Inasmuch as the house paid the freight, this was a very heavy item. Obviously, if a larger volume of business could be developed in the fifty-cent and the dollar zones profits would climb.

This was a necessary move, inasmuch as the factory was running up to capacity and the profits were such that the ownership was not interested in building an additional plant.

As is often the case with manufacturing concerns, the business that comes from a distance was regarded as much more satisfactory. There is a glamor about getting business out of another firm's home territory. There is something interesting about developing new business at a great distance.

WHY THE DISTANT FIELDS GAVE BETTER RETURNS

It so happened that most of the firm's best salesmen were on distant territories, while in many of the nearby territories weaker men were placed. This came about in the first place because of the assumption that it is safer to keep a new or weaker man close to the home office rather than send him out where he is far from headquarters. In this particular case this meant that the business in the costly freight zones was developed, while the nearby business was more or less neglected or undeveloped. It is also evident to any man who has handled a factory sales problem that those experienced salesmen got all the concessions for their own territories. When deliveries were behind, these men were able, by

Digitized by Google

constant clamoring to prove to the house that their trade, being in "enemy" territory, had to have exceptionally good service.

One item will illustrate. On this particular number, the freight charge in the first two zones averaged twenty cents. In the farther zones, it averaged nearer forty cents. That meant that the house made twenty cents more on every case sold in the first two zones than in farther zones. Inasmuch as the house sold about 25,000 cases of this item per year, it was easy to find a place to divert the business to get more profits.

With this one item as a starting point, and making use of reports showing the approximate amount of business done in a given territory by all houses as compared to what this particular house was doing, it was possible to prove, at least on paper, that the house could make from fifty to sixty thousand dollars greater net profits by simply diverting a larger part of its efforts from distant to home territory.

If the business at a distance can be had at a price which is in line with profits to be made, that is fine and laudable and shows healthy growth and development. But does it pay to sacrifice fine business near home for the sake of distant markets? Does it pay to overlook the business which might be had within a radius of fifty or a hundred miles from the factory for the sake of business a thousand miles away?

Very often it seems as though the business at a distance were more easily obtainable than orders right at home and it is true that many buyers seem to relish the idea of buying a line made at a distance. But in spite of this fact, the salesman offering a good line, made close to the dealer's place of business, has real talking points which will hold up long after the novelty of buying a line made at a distance wears off.

The dealer who gets his merchandise from a market near his place of business expects service which a factory at a distance cannot give him. And the salesman who emphasizes this over and over is bound to get his point across sooner or later.

TIGHTEN UP THE SERVICE END NEAR HOME

The case of a certain manufacturer comes to mind. He was operating in a territory covering a radius of about a hundred miles from his factory. One day a competitor with a plant some two hundred miles north of him sent salesmen into the territory to the south of the former concern. Its men took with them attractive prices and a line which was new. They got considerable business away from the former concern and the salesmen were inclined to become nervous and write in for some special prices with which to meet the new competition.

But the manufacturer had been through the same thing before. Instead of going into a visible conflict with the new comer or permitting the trade or even his own men to think he was being bothered, he merely tightened up his service. He saw to it that orders from merchants in that territory were filled with exceptional speed. He kept his salesmen going on schedule time but saw to it that every dealer was called on regularly. He told his men to sell at least some kind of an order to every dealer, if only for the purpose of showing the trade by comparison that his service was the better. He had one great underlying advantage, that of being able to get goods by freight to his southern territory a week sooner than the factory further north could do it in. And he knew that if he only kept the customers on his books, even though their orders ran smaller, he would sooner or later have a chance to demonstrate the value of his service.

And it did not take long to accomplish this. For a few times, the trade was inclined to buy from the new house. The new line promised well, it was attractively priced and contained new items the trade had not seen. And so orders came easily. But when dealers began

Digitized by Google

"ASK ROY BARNHILL"

Don't grope your way through the maze of theories regarding TRACTOR and FARM EQUIPMENT Problems of Distribution.

Get the habit of "Asking Barnhill" for facts. Call up

ROY BARNHILL, Inc.
Tel. Madison Sq. 5064
23 East 26th Street
NEW YORK CITY

who will represent us in the future in Eastern Territory.

Get the benefit of Tangible Facts gleaned from our 34 years of close co-operation with Dealers, Distributors and Manufacturers of Tractors and other Farm Equipment.

Ask pointed, specific questions.

FARM MACHINERY AND FARM POWER
FOR DEALERS DISTRIBUTORS MANUFACTURERS

Charter Member Associated Business Papers, Inc.
Individual Member, United States Chamber of Commerce

ST. LOUIS, MO.

"Headquarters for Tractor and Farm Equipment Facts"

Digitized by Google

THE three great Rivers of the North-East Coast of England : :

THE TYNE,
THE WEAR,
THE TEES,

Have never been busier than they are at present.

BUSY as they were during 1915, '16, '17, '18, and '19, they have outdone their previous big records by the immense developments which were made necessary to meet the demands of the world for shipping—both building and freightage—and the many other peace industries for which they are world-famed. New towns are springing up along their banks.

It is this particularly prosperous area—the North-East Coast—on which **"THE NORTHERN ECHO"** concentrates.

No publicity scheme intended to cover this area, or any portion of it, can be complete without the use of **"THE NORTHERN ECHO."**

It has the largest daily sale of any morning paper printed or published on the North-East Coa t.

GUARANTEED DAILY SALES 80,000. . . .

RATES AND FACTS: THE NEWSPAPER HOUSE, 169 & 170, FLEET STREET. LONDON, E.C. 4.

Digitized by Google

to realize that it meant having goods in transit another week or maybe even longer, it realized the disadvantage. And when, with the novelty worn off, it became evident that the new line didn't really have any real superiority over the line made close at home, retailers began to lose interest and one after another they began increasing the orders going to the old house.

As we come into business conditions where more and more it is becoming again a buyers' market, the value of the close at home field becomes constantly more apparent. Competitive prices are becoming more and more a factor. Profits will not remain at just about any figure at which the producer wishes to set them. Wasteful methods of selling and making shipments are gradually being superseded.

A shrewd and careful manufacturer said recently: "I like to develop the home business first. It is true that often the hardest place to get a hearing is in your home town or state but if your merchandise is right and your service is right, the bulk of the evidence is in your favor. If you are as aggressive in your home territory as the other man is, or more so, there is no reason why you should not develop the volume of business to which you are entitled. The man at a distance is under the disadvantage which does not handicap you. The home market belongs to the man who will get it, but it must be patent on the face of it, that the home man, providing his service and what he has to offer are on a par with the more distant concerns, will get, in the end, the bulk of the business, and he can get it and hold it for much less money than is the case with the concern that comes in from a distance. The home manufacturer has a great opportunity which he is oftentimes inclined to ignore, but nevertheless, the best and most profitable business and the business which a house can most thoroughly deserve is the business done inside the lowest possible freight

The Atlanta Journal

Atlanta, Ga.

Gibbs Preserving Company advertising, placed by Green-Lucas Co., occupies commanding space in The Atlanta Journal.

For eighteen consecutive months The Journal has carried over a million lines of advertising a month.

Advertising in The Journal Sells the Goods

Somewhere, in New York City, or vicinity, is the advertising man we're looking for. This Company plans the extension of its advertising activities through an organization of *District* Advertising Managers. The first of these is now to be selected. His headquarters will be in New York and we prefer to consider, at this time, only Eastern men familiar with Eastern conditions. The man selected will work under the personal supervision of Tim Thrift, Advertising Manager. If you are interested in this opportunity, and if you have had sufficient experience to qualify as a well-informed advertising man who knows how to work with others in an organization, write us complete details and send your photograph. Those whose applications receive favorable consideration will be later interviewed in New York by Mr. Thrift. Address—in confidence if desired—

Advertising Department
The American Multigraph Sales Co.
E. 40th Street and Kelly Avenue, Cleveland, Ohio

Digitized by Google

MR. ADVERTISER

Read These Letters Carefully

Then turn to pages 114-115 in this issue of Printers' Ink

WALES ADVERTISING CO.
General Advertising Agency
141 West 36th Street

New York, July 29, 1920.

Faulkner, Inc.,
Washington, D. C.

Gentlemen:

We are just in receipt of a copy of the SPACE BUYERS' REFERENCE LIBRARY.

In looking over the specimen copy I was so impressed with it that I routed it thru our offices for the attention of the executives and department heads.

Quite a number of ideas have been gotten out recently to facilitate the work in the space buying department, and we must say that this is the most comprehensive book containing data for space buyers that we have seen to date.

In fact, we have had to write direct to the publishers on several occasions for information contained in this book, which only reached us after a large expenditure and long delay.

We feel that the SPACE BUYERS' REFERENCE LIBRARY *fills a long needed want in this business.*

Yours very truly,
WALES ADVERTISING CO.,
J. J. VETH, *Business Manager.*

FIELD & FLINT CO.
Successors to
Burt & Packard Co.
"Korrect Shape" Shoes

Brockton, Mass., July 29, 1920.

Mr. L. J. Faulkner,
Faulkner, Inc.,
Washington, D. C.

Dear Mr. Faulkner:

The SPACE BUYERS' REFERENCE LIBRARY *is a most comprehensive compilation of facts and should be of vital interest to all who have national advertising and distribution problems to solve. I congratulate you upon the completeness and the thoroughness with which you have gone about supplying a need that has existed ever since advertising assumed national proportions.*

After carefully examining the specimen volume submitted, I find that you have covered everything and I have no suggestions to make.

I am heartily glad you are receiving such favorable responses from advertising men and agencies throughout the country.

Yours very truly,
TROLAND CLEARE,
Advertising Manager.

SPACE BUYERS' REFERENCE LIBRARY

Pages of dependable facts condensed into periods.

Read Announcement, Pages 114-115

THEN SEND FOR SAMPLE VOLUME

limit. Here we put our best men, our strongest advertising and our most persistent advertising effort."

Cultivating the home field first and covering it thoroughly is, it is true, somewhat prosaic, but in the end it is the business which is safest and most reliable and most profitable.

Employees Help Armour Correct Misrepresentation

Armour and Company, Chicago, have an unusual plan of securing press clippings regarding the company. In a recent issue of their house-organ "The Armour Magazine," on a page of "Inspirational Talk" to employees, there appears the following item:

"Send in Clippings

"Every employee of Armour and Company, wherever he or she may be located, reads the daily papers. Whenever you see anything of importance (not market reports) regarding the company or the packers, clip it out, mark the name of the publication and the date it appeared, and send it to the Publicity Bureau, Chicago.

"It is essential that an accurate check be kept of all public mention made of Armour and Company, so that if a misstatement is made it can be corrected. Do not consider a small item as too trivial, but send it along anyway. The co-operation of all employees in this manner will be invaluable in keeping the records complete and in aiding the work of building good will."

Newsprint Production Increases

The total newsprint production of ninety leading mills of the country for the first six months of 1920 was 759,624 tons, according to a report of the Federal Trade Commission. During a similar period last year seventy-four mills produced 671,041 tons. The report said of this year's production that 597,090 tons was standard newsprint.

Stocks of standard print on hand at the mills June 30 amounted to 20,976 tons, as compared with 20,023 tons last year. Mill stocks of standard newsprint increased during June, although eleven machines in eight mills were partially idle during the month due to lack of labor, breakdowns, lack of coal and pulp shortage.

Radoye Takes on New Duties for Haynes Co.

Gilbert U. Radoye, director of advertising of The Haynes Automobile Company, Kokomo, Ind., has been appointed to the additional position of director of sales promotion. The organization, supervision, and direction of an entirely new department called the sales promotion department will be undertaken immediately by Mr. Radoye.

Digitized by Google

The NEW SUCCESS *adopts* A NEW SIZE

IN order to conserve paper and give our advertisers a larger circulation and **a lower advertising rate per page,** we have decided to change the size of THE NEW SUCCESS, Marden's Magazine, to the old standard magazine size, which is the same as that of Review of Reviews, Popular Mechanics, World's Work, Current Opinion, Harper's, Scribner's, etc.

¶ Effective with the October issue the size of the advertising type page will be 5½″ x 8″. Instead of $400.00 a page as previously announced, the rate will be only $300.00 a page; $150.00 a half page; $75.00 a quarter page; $1.40 a line.

¶ Guaranteed net paid circulation in excess of 100,000 copies monthly. Application for membership in Audit Bureau of Circulations accepted. Forms close 18th of second month preceding date of issue.

¶ In actual returns from keyed copy, figured on the basis of dollar for dollar spent, THE NEW SUCCESS will compare favorably with your best medium. When you want to add a new, live medium to your list, think of THE NEW SUCCESS.

THE LOWREY-MARDEN CORPORATION

CHARLES H. DESGREY, Adv. Mgr.
1133 Broadway, New York, N. Y.
'Phone: Chelsea 5110

Western Representative:
CHARLES H. SHATTUCK,
Peoples Gas Building,
Chicago, Ill.
Harrison 7245.

New England Representative:
FRANK H. BURNS,
Little Building,
Boston, Mass.
Beach 7125.

Digitized by Google

Salt Lake Telegram

PUBLISHING

Afternoon and Sunday Morning

Now the Big Newspaper of the Intermountain Country

TELEGRAM BUYS HERALD CIRCULATION

Closing a career of fifty years, the Salt Lake Herald ceased publication July 19, 1920, selling its circulation to the Salt Lake Evening Telegram.

The Telegram, co-incident with this expansion announces the issuance of a Sunday morning edition.

A member of the A. B. C. and served by the Associated Press, United Press and Universal Service, the Telegram is a flourishing, vigorously active newspaper. With the acquisition of the subscription list just purchased it becomes one of the most widely circulated papers in the West and an advertising medium of exceptional power.

A. L. FISH, General Manager.

Verree and Conklin
Eastern Representatives
New York Chicago Detroit

R. J. Bidwell Co.
Western Representatives
San Francisco

Digitized by Google

Campaign to Lessen Auto Accidents

Safe Roads Federation of Massachusetts Will Use Printed Matter to Spread the Idea of the Need of Caution on the Part of Both Pedestrians and Automobile Drivers

AN organized educational campaign has been started throughout Massachusetts in an effort to prevent accidents caused by reckless driving of automobiles. The work is directed by the Safe Roads Federation of Massachusetts, formed by representatives of civic, insurance and motor organizations who realize the great need of an organized effort to prevent so many accidents. This organization has the co-operation of the State Registrar of Motor Vehicles and the Commissioner of Public Works.

In outlining the plans of the campaign for the publicity committee, James T. Sullivan said: "The annual compilation of fatalities occurring from automobile accidents is appalling—and unnecessary if drivers will only use precaution and cut out speeding and reckless driving. Carefulness will safeguard the individual from accident, instead of putting him in imminent danger of sudden death. A man's car is his pleasure, yet his recklessness may prove fatal to someone else. Reckless driving can be avoided and we are going to make a strenuous effort to stop it.

"In the past the courts have been too lenient and usually a small fine releases the speeder. However, assured co-operation of the strictest enforcement of the law has been given by the court. Revoking of licenses will be the penalty for recklessness and is the backbone of the campaign. This power will be exercised vigorously and promptly by the State Registrars.

"It will be remembered how the railroads, several years ago, undertook to appeal to their own

What Manufacturer, Banking Institution or Export Firm

is willing to invest at least $10,000 per year in the services of a

Real Export Executive?

Advertiser is an American of European extraction, 34 years of age, has had 15 years practical export experience, travelled extensively the United States, Europe and Latin America, speaks English, French, Spanish and German fluently.

At present and for past five years Export Executive of a 50 Million Dollar Manufacturing Corporation, whose export business he established from nothing to five Million Dollars per year, at an average of 500% yearly increase.

Ready to consider an opening in the United States or abroad.

Address "E. R.," Box 50, care of Printers' Ink.

Digitized by Google

Free Lance Men and Women

Agency corporation wants to get in touch with experienced service men, and writers, who now are operating upon a free lance basis.

For men and women writers of the first class—specializing in the automobile, commercial car, motor accessory, motion picture, men's and women's wear, toilet goods, footwear, musical instrument, food product, tobacco, home and office equipment, factory equipment, and other lines of industry—there is production work here requiring the best talent available in America.

And, for work well done, we expect to pay a satisfactory price.

Beginners, and regular agency copy men, kindly save your time, and ours.

Thoroughly trained writers only may fill this very particular need.

Answer by letter to C. S., Box 82, care of Printers' Ink; or, for appointment, telephone Vanderbilt 9178.

employees the 'Safety First' policy. They received a response, both from the public and their employees which rapidly helped in diminishing the great number of accidents."

Publicity is to be used in various forms. Newspapers and magazines will carry the message of safe highways, together with words of caution. Stickers will be used extensively, placed along the highways and at dangerous crossings. Printed matter of diverse nature popularizing and teaching the principles of safe operation of motor vehicles and maintenance of safe highways will be distributed through as many channels as can be found.

There will be moving pictures showing "near accidents," paragraphs advising carefulness, teaching children in school to be careful and bulletins sent to fraternal organizations to post for their members.

Estimates place the yearly cost of the entire work of the Federation at $15,000 for the first year, for the raising of which many offers have been already received from various sources.

In the campaign of education it will be brought out that if pedestrians in the country walk on the left of the road toward traffic they will meet vehicles coming toward them and can see and be seen. Also where drivers have cars with the nautical idea of red and green lights for port and starboard they will be told to change to white as the law provides, for everyone is not an ocean nagivator.

"The people who persistently refuse to try to do anything to stem the glare will be *appealed* to first," said Mr. Sullivan, "and if that has no effect they will be stopped operating cars. The youngsters at the summer resorts who like to show off and think it 'smart' to drive at high speed, shooting in and out of traffic, will be taught a few lessons."

"In brief, the plan is to see if something along lines similar to those used in making the Fourth of July safe and sane cannot be worked out."

Digitized by Google

Selden Motor Trucks

WHEN Selden distribution amounted to but a sprinkling of dealers in the New England States, and annual sales were expressed in terms of thousands of dollars, we undertook, at the invitation of Vice-President H. T. Boulden, the task of building dealer distribution and increasing consumer demand for Selden Trucks.

How well we have performed this task is evidenced by the difference in the range of Selden distribution and volume of sales then and now.

Today there is scarcely a desirable territory in the United States, or in many foreign countries, where Selden Trucks are not represented by the highest type of motor truck distributor. And annual sales today are expressed in the millions of dollars.

We consider it a distinction to have advertised Selden Trucks during this period of their phenomenal success.

THE ADVERTISING AGENCY OF

C. HENRY MASON

ROCHESTER, N. Y., U. S. A.

Digitized by Google

Nebraska's Rolling Acres of Wealth

Over a Billion in Farm Products

The wealth produced on Nebraska farms this year will exceed any previous year in the state's history. The value of all products will undoubtedly exceed ONE BILLION DOLLARS—The greatest wealth production per farm of any state in the Union.

Nebraska presents a fertile field for advertising campaigns.

THE LINCOLN STAR

with its 30,000 net paid non-duplicated circulation intensively covers the richest part of this great state. It covers its territory as no other Nebraska medium can cover it. The Star is dominant in its field.

The Lincoln Star each month carries thousands of inches of LOCAL ADVERTISING in excess of its competitor.

The Lincoln Star each month carries thousands of inches of FOREIGN ADVERTISING in excess of its competitor.

Circulation over 30,000 net paid (last A. B. C.)
Rate 8c per line

THE LINCOLN STAR
NEBRASKA'S BEST NEWSPAPER

Eastern Representatives:
BENJAMIN & KENTNOR CO.,
225 Fifth Ave., New York.

Western Representatives:
THE FORD-PARSONS CO.,
930 Marquette Bldg., Chicago.

Digitized by Google

An American Method of Expansion in Foreign Trade

The Purchase of Boot's Pure Drug Company, Ltd., of London, by the United Drug Company Gives American Company Two Bases for the Development of Its Foreign Business

IN purchasing the Boot's Pure Drug Company, Ltd., of England, with the chain of 627 drug stores operated by that company in Great Britain, the United Drug Company enters upon a larger development of foreign business, and brings its annual volume business to over $100,000,000.

The Boot's company is a manufacturing concern holding four subsidiary concerns and operating a chain of drug stores known as Boot's Cash Chemists in every important community of England and Scotland. It manufactures a very large proportion of its merchandise, and even makes its own store fixtures. Next to the United Drug Company this is the largest manufacturing and retail drug company in the world. It was founded over forty years ago by Sir Jesse Boot.

A new $50,000,000 corporation has been formed, known as Liggett's International Ltd., Inc., in which are consolidated the Boot's company, the United company's Canadian concerns—the United Drug Company, Ltd. and the Louis K. Liggett Company, Ltd. —and its direct branch in Great Britain.

"Our purpose in forming the new corporation," said J. N. Staples, Jr., vice-president and general manager of the United Drug Company, "was to provide a better vehicle for foreign expansion. The purchase of the Boot's concern gave us the opportunity to get into international business in a big way. While we have been established in England for several years and at present have over 1,100 Rexall agents, this new move puts us at least ten years ahead in our development. We expect further expansion in the future, although our plans at present contemplate only the opening of new stores and agencies in Great Britain and an extension of this work to British colonies."

The Boot's company has been a very successful organization but under the new line-up it is expected that great advances will be made. Its stores are the most progressive chemists' shops, as they are called, in Great Britain. These shops have not, however, advanced far along the road of modern methods of merchandising as used by Liggett's here. The ordinary chemist's shop is looked upon in the same way that druggists were in this country thirty or forty years ago—as a place merely for the dispensing of drugs. The range of merchandise is therefore limited. For example, such shops do not carry candy, tobacco and cigars, nor do they have soda fountains. The Boot's chain has made considerable progress in the extension of lines. Many of the stores sell such things as leather goods, and even silverware. They have a large circulating library—the largest in England. Some of the stores have tearooms in conjunction with them.

CHANGES WILL BE GUIDED BY LOCAL CONDITIONS

"We cannot say to what extent we are going to change these conditions," said Mr. Staples, "but we shall proceed cautiously, experimenting to find out what the British public wants. We know from our experience to-day that they will accept candy, because hundreds of our British Rexall agents through our influence are selling this merchandise; and unquestionably this will be one of the lines to go into the Boot's stores. To what extent they will accept the soda fountain only experiment will determine. We will find out as quickly as possible."

Digitized by Google

Intensive methods of merchandising such as are used in this country have not been in vogue in Great Britain. Turnover has been slow, and this will be one of the many objects of study with the new chain. The subject of turnover has been developed to a science by the Liggett organization; and close study of the public taste, elimination of slow moving lines, substitution of active merchandise, will help materially, as it has in other Liggett stores, in making profits from present volume greater.

"Another thing," said Mr. Staples, "upon which we have already started is the development of that co-operative, get-together spirit which has been brought about with our other organizations." As is well known, the United Drug Company stockholders (of whom there are now 10,000), have been very active in the matter of conventions, and as a result have developed a vast knowledge and enthusiasm for Rexall methods.

"It might seem that this sort of thing would not go well with the offish Britisher, but it is proved by conventions of our British agent stockholders which have been held in the past that when brought together they can generate as much enthusiasm as the most democratic American crowd. It is this which has been largely responsible for the 87 per cent increase in the English branch business since the war. By means of these conventions and conferences we shall develop organization spirit and keen interest in our methods and experiments. Undoubtedly this one fact alone will have a large influence on their future."

In the matter of advertising methods, it seems highly probable that progress will be made, "although in this, as in all other things," said Mr. Staples, "we shall proceed with caution, finding out by careful experimentation what the best methods are." The Boot's stores have been aggressive advertisers but their efforts have been somewhat sporadic. In this British business a great advertising opportunity is opened up. With a chain of stores and agents in every nook and cranny, what vistas of possibilities this fact opens up!

An interesting problem is presented in the fact of the new acquisition competing in many cases with the established Rexall agent. "In this," said Mr. Staples, "we shall proceed as we have in the past where the acquisition of other stores has brought us in competition with our own agents. The exclusiveness of a Rexall agency is inviolate. We are guided entirely by his wishes."

In Great Britain the new stores to be opened will be in the larger centers while among the smaller communities exclusive agencies will be placed as is the practice in this country.

FACTORIES WILL BE CONSOLIDATED

The present manufacturing facilities of the United Drug Company in England will be consolidated with the Boot's factories, which it is expected will result in manufacturing economies.

The organization of the new company does not mean that the United Drug Company will be barred from foreign trade, as this will be cultivated either by the United States or England, whichever is most economical. It really gives two bases for the development of foreign business. Extension among British colonies will, however, be carried forward mainly by Liggett's International.

The acquisition of the Boot's stores came about through a trip made by Mr. Liggett to the British Isles last March for the purpose of arranging for new manufactories and to establish further retail stores. Owing to the difficulties of building, getting together machinery, etc., and beyond all else a good organization, he came to the conclusion that many years' time would be gained by acquiring a going concern. Consequently he came back with an option on all the ordinary (common) stock of the Boot's concern and the purchase resulted.

Digitized by Google

Speaking of DISTINCTION—

A small city daily carries

More National Advertising Than Any Other Daily Paper in Iowa!

The

Waterloo Evening Courier

is the paper awarded this honor for the first six months of 1920, according to figures just published by The Advertising Age, of Chicago.

(Moreover, the volume of national advertising carried was even greater than in *any* Iowa paper publishing *seven* days a week, both daily and Sunday, with one exception.)

Waterloo Evening Courier

"Makes National Advertising Pay in Iowa"

Digitized by Google

$1000.00 PRIZE FOR A PRODUCT TO MANUFACTURE

A leading manufacturer of intricate and accurate stampings, screw machine work and mechanisms made therefrom will pay $1000.00 to the person submitting plans for a product to be manufactured, if the product is adopted by the manufacturer.

Do not waste your time submitting plans for products which cannot be manufactured as mentioned above.

No product will be accepted for which the demand is less than $500,000.00 per year.

We now manufacture such articles as electric table-lamps, typewriter parts, talking-machine motors and automobile accessories.

Address C. A., Box 19, care of Printers' Ink.

Digitized by Google

The United Drug Company will control the International corporation. Its officers are those of the affiliated interests. L. K. Liggett is chairman; George M. Gales, president of the L. K. Liggett Company (operating the U. S. retail stores), is president also of the International. Vice-presidents are: Sir Jesse Boot, chairman of the Boot's company; J. J. Allen, president of the Canadian Liggett Company; and J. N. Staples, Jr., vice-president and general manager of the United Drug Company (United States).

Total annual sales of Liggett's International at present amount to $37,000,000. The Boot's stores alone have had an annual volume of over $30,000,000. Approximately £900,000 was paid for the trade marks and good-will of the Boot's organization.

Advertisers Summarize Six-Months' Business

The net income of the Willys-Overland Company and subsidiary companies for the six months ended June 30, after deducting charges and federal taxes, was $6,622,758. The net earnings for the entire year 1919 were $6,808,737.

The B. F. Goodrich Company reports net profits after all charges, but before providing for federal taxes, of approximately $7,600,000 for the first six months of this year. This compares with $7,700,000 in the same period of 1919.

Net sales of Montgomery Ward & Company for the first half of this year were $53,113,007—a gain of 33.66 per cent. Profits during this period increased over those of last year by a ratio greater than the sales gain.

To Advertise Royale Hair Nets

The A. W. Spitz Company, New York, has placed the advertising of Royale Hair Nets with the Arthur Rosenberg Co. Advertising and Printing Service, Inc., New York. The first year's advertising will be confined to trade papers and local newspaper campaigns in certain sections.

Case Advertising Through McJunkin

All the advertising on the farm implements made by the J. I. Case Plow Works Company, Racine, Wis., and on the Wallis tractor has been placed in the hands of the McJunkin Advertising Company, Chicago.

Sales Manager Wanted

by old established house manufacturing one of the best-known Nationally advertised furniture specialties in the world. (Sales over $1,000,000.00 annually—with 20 salesmen.)

The man we want is fairly young; he has ginger and brains as well. He knows the value of National advertising and has been trained to sell it, as well as merchandise, to the retail dealer. He can take bright young men and train them to sell by proven methods. He can route them and guide them and build them into efficient salesmen.

All this, in addition to being able to learn our product and conduct a mail sales campaign, is necessary. Mail sales and securing dealer's co-operation with our advertising, under present sales manager, is the first job—then the sales managership when you are found worthy.

A young man experienced in training and handling salesmen for a Nationally advertised specialty can start at a reasonable salary and get a better one when he demonstrates his worth.

If you don't know how to "sell" the dealer on National advertising, you are not the man.

If you are actually qualified as outlined above, tell us about it and an interview will be arranged at your convenience.

Address B. R., Box 73, care of Printers' Ink.

Digitized by Google

Sales Manager

wanted by very large, fast growing, old established and well rated textile manufacturer with an international business founded on values, service and square dealing.

Requirements: Age 30-45. Employed at present. Spotless personal and business reputation. Knowledge of textiles desirable but not essential.

Good salary—Permanent position. Prompt and substantial recognition of accomplishment. A busy but pleasant environment. A large measure of authority and full opportunity for initiative and ability.

All replies handled personally by head of corporation and treated in strictest confidence. Letters returned if stamped envelope is enclosed. No reference consulted unless by written permission and only after interview.

Address "J. G.," Box 86, care of Printers' Ink.

A Declining Commodity Market

(*Continued from page 10*)

When, however, profits get narrower, or turn actually to losses, time will be profitably spent that goes to searching out and stopping up the leaks that let out pennies. As in all things, some men will be slow to see the need. Accustomed to big business done in a care-free, big way, they will sneer at penny pinching. That type may see the money run out as rapidly as it formerly flowed in.

The wastes which are really big in themselves are, of course, quite apparent and easily caught. The less obvious ones often, however, amount to considerable in the aggregate. The packing industry —while trite as an example—is truly one in which the profit would disappear if the most unpromising wastes—wastes which most of us consider garbage—were not scrupulously saved.

The waste of labor is a subject we have become tired hearing of and experiencing. Blamed usually upon the orneryness of the workman, it is often due to the lack of skill of the management. Be that as it may, signs are that men are beginning to nurse their jobs and give more for their day's pay. Three employers in a week have told me that for the first time in years they find queues of men waiting at the factory gates these mornings and that those inside the plant show a willingness to extend themselves.

None but the most short-sighted looks to the bread-line to cure labor unrest, but undoubtedly a measure of industrial depression will chasten the unruly and stimulate the man who is inclined to soldier.

The farseeing employer will make the most of this normal, healthy frame of mind by offering wage incentives which stimulate production, and so reduce costs. He will find them more readily accepted by the workman than they have been. But let us hope that the employer will not

Digitized by Google

We Want to Buy a Trade Publication

We are desirous of getting in touch with publishers of trade and class publications, whether they be magazines or directories, who would be interesred in selling their properties. It is highly desirable that we have complete information, regarding the publication, submitted at the start of the correspondence. This advertisement is published by a firm of the highest repute, that will guard very carefully the confidential information which must necessarily comprise part of any reply.

Address, **M. B., Box 84**
Printers' Ink

Digitized by Google

ANNOUNCING

the advent of a business journal devoted to the establishment of correct merchandising methods in the Tractor, Tractor-Drawn Implement, Power-Farming Field. This publication will be known as the

FARM-POWER Merchandiser

For Manufacturers, Distributers and Dealers

FRED M. LOOMIS for over forty years connected with the Tractor and Implement Field—well known to Manufacturers, Dealers and Farmers—for several years past Tractor Editor of The Class Journal Company publications, MOTOR AGE, MOTOR WORLD and AUTOMOTIVE INDUSTRIES—is Directing-Editor of FARM-POWER MERCHANDISER.

ALLEN SINSHEIMER for five years one of the Editors on the staff of The Class Journal Company, publishers of MOTOR AGE, AUTOMOTIVE INDUSTRIES, MOTOR WORLD and the COMMERCIAL VEHICLE, and now Editor of PAPER, another publication owned by William B. Curtis, will act as Consulting-Editor of FARM-POWER MERCHANDISER.

FRANK W. MAAS formerly with POWER FARMING and later for several years representing the IMPLEMENT & TRACTOR TRADE JOURNAL, and now Vice-President of the Curtis Business Papers, Inc., is Western Manager of FARM-POWER MERCHANDISER, with offices in the Mallers Building, Chicago.

ARTHUR J. McELHONE for the past four years Special Service Representative and later Publicity Manager of The Class Journal Company (publishing AUTOMOTIVE INDUSTRIES, MOTOR AGE, MOTOR WORLD and five other magazines), is Business Manager of FARM-POWER MERCHANDISER.

This publication will reach distributors and progressive dealers throughout the United States, and will be read from the start by the large number of those in the trade and industry who have been readers of Mr. Loomis' articles which have dealt with the Tractor Field in a way and with a knowledge not to be found elsewhere.

FARM-POWER MERCHANDISER will be published by the

CURTIS BUSINESS PAPERS, Inc.

Publishers

Farm-Power Merchandiser | Tractor and Implement Exporter | Farm-Light and Power

471 FOURTH AVENUE, NEW YORK

CHICAGO OFFICE: 1105 Mallers Building Frank W. Maas, Western Manager

Digitized by Google

force his advantage; let him remember the chastening *he* has received in the past four years, and so while he has the upper hand lay a foundation of good will with his men.

So when prices decline, it is necessary to keep up a close grip on all phases of the business, in order to catch and stop the leaks—large and small—quickly. The manufacturer and the retailer, and every one in between, should have an accurate method of watching all phases and elements of costs, to use—not as a history of the business—but as the instrument board in a power plant which shows what is happening as it happens.

COST SYSTEM STUDY PAYS

Properly designed, the cost system can be made to show the day-to-day fluctuations in efficiency in each department. It can be made to give a profit and loss statement monthly by lines of product or by departments. With such information the executive can judge of the correctness of his policies, and if need be, change them in time to prevent serious loss. I know the president of one large concern who regularly takes his costs sheets home, and after an evening's study effectively turns bad shop practices out to air the next day. This man has discontinued making thirteen out of twenty-two lines he formerly thought profitable because he found they were really made at a loss. Two of the remaining nine he will sell only in large quantities, and two he will sell only in conjunction with orders for other more profitable items. He makes on a smaller total gross of sales four times the net profit he made before he became a cost fan. That is not unusual for the man who has a good cost system and who studies his figures intelligently. Accurate costs are the best guide in times of narrow profits.

While, as I have said, I do not prophesy a prolonged and severe business depression, any period of declining commodity prices is bound to bring more or less of

Canadian Factory Site—

THE American Manufacturer who sees these two-fold advantages of a branch factory in Canada: (1) Avoidance of paying heavy taxes to be placed on American products exported to Canada; (2) Preferential treatment in export trade with all of the British Empire,

—and wants a Canadian Factory, can find the right site in Smith Falls, Ontario, midway between Montreal and Toronto.

Three or more acres of land, one half mile from the Canadian Pacific and Canadian National Railways' main lines, are offered on easy terms at an exceedingly low price—or in exchange for stock in the American Company.

Cheap and unlimited hydro-electric power—Navigable river—Good dairy section—Plenty of land for housing—Good labor conditions—Town authorities will make concessions—Spur sidings will be run if shipping warrants.

An agricultural implement factory and a malleable iron company have been at Smith Falls for some time. Want more details? Then write:

HARWOOD McKIMM
Smith Falls, Canada

Digitized by Google

Is There a New York Manufacturer Who Requires An

ADVERTISING MANAGER

able to

(1) give his consumer advertising efficient supervision

(2) provide the plan and the material for making the dealer and his clerks salesmen instead of order-takers for the advertised goods

(3) execute trade magazine and direct-mail campaigns which bring results

(4) discover new uses and markets for his products

(5) find the means for making his products more serviceable

(6) co-ordinate his printed with his personal selling

(7) sell the advertising campaign to his organization

(8) give the advertising agency the fullest co-operation and, on the other hand, secure from it the utmost in service?

I am doing these things now for a leading national advertiser, and New York, to which circumstances compel me to return, is not so far away that I would not be glad to call in person if you are interested.

A. B., Box 83, care of Printers' Ink

This Frog Has Grown As Large As He Can In A Small Puddle!

Yet it's a pleasant puddle, and many people advise him to "swim around" a while longer. But he has several good reasons for wanting to make "the jump."

(1) A recently acquired wife.

(2) The desire to work on accounts of national importance.

(3) A realization of the opportunity for self development afforded through association with advertising executives of broader vision and greater accomplishment.

Eight years' experience as copywriter, layout man, visualizer, art buyer and point of contact. Now production manager for a small agency in a large Eastern city. Age 26. Present salary $4400.

Address E. B., Box 80, care PRINTERS' INK.

an industrial depression. But they, like a "morning after," are not without value. They stimulate the business man to examine his business, to search out the extravagant, inefficient methods, and to stop the wastes.

Since orders are usually slacker and the plant not so active he is able to get away from the close attention to the details of getting production and give thought to the broader problems that he has neglected. And the lessened activity gives him time to install the better methods of control and production which his examination has shown are needed.

So a declining commodity market is not an unmixed curse. Without it wastes would go on and grow which might ultimately swamp the business. If the business man is quick to sense the change in market conditions and, what is less common, equally quick to throw in the reverse and meet the new conditions, he will find that financing his business is not difficult. "Go short of commodities and long of money" is the fundamental economic law for such times. Aside from this, all he has to do is to manage his business as he did six or seven years ago, if he remembers how he did it that long ago.

Accessory Men Discuss Advertising Problems

The Advertising Managers Council of the Motor and Accessory Manufacturers Association held a two-day convention at Bedford, Pa., recently. One of the papers read was that by J. C. McQuiston, which discussed "Accessory Advertising as a Help in Selling the Complete Car." This paper showed the need for close co-operation between the passenger automobile and truck manufacturer on the one hand, and the parts and accessories manufacturers on the other, in making public the basic importance of the constituent units and equipment of the complete vehicle.

H. E. Wade Is Advertising Manager

H. E. Wade, associate editor of *Adventure*, published by the Ridgway Publishing Company, New York, has been appointed advertising manager of the Whitlock Cordage Company, New York.

Digitized by Google

Opening for Two Sales Executives

The Mennen Company of Newark, N. J., manufacturers of Talcums, Shaving Cream, Dentifrice, Kora-Konia, etc., is reorganizing and enlarging its executive sales staff. There are openings for two capable men who have had plenty of experience in actually selling merchandise and in the organization of sales work. This experience must be of the personal variety and not the kind that is acquired through reading about what others have done.

They must not be too old to adapt themselves quickly to new conditions and ideas; nor too young to have sound judgment and resourcefulness.

These men will have positions of authority and plenty of responsibility and the future of the positions depends solely upon the extent to which they are developed by the occupants.

The pay will be based upon the man's present demonstrated worth and will be automatically increased in accordance with his productive ability. This means that he will have to earn what he gets by hard, intelligent work, and we prefer only those who can earn an increased pay each year. A man who has not trained himself to get value out of every hour of his work won't satisfy the requirements.

Satisfactory references from present employers will be essential. Make application only by letter, giving full data. No advertising agency solicitations desired.

THE MENNEN COMPANY
NEWARK, N.J. U.S.A.

Digitized by Google

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31 bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year. $1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, $100; half page, $50; quarter page, $25; one inch, minimum $7.70. Classified 55 cents a line, Minimum order $2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:
C. P. Russell — Albert E. Haase
Roland Cole — C. H. Claudy

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, AUGUST 5, 1920

The Small Appropriation

"The small appropriation," said a prominent agency man the other day, "is coming back for more attention. A few years ago in the agency business ten and fifteen thousand dollar appropriations were welcomed with open arms. During the last year I have noticed a tendency to dodge them on the part of certain agency men and it hasn't always seemed good to me. I think you are going to see more and more attention paid to them in the near future."

It is undoubtedly true that as we get out of the seller's market into the buyer's market again and the question of sales becomes more prominent than before, a reflex will be felt in the way the small appropriation is considered. For if advertising had never taken the small appropriation many of the dominating firms in industry to-day would still be small. And the small appropriation can do a whole lot for the manufacturer who only has a limited amount of money to spend. A prominent manufacturer stated recently that while the amount of money he planned to use was very small indeed, it meant a great deal to him at the time and he was not going to let it get away without a struggle. He first planned the line carefully and then planned the advertising with equal care. And then he did what had the most to do with making his little campaign a success: he read and reread his own advertising and made sure that the organization could back it up. He made strong claims and then made sure that his whole force was living up to each claim before the copy was run.

"Oftentimes," he says, "I have felt that even if nobody read our advertising, it would have paid. In fact, the copy was so small and appeared so infrequently that sometimes I wonder if one out of a thousand people who took the papers even saw our ads, but they paid us. Maybe the advertising paid indirectly. Maybe it paid most through the fact that we ourselves read every word of it and lived up to it."

The old adage of hitching your wagon to a star seems to be well borne out by this manufacturer's statement. It points out that it nobody in the world read the advertising but the organization itself, it would have paid, and there is a real thought back of this idea. The morale of a sales organization is a vital thing in the success of a campaign and too often even in the larger appropriations are not sufficiently considered. The small appropriation is coming back to its own and it will do a whole

Digitized by Google

lot of good in building up organization morale. The agent who keeps this fact in mind will have a new argument to offer to the manufacturer who is not going to spend a great deal of money, but has a really sincere idea to live up to every claim he makes.

Advertising and Excess Baggage Increases

A buyer's desire to see a sample diminishes in proportion as the article is known to him through advertising. Increased advertising, therefore, offers itself as a practical method of reducing the number of samples that salesmen have to carry with them on the road.

This is important in view of the recent increase in the rates on excess baggage to 20 per cent over the present schedule.

Unquestionably salesmen's trunks make up a very considerable proportion of excess baggage traffic. For a number of years manufacturers have been giving serious attention to the problem of lightening the sample trunks of their salesmen. PRINTERS' INK has told the history of the movement and has described many of the economies that have been effected. Photographs have been substituted for actual samples to a large extent in several lines. The number of trunks carried by many salesmen has been reduced from 25 per cent to 50 per cent with no appreciable loss in sales efficiency. Indeed, the reduced quantity of excess baggage has resulted in increased sales in most recorded instances because of the ability of the salesmen to make quicker time from town to town and the lightening of the physical labor involved.

The proposed increase of 20 per cent on excess baggage will amount to more than half as much as is expected from the increase in passenger rates.

It will increase considerably the expense of traveling, thus adding to the cost of selling goods. It, therefore, behooves manufacturers to see if they cannot further tighten up their selling expenses. Let them once again go over their samples for the purpose of working out still further economies in the quantity and variety of samples carried and the substitution of many of them by photograph.

But even more important than that is to bring advertising into play to the full extent of its possibilities to help salesmen make better use of their time and efforts. Advertising always lightens the selling burden. When the cost of traveling goes up, let advertising take the place of some of the unnecessary traveling your sales force has been doing in the past.

Farm Finances and Advertising

Advertising men who have been made to realize how tremendously important is the farm, as the maker of new advertising accounts, should be interested in the present situation facing the farmer in regard to finance.

The agency man and representative have had proved to them time and time again that a farmer who turns out better cattle, pickles or honey than his neighbors can build up a national market and a national name through consistent, continuous advertising. In the same manner the great farm associations and groups of growers that have advertised co-operatively have added a great deal in revenue to the total advertising appropriations of the year. There would be more of such accounts if the farmers were better financed. All business expansion, of course, is first of all founded upon sound finance.

In the past the farmer has usually not been well financed. The proper credit facilities have not been offered to him as they have been to men in other lines of business often far less important to the welfare of the country. Those facilities that were open to him in most cases cost him entirely too much. The Federal Farm Loan Act, of course, has done a great deal to help the farmer get his financing on a

Digitized by Google

better basis. At the present time, however, action by a group of mortgage bankers has done a great deal to minimize the value of the Federal Act. Inspired propaganda against it and attempts to destroy its potency should be fought by publishers and advertising men whenever possible.

Surely the farmer has enough troubles facing him at the present time without the extra handicap of not being able to get proper credit facilities which were intended for him by this special act. "Who is going to work this farm after I am gone?" has become a question of such national importance that business men in every line of work should consider how they can help answer it. They can do a whole lot by making it possible for young men to buy farms and helping the farmer get credit.

This is a part of the farmer's fight which touches advertising men particularly, and he will help when its importance is realized. The farm is the great untapped reservoir for future advertising appropriations, and the source of raw material for most advertisers. Credit for the farmer is thus a thing which touches every advertising man vitally.

Advertisers Don't Wait for Buyers

A prominent New York paper in commenting on the closing of the American Woolen Company makes the following wise statement:

"The manufacturing plants are waiting for the hundreds of thousands of merchants in the country to call for the goods, but they do not call for them."

We wonder if the editor who constructed this gem has ever sold goods or has ever been in the sales or advertising department of a big organization. We wonder whether he has ever considered what would happen to the National Biscuit Company, The Willys-Overland Company, or Hart Schaffner & Marx, to name three industries in three widely diversed lines, if they waited for merchants or the public to "call for the goods." The trouble with the American Woolen Company and many other concerns is that they have never made a consistent continuous effort to dispose of their alleged surplus by modern merchandising methods. In this day, Mr. Editor, merchants or the public do not drive up to manufacturing plants, and try to take goods away from people who have manufactured them without due regard for the market, and forgetting that tremendous, intangible, important sales stimulant known as good will.

Britain Advertises, to Pay U. S.

Money invested now by the British public in British Savings Certificates, the idea of which was adopted by the United States for our War Savings Stamps, will be used to help liquidate England's share of the Anglo-French loan of £100,000,000 in this country, which matures October 15. Display advertisements in newspapers are being used to speed up sales of Savings Certificates, with this end in view. One advertisement which is getting wide circulation says:

"In 1915 we borrowed jointly with France £100,000,000 in the United States. The loan falls due October next. It has been decided that the whole of the money raised during the next three months by the sale of Savings Certificates shall be devoted to paying off this country's share of the loan.

"The repayment of this debt will assist to rectify the present adverse American exchange. It will help to reduce prices of all the essential commodities which we import from the U. S. A. It will be a striking proof to the world of Britain's power of recovery after the war. By paying the loan in this way the country will owe this money to you and your fellow citizens. Interest on it will go to you instead of to America; in the words of the Prime Minister, 'Let us keep the debt in the family.'"

Baltic Steamship Corporation Appoints Agency

The Baltic Steamship Corporation of America has placed its advertising in the hands of The Martin V. Kelley Company, to be handled through the New York office.

Dart Is Art Department Manager

Harry Grant Dart has been made manager of the art department of The Amsden Studios, Cleveland.

Digitized by Google

Making Trade Paper Advertising Live

By WILLIAM H. RANKIN, *President The Wm. H. Rankin Co., New York and Chicago*

OUR motto is, "The customer's interest first, last and all the time." We believe that the customer deserves to have his trade paper advertising as *live* as his consumer copy. All advertising companies will agree to this in theory, but *we* practice what we preach. This is our idea of complete service. For cases in point

READ THESE LETTERS

This from Wm. H. King, of the Engineering and Mining Journal. He refers to the Diamond Rubber Co., Inc., hose advertisement.

"I have just finished going over my June 5th copy of Engineering and Mining Journal, and I simply can't help writing you this brief note. I think your Diamond back cover in this issue is a real gem—a genuine masterpiece. It carries with it a great dignity, and it has strength and vigor galore. Truly, you are to be congratulated."

This one from The Plumbers Trade Journal to Mr. C. B. Irish, of the Leader Iron Works, whose advertising we do.

"We certainly want to compliment your house upon the splendid line of advertising which you have been carrying in The Plumbers Trade Journal. We consider copy of this sort a decided asset to our magazine."

It is this sort of work—breathing vital thinking, faithful down to the last detail, that makes our trade paper advertising live. No detail of our service is perfunctory. The following advertisers have learned to expect this complete co-operation from us.

The B. F. Goodrich Rubber Co.
Kellogg Toasted Corn Flake Co.
The Haynes Automobile Co.
Cheney Talking Machine Co.
The Pelman Institute of America
Root & Van Dervoort Engineering Co.
Marshall Field & Co. Mead Cycle Co.
Apex Appliance Co. Grinnell Gloves
Leader Iron Works Wilson & Co.
Hartmann Trunk Co. Monroe Clothes
Starr Piano Company Steger & Sons

If you are looking for *advertising* that measures up 100% with your ideas, call, write or wire us. We do no personal soliciting. We call on invitation and put you under no obligation. Just tell us when and where we will talk. Either your offices or ours.

"Brass Tacks," a booklet telling the story "Seeing ourselves as others see us," by Thos. Bolton, of W. S. Crawford, Ltd., London, sent on request.

Wm. H. Rankin Company

WILLIAM H. RANKIN, President
WILBUR D. NESBIT, 1st Vice-Pres. H. A. GROTH, Treasurer
ROBT. E. RINEHART, 2nd Vice-Pres. MYRON C. PERLEY, Secretary

Associated with Chas. F. Higham, Ltd., London, England

50 Madison Ave., New York • 104 So. Michigan Ave., Chicago

WASHINGTON • LOS ANGELES • SAN FRANCISCO
Imperial House, Kingsway, London

Digitized by Google

British Are Buying Paper Suits from Germany

Large quantities of paper suits made in Germany, it is said, are being displayed by a British firm of importers at its shop in London.

These ready-made suits are cut to English styles and are said to be of the very best class of paper texture, and are being retailed at from $8 to $40 a suit. Last month 40,000 of these suits were imported by a firm of transport agents from Germany via Holland, and another consignment of 5,000 is on the way. Further consignments are expected to arrive at frequent intervals.

The agents who are dealing in these suits state that by buying under the present rate of exchange it is possible for a man to purchase a new suit once a week, and that over a period of twelve months the entire cost would be less than the price of one single English suit.

Chinese City Walls Fall Before Trolley Car

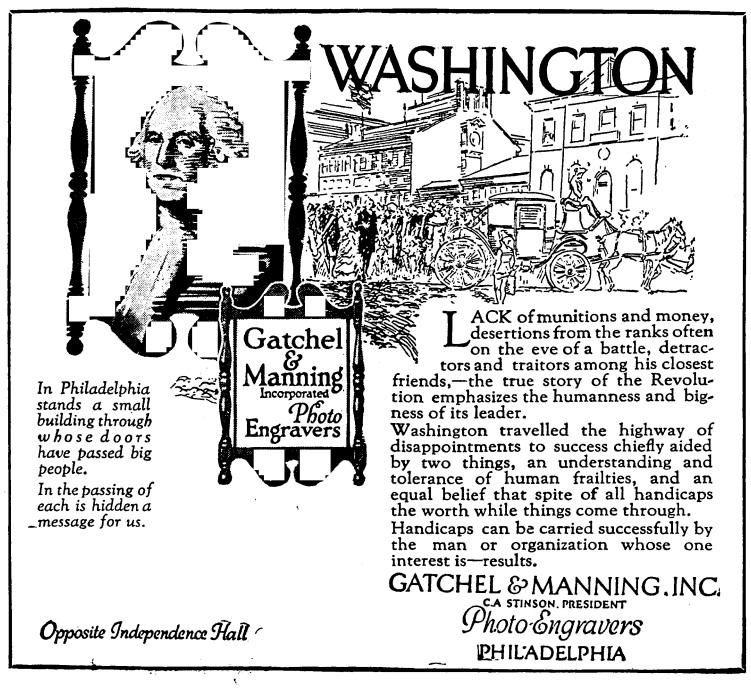
The most recent sign of progress in Canton is the removal of the city wall, says the Toronto *Globe*, making, where the wall formerly stood a wide road, on which before long an electric railway will be in operation.

There are two enclosures which have been known as the Old City and the New City. The first dates back to 2000 B.C., and the wall about it was built in the eleventh century, A.D. The New City was enclosed by a wall in 1568. A very large part of the population, however, live outside the walls in the western, southern and eastern suburbs. These suburbs are as closely built up as the city proper, and the casual visitor would hardly note when he passed from the suburb to the city unless his attention was called to the gateway in the wall as he went through.

The width of the new street is from eighty to one hundred feet, and some 3,500 houses have had to be condemned. Even the great Confucian temple has been demolished and its extra land sold at auction. Naturally there has been strong opposition. All corners have been designed on a 50-foot radius so as to permit cars "to turn the corner" without "turning over." Existing bridges and culverts are, of course, being replaced by new structures. The tramway franchise has been sold to a local Chinese company for $1,000,000 silver, payable in five instalments, and a loan of half a million dollars to the municipality.

Truck Association Appoints Agency

The Motor Truck Manufacturers' Association, with headquarters in Chicago, has placed its advertising account with The Akron Advertising Agency Company of Akron, Ohio.



Digitized by Google

The South Bend Tribune.

ANNOUNCES THE APPOINTMENT OF

STORY, BROOKS & FINLEY, INC.

AS NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK OFFICE:
200 FIFTH AVE.

CHICAGO OFFICE:
PEOPLES GAS BLDG.

PHILADELPHIA OFFICE:
COLONIAL TRUST BUILDING

SOUTH BEND, IND. JULY 15, 1920

BOOKBINDING

Printing and Binding of School Books and Edition Work in Large Quantities our Specialty Correspondence Solicited.

International Textbook Press
SCRANTON, PA.

We are fully equipped for High-Grade Catalogue and Three- and Four-Color

PROCESS WORK

Digitized by Google

The Little Schoolmaster's Classroom

TO mention the word guarantee to some manufacturers is equivalent to calling the attention of a peacock to its feet. It takes the joy out of life. In a great many lines of business, however, guarantees have become dead letters. Either the customer has come to learn that a guarantee is unnecessary or the guarantee does not mean anything. Putting a quartette of clever lawyers to work on a guarantee so that it makes a noise like a promise, has almost disappeared as a favorite pastime.

The most insidious form of guarantee is the one that looks all right, and reads all right, and feels all right, yet somehow cannot be put to work. The customer takes it to the dealer and the latter says that is the first he has heard about it and perhaps you had better write the firm. Anything as mild as writing a letter to an impersonal firm in a distant city is a poor substitute for a nice fresh box of candy to-day, now, this very minute, to take the place of the one you have in your hand and cannot eat because it is stale. If the consumer is true to his primeval instincts at this juncture, he will probably lay the candy on the dealer's counter, push it violently in his direction, tell him to eat it himself, and express the hope that it may choke him.

Candy manufacturers invariably guarantee their package goods. It is quite a common trade practice. Purchasers of package candy are accustomed to finding the little guarantee slip in the box. The guarantee of Stephen F. Whitman & Son, Inc., of Philadelphia, is unusual in many respects. It is far from being a perfunctory declaration that "this package was in good condition when it left our factory," or other wording with no offer of relief in it. It is, on the other hand, very explicit and painstaking and leaves little to the imagination of the purchaser. It will bear analysis:

"If for any reason this package does not give entire satisfaction, we respectfully urge you to return it to the agency where it was purchased. Our agent is authorized to adjust complaints either by an exchange or refund. If more convenient mail an unsatisfactory package direct to us and we shall be glad to adjust any complaints and pay the carriage charges both ways.

"Even though packed and handled with the utmost care chocolates will deteriorate quickly if over-heated. On the other hand, if kept under favorable conditions both chocolates and fondants improve in flavor and consistency. We welcome criticism and suggestions."

When a guarantee has the temerity to say "entire satisfaction," and does not lay down any qualifying conditions, but says "we will pay the carriage charges both ways," in the Schoolmaster's opinion it does about everything a guarantee can do without becoming a free coupon for another package.

* * *

The Schoolmaster has been examining a large list of employees' magazines of late, magazines, gotten up in a very handsome manner, for the consumption of the men who work in large plants—the laborers.

And the tendency is strong to tell the men of the human side of human effort and the things the manufacturer is doing to make labor less irksome. One great shoe factory devoted an entire issue to a résumé of a factory outing. A photographer was sent out on this picnic and snapshots were taken of the men on the baseball diamond, the girls spreading the lunch, all sorts of games, the trip home, etc. The demand for the issue was exceptionally large—and eager.

Digitized by Google

THOMAS L. MASSON, Managing Editor of *Life*, pokes fun at psychology in advertising,

"Lift it into the realm of advertising," replied Caleb V. Splinters, a crafty smile illuminating his cheerful countenance. "Unless my reflexes are all wrong, and I went over them with a monkey-wrench only this morning, it is in this realm of advertising that we can do our big work."

Read it and 25 other helpful articles—

in August

Printers' Ink Monthly

Final advertising forms for September will be closed August 24th

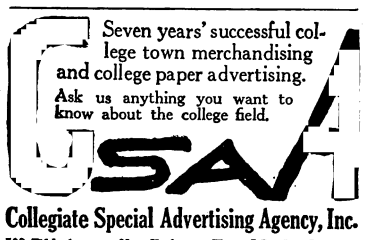
Digitized by Google

More Than 3,000 Clothing and Dry Goods Merchants
in the Philadelphia territory subscribe to the
RETAIL LEDGER
Twice a Month ; Sub. $1.00 a Year

BAD DEBTS AND FEDERAL TAXES
Bad debts play an important part in computing your Federal taxes. We have prepared an interesting letter on the subject, which is sent upon request to those interested.
AMERICAN ADJUSTMENT CO.,
406 World Building, New York City

ARTISTS WANTED
Several strictly first-class mechanical photo-retouchers.
ADDA & KUENSTLER STUDIOS
37 East 28th Street New York City

Attention!
Agencies and Publishers
If you can use 3 specialist artist, it would be to your advantage to communicate with one; that is, if you have space to sublet and need art service in return. Address "L. C.," Box 85, Printers' Ink.



Collegiate Special Advertising Agency, Inc.
503 Fifth Avenue, New York *Established 1913*
Chicago Office:—110 So. Wabash Avenue

Plans of many kinds are being tried to make the men see the light, that the plant is not a Goliath, a grinder of souls, and the house publication appears to be the easiest, quickest and most subtle method.

Word comes to the Schoolmaster from Middletown, Ohio, that employees of the Westinghouse Lamp Company there have been favored with quite the most novel idea of all, to better the spirit between the institution and its workers.

"To promote good feeling among the men" is the reason for this innovation.

Each weekday a luncheon is given for one of the departments, and these are held in the company's commodious factory dining rooms. But here is the startling added incentive to attend. During the luncheons a cabaret entertainment is featured.

There is singing and dancing and "feature acts" with professionals called in for the purpose, or some employee who knows how, as a side line. Then workmen themselves give little informal talks on subjects in turn that "are of interest to employer and employee alike."

Let jazz be on the air and joy unconfined. The day of the noontime luncheon cabaret at the factory is now in vogue.

* * *

It is seldom that chain-store managements overlook anything in the running of their business that is at all valuable. The Schoolmaster, while on a "constitutional" downtown late one afternoon, noticed something, however, which appealed to him as worthy of universal adoption. It was a five and ten cent store—closed for the day—but on each of the two entrances hung small signs reading "In case of emergency, please notify . . ." and then followed the name, address and telephone number of the manager and his assistant.

The value of this idea is evident. Except in residential sections, where the manager is often the owner of the store and lives on the premises, those who run

Digitized by Google

retail stores probably live some distance from their places of business. This is especially true in the case of chain stores, which are usually situated in business sections.

It is of course possible that any particular store may never be in danger—but it *might*. And when the emergency *does* come, some clue as to the whereabouts of those who have the right to know of danger will help in bringing them to the spot. One who is well acquainted with the situation can nearly always save the most valuable things, and reduce loss.

* * *

A member of the Class tells the Schoolmaster of a profitable business in a side line which is being conducted without the aid of a salesman.

Alongside of the State road just outside of New Milford, Conn., a farmer has placed a vegetable stand to attract the many auto tourists that pass. There is no one to watch this stand and it is far from the house.

Assistant to Advertising Manager

If you have an engaging personality, ambition, experience in the detail of conducting an advertising department and inclination to reside in a live little Michigan city, we have an attractive opportunity for your consideration.

Advertiser is one of the leading and most rapidly growing automobile manufacturers and the requirements of the position call for a live "comer."

The position will pay $3,000 at the outset with the future in your own hands.

Sell yourself in your letter by giving complete facts and references with photograph if possible.

Address A. P., Box 81, care PRINTERS' INK.

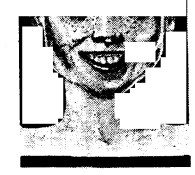
WORLD SALESMAN
A Monthly Journal of International Trade
Reaches manufacturers, importers, wholesalers, contractors; mining, plantation, estate managers; all over the world. Business executives exclusively. Sample copy 10c.
182 West 4th St., New York

The MILL EDITION of
Concrete
New Telegraph Bldg. Detroit, Mich.
—reaches every cement mill in America and most of those abroad
—and the larger lime plants
—*no waste circulation.*

Office Appliances
The one journal which covers the field of office equipment
More than 315 manufacturers making use of every issue. Send 25 cents for sample copy.
417 So. Dearborn St., Chicago
New York Adv. Office, 508 Tribune Bldg.

POSTAGE
The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. $1; 1 year $2.
POSTAGE 18 East 18th St., New York City

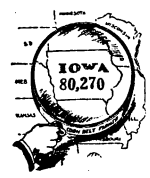
The MAILBAG
A Journal of Direct-Mail Advertising
The DIRECT-MAIL "HOW"
is answered in this monthly journal of direct-mail advertising. Articles from those who have had practical experience with letters, booklets, circulars, enclosures, house organs etc. How to Write Letters that Win; How to Collect Money by Mail; How to Conduct a Real Follow-Up; How to Use Mail Salesmen --these and similar subjects covered. If you want to keep abreast of the latest in direct-mail work--if you want the biggest dollar's worth you ever bought, send your subscription NOW.
$1.00 a year
MAILBAG PUBLISHING CO.
1806 E. 40th St. Cleveland, Ohio



NO!
FOR SUNNY, IRRESISTIBLE COPY—SEE
LaPorte & Austin
ADVERTISING & MARKETING
NEW YORK

Digitized by Google

A Thompson Colorgram
brought 7% greater returns than the most sanguine anticipation of its users
GEORGE SETON THOMPSON CO.
608 So. Dearborn Street
Chicago, Ill.



A PROGRESSIVE, clean-cut, constructive farm paper published strictly in the interests of *better farming*. Let us carry your message to over 150,000 farmers, 80,270 in Iowa.
CORN BELT FARMER, DES MOINES, IOWA

RDS
You could not duplicate this monthly service on sales, advertising and business conditions for $1,500—yet it costs but $15. Ask for August Bulletin and literature—sent free.
403 Meridian Life Bldg., Indianapolis, U. S. A.
The RICHEY DATA SERVICE

A YOUNG MAN WHO CAN SELL ADVERTISING SERVICE IS NEEDED TO COMPLETE THE ORGANIZATION OF AN AGENCY LOCATED IN A CITY NOT FAR FROM NEW YORK. LETTERS WILL BE REGARDED AS CONFIDENTIAL. STATE SALARY.
J. W., BOX 87, PRINTERS' INK

SPOT CASH
WE BUY
Job Lots, Close-Outs, Discontinued Stocks, etc., in all lines. No quantity too large. Quick Cash for bargains.
Send Samples and Full Particulars
BARGAIN BULLETIN FREE
FANTUS BROS. 521 S. Dearborn St. CHICAGO
WE BUY ANYTHING

A metal sign reading as follows is placed in a conspicuous place:

"We trust you. Drop in the box the amount indicated for the goods you take."

Save Current, Says Detroit Edison

Sixty thousand horsepower was lost last week when accidents occured to two of the largest steam turbines of the Detroit Edison Company. The company resorted to newspaper advertising to explain the situation to householders. All of the lost power was being used in factory operation and customers were urged to use just as few lights as possible between 7:30 A.M. and 5:00 P.M. so that all available remaining power might be employed for industrial purposes.

Manufacturers dependent on electric power were obliged to reduce operations somewhat. The Hudson Motor Car Company advertised to its employees that the machine shops in the main plant would work a three-day and two-and-a-half day week.

GOOD PRINTING—CHEAP
A Few Money-Saving Prices

1000	4-page Folders, 3¼x6¼ in.	$10.00
	Each additional thousand	3.50
1000	4-page Folders, 4x9 in...	12.50
	Each additional thousand	4.50
1000	4-page Folders, 6x9 in...	16.00
	Each additional thousand	6.00

FREE—our large package of samples
ERNEST A. FANTUS CO., Printers
525 So. Dearborn St., Chicago

IN
LOS ANGELES
IT IS THE
EVENING HERALD
MEMBER A. B. C.
Government Circulation Statement
April 1, 1920
134,686
The Home Paper of Southern California
REPRESENTATIVES
New York: Lester J. Clarke, 604 Times Bldg.
Chicago: G. Logan Payne Co., 432 Marquette Bldg.

"GIBBONS Knows CANADA"
TORONTO MONTREAL WINNIPEG

Digitized by Google

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

WANTED
Printing salesman for concern equipped to make high-grade illustrated catalogues. Address Republican Publishing Company, Hamilton, Ohio.

WANTED
ARTISTS—PHOTO RETOUCHERS
HOWARD-WESSON-CO.
ENGRAVERS
WORCESTER, MASS.

Advertising agency has opening for experienced young man as head of Forwarding Department, sending out orders to publications, following up schedules and account handlers for copy, etc. State age, experience, education, salary desired. Permanent. Box 572, P. I.

ADVERTISING EXECUTIVE
Great opportunity awaits an alert, energetic, ambitious young man with experience in advertising and merchandising men's clothing. Chain-store proposition in Canada. Send detailed letter, stating qualifications, age, and salary expected. Box 582, Printers' Ink.

WANTED
by large photo engraving, art and advertising service company in Twin Cities, a live, capable salesman to sell to advertisers of this territory. Must have knowledge of the business. Full particulars in first letter. W. M. Robbins, Oppenheim Building, St. Paul, Minn.

ARTIST
A live Middle-West agency offers splendid opportunity to man capable of producing strong figure illustrations in pen and ink and other mediums. Ideal working conditions and congenial associates. State salary and submit samples. Inquiries strictly confidential. Address AGENCY, Box 559, care Printers' Ink.

BOOKKEEPER AGENCY
We have a position open for a bookkeeper. Want one capable of taking full charge of the bookkeeping system of an advertising agency and who has had experience with books of that kind. If you believe you have the qualifications and initiative necessary to fill this position, we would like to hear from you. We prefer a woman, but would consider the application of a man. Address with full information as to age, experience and salary desired to Box 3276, Boston, Mass.

SALESMEN—The rapid growth of our business makes necessary the addition of salesmen to represent a nationally known manufacturer of paints, varnishes and specialties in Indiana, Ohio and New York. Young, hustling, live-wire men with energy and proud records wanted. In replying state age, qualifications and salary desired. Box 576, Printers' Ink.

SALES MANAGERS—One of the largest and most rapidly growing manufacturers of paints and varnishes is open to receive the applications of men who have successful records as sales managers to take immediate charge of branch offices and sales districts in Michigan, Ohio, Pennsylvania and Indiana. In replying state past experience, qualifications, age, reference and salary desired. Box 557, Printers' Ink.

We are in the market for a copy writer and service man of proven ability. The man wanted has made his greatest success with automobile copy, he has a thorough knowledge of merchandising and distribution methods, and has the ability to plan and direct a complete advertising and sales campaign.

Give full information in application—state experience, age, and salary expected, etc.

MASSENGALE ADVERTISING AGENCY,
ATLANTA, GA.

Account Executive's Opportunity
A young, but growing, agency handling national accounts of major importance in national media wants man to sell and interpret advertising and agency service in Connecticut. If a native of Connecticut, so much the better.

We want a man of tactful and aggressive personality who can sell, who has a record of past sales and who knows his power. He must also be able to act as account executive. He must be clean and sincere, ever an optimist and must radiate strength, virility and confidence. We have an agency service which will command his thorough respect. We have unlimited ambitions and financial means to realize them. There is no limit to the earning power of the right man in this position. We do not care to talk with anyone who has not demonstrated his ability to earn at least $6,000.00. The man we want will make his home in a central Connecticut city, full of charm and where living is really worth while. His companions will be real human beings; his task and his reward will be handled from his point of view so far as this is possible. The territory to be covered is conservative, but can be made receptive to modern advertising ideas. The job demands endurance and tenacity and will take time to develop—all of which we know and for which due allowance will be made.

Box 579, Printers' Ink.

Digitized by Google

SALESMEN

Several wide-awake salesmen required to sell new, unique advertising service. Familiarity with women's wear field an asset. Write full details. Regent Service Co., Room 605, 109 Broad St., New York.

Interest in Agency. Wanted an all-round advertising Agency Man, experienced in soliciting, broad, knows merchandising plans, capable of signing up business and holding it. To such a man, fully recognized agency doing good business will consider selling interest in the agency. Capital required from $10,000 to $15,000. Address "Confidential A. B. C.," Box 568, care of Printers' Ink.

MISCELLANEOUS

Printing House in Canada, who are developing a Direct-by-Mail Business, would like to make arrangements with some Art Studio who could supply color sketches and ideas suitable for show cards, calendars, etc. Any firm interested kindly send as complete particulars as possible to Box 561, Printers' Ink.

PRINTING PLANT WANTED

Publishers of several trade papers, costing $6,000.00 per month for printing, must install own plant to insure prompt appearance of papers. Wish to hear from party owning plant which could handle this work and which could be moved to progressive city of 250,000. Might be interested in deal with man with proper experience to manage new plant if unable to secure one now in operation. Address Box 563, P. I.

WE CONNECT THE WIRES

bringing into quick communication the position seeker and the employer in the Advertising and Publishing field. We can place immediately with Eastern dailies classified advertising managers at $35-$50; display solicitors and copy writers, $35-$50; advertising manager, $70; also opening for advertising man with New England manufacturer, $60; house-organ editor and copy writer for Middle-Western manufacturing concern; copy writer, also layout man, experienced in direct-by-mail work. Registration free. Established 1898. FERNALD'S EXCHANGE, Inc., Third National Bank Bldg., Springfield, Mass.

Advertising Agency Executives

ATTENTION

Have you got considerable advertising typography?

An expert typographer offers a proposition that will mean a big saving in your composition bills.

Address Box 571, Printers' Ink.

HOUSE ORGANS — MARKET LETTERS — PROSPECTUSES — FINANCIAL, COMMERCIAL WRITING, PRE-EMINENCE 30 YEARS. GILLIAM'S BUREAU, BOSTON, MASS.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

Printing Machinery for Sale

Campbell Book and Job Two-Revolution Cylinder Press, bed 37x48, sheet 36x48. (Seven-column quarto size.)

Comment

In our estimation this is by far the best all-around Newspaper Book, and Job Press that can be installed in the average country newspaper plant, being capable of producing in an exceptionally good manner all classes of printing that will come into the office.

We have installed over one hundred similar machines during the past twenty years, and can refer you to many of the users.

Trip

It possesses all the essential improvements, such as trip upon impression cylinder, which prevents offset when sheet is misfed, or when color is being worked up.

Distribution

Has four large form rollers with vibrators and four angle rollers, which insures even distribution on cut forms.

Sheet Delivery

The sheet is delivered on the front of the press and at no time comes in contact with any other part of the machine, preventing smearing and offsetting.

Maximum Output

Can be speeded up to 1200 per hour on newspaper work and 1000 per hour on the better grades.

Simple to Operate

It is as simple to operate as an ordinary Drum Cylinder Press, there being no occasion to employ high-class pressman.

Space Required

Occupies a floor space of 10x15 feet, requires a working space 15x20 feet, weighs 10,500 pounds, which is equivalent to 70 pounds to the square foot.

Equipment

Will be provided with a counter, slitter (to divide sheet when necessary), set of wrenches, power fixtures, or pulley for motor drive, rubber blanket for newspaper work, and hard packing for the better grades of printing.

Terms of Sale

It is easily worth $1800 erected in first-class condition upon your floor. We will accept, however (for two-week delivery) $1350, and allow 5% for cash or will extend liberal terms, if desired.

CONNER, FENDLER & CO.
Ninety-Six Beekman Street
New York City

Digitized by Google

POSITIONS WANTED

I WANT AN INSIDE JOB. Sold space and service two years. Age 25. Looking for opportunity, salary secondary. Make a dependable assistant. Box 573, Printers' Ink.

ARTIST—LETTERING MAN WITH KNOWLEDGE OF DESIGNS, ETC., WISHES POSITION WITH HIGH-CLASS ORGANIZATION. BOX 575, PRINTERS' INK.

ARTIST—High-class Decoration, Snappy Lettering. Varied Studio and Agency Experience, desires connection on Free-Lance basis, N. Y. C. Own Studio. Interview any time. Box 569, P. I.

FIRST-CLASS COMMERCIAL ARTIST AND LAYOUT MAN WANTS POSITION IN CUBA OR SOUTH AMERICA. Knowledge of Spanish. Box 570, Printers' Ink.

EDITOR, 28, 6 years' experience with large newspaper syndicate, desires to enter advertising field in or near New York. Understands typography, media, make-up, etc. Box 578, Printers' Ink.

Young woman (29); A.M. degree; seven years' experience teaching higher classes in English composition and literature—seeks a career in the advertising or publishing field. Box 565, Printers' Ink.

PRODUCTION MANAGER—Thoroughly trained in all branches of printing, including typography, creative and service work, estimating, superintendency, desires to connect with agency or manufacturing plant. Box 581, P. I.

RESEARCH HEAD—Long experience charge surveys and investigations; production, distribution, consumption facts and figures; advertising, marketing; 38, desires permanent connection with representative firm. Box 583, Printers' Ink.

University graduate with experience in Journalism, in sales work and in newspaper advertising desires connection, preferably with young and growing agency. He is a man who can write or speak messages that will sell. Services available immediately. Box 580, Printers' Ink.

ADVERTISING MANAGER, practical printer, now employed on largest daily in city of 125,000, desires change. Would like to obtain interest with services or management or assistant to manager of daily paper, north, east, or west. Can furnish best of reference. Address Box 558, Printers' Ink.

Who can use an Artist, black-and-white and poster (born talent), highly educated, of practical nature, creative sense and executive ability, whose work has appeared in leading publications, The Post technical and others. Thorough knowledge of high-class advertising and reproduction. $5000. Box 574, care of Printers' Ink.

Sales Correspondent

with seven years' experience handling correspondence and as assistant in advertising department, desires position with bigger future—as correspondent, office manager or private secretary. College graduate, 29, capable stenographer. Salary subordinate to opportunity. Further details gladly furnished. Box 577, P. I.

CIRCULATION MANAGER

20 years' experience on daily newspapers, knows circulation from A to Z, now employed where opportunity is too limited, desires connection with live daily newspaper farm or trade paper where circulation building is wanted. Thoroughly trained in management and organization. Hard, energetic worker. Best of references. Write Box 564, Printers' Ink.

A TRAINED ADVERTISING MAN

Can you use a young chap—clean-cut, well educated, enthusiastic, with a four-year record as a producer of energized sales building, advertising and sales letters? Familiar with the details of advertising and sales promotion. At present assistant with one of the largest national advertisers. Will start at $4,000 if future measures up to my ambition. Age 27, married, Christian. Box 566, P. I.

What Shall These Two Young Men Profit Your Organization?

Project your business to 1925——

Have you within your organization anyone who will be capable of assuming the managerial reins when the inevitable emergency thrusts itself before you?

A Potential Firm in the Making——

There are two clean-cut, thoroughbred Americans, one 23, the other 24, university graduates, both ex-service men, who, in the course of their training in business administration specialized in Advertising and Marketing. Both have executive ability, understand the "human element" and possess that rare sixth sense, the advertising and selling instinct.

They want action.——

They want to connect with a red-blooded organization managed by men who know and fully appreciate the value of enthusiasm, character, and vision. They have the ability to make that vision come true.——

Have you the opportunity?

Box 567, Printers' Ink.

IF YOU KNEW HER—

you'd realize that unless she is building, creating, she is not satisfied with herself. That's what's the matter now. She can't climb any higher where she is. She's an Editor—young, keen, with excellent education and extraordinary experience in handling a magazine of large circulation and heavy national advertising.

Somewhere there is a Publisher who needs her. She's not in a hurry. His publication may be a magazine of general appeal, a weekly, a monthly, or devoted solely to fiction, or a woman's magazine. Or he may have an editorship open in his book-publishing business. She wants a salary—Yes! But more, she wants responsibility and advancement in a firm of good status, refinement and prestige. She insists on that! Box 560, Printers' Ink.

Digitized by Google

Table of Contents

PRINTERS' INK, August 5, 1920

Financing a Business in a Declining Commodity Market.....*W. R. Basset* 3

A Warning to Dishonest Advertisers and Fake Publicists..... 12

Good Will and the Information Desk.....*Roy Dickinson* 17

Longer Credits for Home Builders Sought by Advertising....*G. A. Nichols* 19

Our Next Job Is to Simplify Raw Material Movement.....*A. R. Howell* 33

Importer Gains Sales by Educational Campaign..... 41

Assurance of Price Protection Prevents Cancellations..... 49

Safeguarding the Line Plate.....*By a Commercial Art Manager* 57

A Plea for Better Manners in Copy.....*Roy W. Johnson* 65

Do Agencies Carry Insurance on Clients' Merchandise?..... 73

Special Brands Go Begging in Face of National Advertising..... 76

Register Trade-Marks Now in Mexico..... 85

Dealers' Co-operation Extends Wall-Paper Season..... 88

Dramatics in Introducing New Articles and Plans at Sales Conventions.. 93
Lloyd Mansfield

Southern Candy Manufacturers Widening Their Markets..... 97

Fanciful Trade Names Appeal to Purchasers..... 103

Making an Advertisement Score Twice.....*Arthur McClure* 109

Advertising a Product That Is Not for Sale..... 112

Advertising Finds Ready Market for New Household Accessory..... 118

Farm Thrift—Its Significance to Advertisers..... 122

Advertising Will Put Health on the Map.....*Carl Easton Williams* 130

Fear of Competition Cured by Advertising.....*Hugh E. Agnew* 146

The Difference Between Distribution and Sales.....*Richard Walsh* 157

Campaign to Lessen Auto Accidents..... 165

An American Method of Expansion in Foreign Trade..... 169

Editorials 180
The Small Appropriation—Advertising and Excess Baggage Increases—Farm Finances and Advertising—Advertisers Don't Wait for Buyers.

The Little Schoolmaster's Classroom..... 186

Digitized by Google

Our New York Office

THE big problem in agency service has always been: Shall it be "organization" service or "personal" service? At our home office, occupying a floor in the Adams Building, 61 Broadway, New York, we believe we have succeeded in combining both forms of service for the greatest benefit of our clients.

Organization service is given by certain departments. The Research Department devotes its attention to the study of markets and other conditions in a broad, impartial way. It reveals to the manufacturer his position and establishes his objective. The problem is then taken up by the Production Department, which formulates and later executes the general plan for the attainment of this objective through advertising.

Personal service, and personal direction on the other hand, is rendered by Account Executives long familiar with advertising and merchandising problems, each directing the work on a few accounts and working in close contact with the client on one side and our own organization on the other.

Three other efficient departments complete the organization of 112 people. Immediately supporting it are five executive officers of the Company, who are constantly giving their personal supervision to the work in hand, and to the organization itself.

This is one of a series of 15 explanatory talks on our organization and our facilities. The entire series in pamphlet form—"Our Business and Yours"—will be mailed you on request.

THE H.K. McCANN COMPANY
Advertising · 61 Broadway · *New York*
CLEVELAND SAN FRANCISCO TORONTO

TRUTH WELL TOLD

Digitized by Google

ing to a man than he could make on his own farm—for at that time practically anyone who wanted a farm might have one. Therefore they had to offer high wages, and, in addition to that, had to make these high wages effective by the use of machinery. A labor status is not brought about by the meeting of the minds of the employer on the one side and the employees on the other. Neither of them have had much more discretion than the puppets in a Punch and Judy show.

The economic forces have controlled. They will continue to control. This does not at all mean that we should stand still and watch the show go by. We can help to mold, not the world-wide conditions, but our own particular conditions to at least some degree, and we can thus understand how to make the more out of our own particular situation. With many elements we are bound to be unacquainted—nature acts in a mysterious way.

PRODUCTION ALONE BENEFITS ALL

One thing, however, we have learned. It is this: While the restrictions of production at an appropriate moment may bring advantage to either the employer who shuts down to sell off his stock at a high price, or to the employee who makes a group demand for increased wages at a moment when large production offers a big profit to the employer, yet in the end neither side really benefits. The permanent benefits come from an always larger and larger production at a decreasing cost—that is, with a minimum of waste. It is the part of industrial engineering to teach this latter truth through putting theory into practice.

The well-being of any particular industrial institution depends upon how well it produces and thereafter sells. Therefore, any labor policy which attempts to consider labor as apart from production, as a commodity, is bound to fail. One of the troubles with the average trades union is that while declaiming that labor is not a commodity, it insists that the service of men should be bought in bulk and at a market price fixed by the union. That is, the union really insists that labor be considered as a commodity and have its price fixed.

We know that human beings do not always act in the same way under the same circumstances. That is the trouble with every variety of standard, nation-wide labor scheme. The man in the first-floor apartment may be yelping with joy because he has corned beef and cabbage for dinner, while the man in the second-floor apartment may be trying to murder his wife because she has provided corned beef and cabbage for dinner. An elaborate mental analysis might disclose why the one yelps and the other murders in the presence of corned beef and cabbage. Now we might well have a whole colony of anti-corned-beef-and-cabbages, and I, because I like this food combination, might insist upon feeding it to the colony and pay no attention whatsoever to the resulting riots.

So it is with a labor policy. We can be perfectly certain that a completely worked-out policy cannot be given country-wide application; and it would not be a recommendation of such a policy to prove that it succeeded more often than it failed. It would only prove that a perfect 36 is more comfortable in a 38 coat than in a 34—it would not prove that the 40's and 44's were comfortable in the standard 38.

To such an extent have socialistic doctrines influenced us that many members of the community, who would be quick to disavow even sympathy with socialism, are quite ready to agree that there can be a universal panacea. The socialists and their non-conformist brethren—the communists, the syndicalists, and the whatnots—all have their panaceas in a reorganized society. And, therefore, we non-socialists, not to be outdone in constructive thought, must needs have our universal arrangements for the ending of labor wars. Being a little uncertain of our ability to get out a complete national law to regulate labor we

Digitized by Google

Reader Loyalty

Perhaps the greatest asset a magazine can have is the loyalty, confidence and support of its readers.

Needlecraft Magazine has demonstrated its reader loyalty by the pulling power of its advertising columns and by its one million, paid-in-advance subscription list, built up mostly through the efforts of the subscribers themselves.

These characteristics distinguish

NEEDLECRAFT MAGAZINE

Reader Loyalty—Practical Content—Single Editorial Purpose—Constant Rereading—Long Life—1,000,000 Subscribers — Paid-in-advance Subscription List

"One Woman Tells Another"

Member A. B. C.

Digitized by Google

have, of late, been taking refuge in the enunciation of labor policies, for as it is well and extenuatingly said, to state the problem is to go forward to solve it.

AN UNWORKABLE PLAN

Take the first Industrial Conference called by the President. It broke up in a row because the principle of collective bargaining could not be agreed upon. The members could not agree because they refused to find a definition of the term. The unions insisted that it meant fixing wages by agreement with the union. This is a purely technical definition without foundation in fact. The employers, on the other hand, refused to grant that the principles had any union cannotation, although all of them knew perfectly well that in effect they had always bargained collectively because if the wage they offered from time to time was not attractive they could not get workers. So that conference broke up because both sides refused to be frank.

The Second Industrial Conference was organized so that it could not break up, and it rendered an interesting report which contains some general observations that are not without value.

There are others who agitate themselves over the plan of the Kansas Industrial Courts notwithstanding the fact that Kansas is not an industrial State and has had to do with one particular condition and matters cognate. There are still others who talk about the Australian system of compulsory arbitration, although that system failed the moment that the members of the boards stopped playing at Santa Claus.

No very elaborate organization is required to grant raises in wages—a first-class rubber stamp, an ink pad and a small boy could perform all of the functions of the average industrial court.

We had some experience with labor boards during the war. We had many ingenious gentlemen traveling about the country raising wages. We had the War Labor Policies Board clothed in college wisdom and talking nonsense. Among the several very remarkable policies which that board enunciated in fair language was the differential in favor of shipyards, with the further provision that every shipyard in the country should pay the same rate regardless of the skill of the management or the local cost of living. This, of course, resulted in extraordinary wages being received in those yards where the management had applied science to the working out of adequate piece rates and the planning of work. As a by-product of this ruling we had the strike of the machinists on the railways. These men could not understand why, with Uncle Sam holding the bag, they should get one rate in a shipyard and another rate in a railway shop for doing exactly the same work! And no one could help them to such an understanding.

A uniform policy may operate with fair success in a small, homogeneous country. But even England cannot well manage under the somewhat broad industry policies of the Whitley Councils—they are not a success. The Socialists always want universal rules but the principles of Marx, that are in the mouth of every radical, are in process of being interpreted in Russia so that now about the only thing the old gentleman could claim credit for if he were alive, is the general title.

It is results that we are after, not principles. Principles are valuable in guiding thought, but they are dangerous when considered as positive instructions. Take one of the questions on which disagreement is most violent—that of the relative efficiency of the closed as against the open shop. Carefully selecting my cases, I can prove that either the open shop is infinitely to be preferred; or I can turn around and prove the opposite. Whatever conclusion I present to you will be worthless to an individual corporation manager seeking information. Because I prove that the open shop is better or because I prove that the closed shop is better will not in the least

(*Continued on page 166*)

Digitized by Google

Sixty-eight thousand Brooklyn families would make some picnic. Imagine for a moment their needs for even a day.

The real picnic, however, is wide open for the advertiser who talks honestly to these Standard Union families.

Digitized by Google

How the Tire Industry Is Readjusting Itself

Taking Breath, for First Time in a Long While, Preparatory to Big 1921 Business

By Edward S. Babcox

AKRON, the capital of the world of rubber, produces perhaps 60 per cent of all tires. To-day, it is safe to say over five million of the eight million motor-driven vehicles of America ride on Akron tires.

During July and August, for many years, there has been a shortage of tires. This year, the unexpected happened and there were enough to go around. So exceptional and unusual is this that men who do not know how solid is the rock base of the industry, are asking strange questions. Wild rumors are afloat. I am glad to have this opportunity to tell PRINTERS' INK readers the facts as I see them.

There has been a slowing up in the demand for tires and this seems to have sprung from three causes:

1. There was a reduction in the output of automobiles, due to poor transportation, power difficulties, weather conditions, general attitude of the public and difficulty in securing steel.

2. The second factor has been the state of mind of tire and accessory dealers and jobbers, in that they were reluctant to carry large stocks because of difficulty in financing and to rumors that prices might go down.

3. There has been an exceptionally large output of cord tires giving a mileage, some say, averaging 50 per cent greater than fabric tires. This reduces by a considerable fraction the number of tires per year used by each car and reduces the base figure on which much tire marketing was planned. For example, five fabric tires were formerly figured as the annual requirement of each car. To-day, statisticians say three and one-half cord tires per year is sufficient. The difference applied to an output of some forty million tires in 1920 would leave a considerable number unsold.

It is reported that some car manufacturers are figuring on using fabric tires instead of cord tires on their 1921 output, thus saving the buyer about $100 per car. It is significant that a difference of $100 has come to be a factor in the purchase of an automobile. Formerly, this difference in price was of little consideration. It was simply a matter of getting a car and getting it quickly. With it all has come a greater demand for repair stocks such as tube patches, blow-out boots, etc., from the dealers. Motorists are getting more mileage out of every tire. With all the education and work of past years by the tire manufacturers, motorists have learned how to conserve tires and lengthen out the milage. They know that a small cut in a thread, if sealed up quickly, may add 500 to 1,000 miles to the tire because sealing it up keeps the water and sand out and prevents premature blow-out. In the aggregate, this fact has sold more repair materials but fewer tires.

HOW IT AFFECTS ADVERTISING

There have been some cancellations of contracts. For the most part, however, tire companies are sailing along under reduced power but with characteristic momentum and poise which will enable them to meet any storm and weather it.

The present condition was foreseen months ago by leaders of the industry, and the tire people were ready for it. It may take some months to absorb the present stocks of tires throughout the country, but it is predicted by one of the largest companiees that No-

Digitized by Google

A Short Cut

You, as a live manufacturer, are on the lookout for new markets. Every owner of a fruit farm either has now or soon will have an automobile, a truck, or a tractor. He needs things that you have for sale. The columns of the AMERICAN FRUIT GROWER present the short cut by which you can reach the 200,000 fruit growers of this country. They cover the field completely and directly. That is the reason that during the first six months of 1920

3,448 lines of Spark Plug and Magneto Advertising

Appeared in the AMERICAN FRUIT GROWER.

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

Guaranteed minimum circulation, 200,000 monthly

Members of Agricultural Publishers Association
Members of Agricultural Editors Association

SAMUEL ADAMS, Editor
ROBERT B. CAMPBELL, Publisher
J. E. FORD, Director of Advertising

Digitized by Google

vember first will see production figures going up. Another very large company recently issued a statement guaranteeing prices against decline before November first.

There is every evidence that drastic changes are being made in sales and advertising policies. Sales organizations are being weeded out and strengthened. One good man seems to be replacing two who were mediocre. About the same policy is being applied to sales organizations as was applied in a certain factory in June when several hundred men were laid off and there was no perceptible reduction in total output per day.

So, in a large measure, this present temporary lull is giving manufacturers an opportunity to dry-dock the ship and scrape off some of the barnacles. The advertising manager of one large company has been in Europe some months investigating foreign conditions. The advertising manager of another company of about the same size is spending most of his time in the great agricultural regions of the West, studying the farm markets, preparing for the dawn of a new selling programme. Over 70 per cent of all automobiles are used by farmers. This means about 75 per cent of their tires find their way ultimately to farmers.

Other companies have their men in the field, studying conditions. Sales department men who were accustomed to sit at desks from Monday morning to Saturday noon are now out in the territory doing every thing they can to move the tires. And when the Akron rubber companies get busy on a project like this, you can rest assured that the tires will move, because Akron men are accustomed to accomplishing what they set out to do.

It is a time of re-adjustment The net of it is that there has been an over-production of tires but that when the present surplus is absorbed, there will be large business during 1921, for large and smaller companies alike.

Some evidence of the virility and basic soundness of the industry may be gained from the fact that recently one of our great organizations sold an issue of thirty million dollars of stock and all of it practically through its own salesmen to dealers, jobbers and car owners. The tire business for years has been exceptionally big—so much so that conditions approaching normal appear to some of us on the ground like a slump.

As compared with many businesses, the tire industry is young. It will profit from this experience as any youthful business or individual profits from an occasional bump. At the core, the tire industry is solid, sound and substantial and the outlook for 1921 is good.

The other day, in one of the Akron banks, I met an elderly man, a pillar in the town and one of the founders of a big rubber company. He has held various positions for many years and recently retired. He holds large stock interests and I asked him if he thought that the stock in his company would go as low as a certain figure. He replied, "I do not know how low it will go but I think I know how much it is actually worth."

He intimated by his stolidity that he had supreme confidence in the company and, in fact, knew that its stock was actually worth more than it was selling for that day.

Glen Buck Adds to Staff

Andrew Cutler Wylie, for several years general attorney and executive of the Chicago offices of the Fidelity and Casualty Company of New York, has joined the forces of Glen Buck—Advertising, Chicago, and will direct the promotional and research work there.

Poor Richardites Will Honor Rowe Stewart

The Poor Richard Club, Philadelphia, will give a dinner in honor of Rowe Stewart, the new president of the Associated Advertising Clubs of the World, on September 16.

Digitized by Google

Money Grows

Out of the Ground in Iowa!

Iowa will harvest over three-quarters of a billion dollars of crop wealth this year. The U. S. estimate of Iowa's corn crop alone, is 412,000,000 bushels.

Business is always good in Iowa and this year is no exception. Babson advises his clients to go after trade in the agricultural west because depression always affects crop states last.

Over one hundred thousand city and rural families in Iowa depend upon

The Des Moines Register and Tribune
(Morning and Evening)

for news of the world and state.

This circulation is concentrated in the center two-thirds of Iowa and represents the cream of the state's buying power.

Daily and Sunday circulation is double that of any other Iowa newspaper.

Ask for maps visualizing our circulation distribution.

The Register and Tribune Co.
Des Moines

Gardner Cowles, Publisher
Harry T. Watts, Adv. Mgr.

REPRESENTATIVES
I. A. Klein
Metropolitan Tower
New York
John Glass
Peoples Gas Bldg.
Chicago
W. R. Baranger Co.
San Francisco
Los Angeles, Seattle

Digitized by Google

Collier's
THE NATIONAL WEEKLY
5¢ a copy

LEE Puncture Proof Cord Tire

NOW—one step farther in tire perfection. Lee Puncture-proof Cords represent the final word in tire desire—a tire built to the particular Lee standards—the best cord construction—and—*puncture-proof*.

For years, Lee tires, both cord and fabric, have led in mileage satisfaction, never failing to make good a liberal mileage guarantee.

Today our proof of performance is strengthened by an *unqualified guarantee against puncture*.

Here's a mighty advance in tire-comfort-assurance, representing a material saving of time, trouble and expense in motoring.

Any Lee dealer—and there are Lee representatives everywhere—will fit your car with the Lee tires best calculated to give you greatest satisfaction.

Look for the "Lee" name in your telephone book.

LEE TIRE & RUBBER CO.
Executive Offices — 245 West 55th Street
NEW YORK CITY
FACTORIES CONSHOHOCKEN PA.

Digitized by Google

Lee Tires and Collier's

The Lee Tire & Rubber Company has chosen Collier's as the backbone of its 1920 national advertising campaign.

Collier's
THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

Digitized by Google

Baltimore Buyers Ask Merely for "Macaroni." Why Not YOUR Brand?

BALTIMORE grocers tell us that Baltimore housewives when purchasing macaroni ask merely for "a package of macaroni"—not even for a "pound" package!

Also, that the impression among the trade is that one brand has no more to recommend it than another. If they have ever heard of an outstanding characteristic of any particular brand, they have forgotten it.

Truly this is an opportunity for the manufacturer of macaroni, spaghetti and noodles! If you're that manufacturer why not take advantage of such a chance to make YOUR brand the one asked for, thus increasing your sales to far above the average? Go after Baltimore consumers and point out the merits of YOUR product! Reach them through an intensified "reason why" campaign in Baltimore's great afternoon paper, The NEWS, which is read by the housewife at a time when she is most receptive to suggestions. In Baltimore there are 120,000 homes; 90,000 of these are occupied by white people who speak English, and of its total circulation of little more than 100,000, The NEWS sells 87,000 copies every afternoon in Baltimore city.

Our report on Macaroni, Spaghetti and Noodles gives the number and names of brands on present market, leaders, percentage of sales and distribution, activity ratings, reports of wholesale firms and retail dealers, etc., etc. If you're interested in a copy request it of us on your business stationery.

The Baltimore News

Goes Home and *Stays* Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Digitized by Google

Fish Firm Finds Big New Seller in Housewives' Old Dish

Patient Investigation Showed There Is a Market for Canned Fish Cakes Ready to Fry, and Gorton-Pew Fisheries Co. Seizes Opportunity

By Edward T. Tandy

FOR more than sixty years the name of Gorton-Pew has been a familiar one throughout the East. The well-known fisherman trade-mark that stands for salted cod and other cured fish can be seen in almost every provision store and speaks from many a poster. But now by adopting a new product, slightly outside of its established line, and by advertising it dominantly in newspaper space, the famous old Gloucester fishery firm has found a big and profitable market previously undreamed of—and it is carrying the name of Gorton-Pew, together with its entire line of fish products, further than it ever went before.

When food prices began soaring toward the end of the war and the plea went forth, "Eat more fish," the suggestion was made that if Gorton-Pew could prepare a new economical fish dish, that product would at once become a highly popular item in the weekly budget of the hundreds of thousands of households the country over troubled by the ever-rising prices of meat and other foodstuffs. That this was probable seemed obvious. The first question, however, was: What new fish dish was possible? What fish dish was there that was suitable and not already on the market? The answer was not easy.

Naturally the company was not keen to jump in the dark at a mere probability. If the new line failed, its failure might create a backfire that would injure the company's old and well-established line. Again, of all lines, a new food product demands the utmost caution. Guesswork in such a case does not do.

It was true that everybody was saying "Eat more fish!" That did not help very much. Fish was plentiful enough, fresh, cured and canned. Fresh fish was out of the question in the majority of cases. Salted fish, while popular, required work for its preparation, and housewives often had not time for that. Then there was the difficulty resulting from the custom of serving fish one day a week at the most, even only one meal. Was it possible that a new fish dish could be found which would be so attractive that it would overcome all these difficulties?

Not much thought was necessary to see that what was wanted was something that would not add to a woman's work. Nor was it difficult to see that it must be something which would make an attractive meal at practically a moment's notice and could be served hot and appetizing. It was obvious also that, whatever it was, the new dish would have to have the advantage of low price and never-failing supply of the necessary raw materials for its production.

A glance over the shelves of the provision stores seemed to suggest that the field was already pretty full But a long look failed to find that those shelves really contained just exactly the sort of thing that the Gorton-Pew people had in mind.

AN OLD HOME-MADE PRODUCT HIT UPON

Eventually the investigators turned away from the consideration of new ideas. For the time being, at any rate, the thought of inventing some entirely new fish dish was postponed. Search was made among the good old domestic fish dishes with the view to finding some popular one which might form the basis of the much-sought-for new idea.

Codfish cakes soon stood out as apparently the best bet. Everybody knew them. But Gorton-

Digitized by Google

Pew wanted to be quite sure. Before the company would take so bold a step as the making and canning of codfish cakes there were many problems to be got rid of. Women had never bought codfish cakes, but always made them at home. Perhaps they would not buy them. Perhaps there were so many varieties of tastes that what might be called the national codfish cake taste did not exist or could not be discovered. Again, the majority of women made fish cakes from left-over fish—might not the success of ready-to-fry articles damage the regular fish trade and do more harm than good to Gorton-Pew?

Thereupon there was started an investigation so broad that the work of collecting and reducing the data took two years. In many ways this investigation was remarkable not only for its scope but for its results. It certainly took the guess out of the question, and its cost was far more than saved later. It enabled the company to take every step with the absolute certainty of being on the right trail.

PRELIMINARY CHECK-UP BY WOMEN

Women in every State of the Union, to the number of no fewer than 10,000, were consulted by means of a questionnaire. If there had been nothing more to the replies than just the fact that the women did reply, that would have been sufficient justification for an enthusiastic start with codfish cakes, the percentage of replies was so high. The questions the women were asked included these: Do women like codfish cakes? Do children like them? Do men like them? How should codfish cakes be made? What do you find the best proportions of the ingredients? Would women buy them ready-to-fry? How often in the week could fish cakes be served? At what meal or meals? What kind of package should they be packed in? If you prefer fish cakes made of some other fish than cod, please say which fish you like best.

The answers showed conclusively that codfish cakes would be popular. But they showed more than that. They showed that codfish cakes would be welcomed in many homes as a new and handy breakfast dish and in many others as a useful supper dish, and that they were generally so much appreciated that if they could be bought good and ready-to-fry and not too dear, they would be served on an average two or three times a week, not exclusively as a dinner dish, but also for breakfast, lunch and supper.

The expression "ready-to-fry" was used so frequently by the women in their replies that it was subsequently added to the name adopted.

Many of the women sent their own recipes, and from these was deduced the standard recipe—half fish, half potato.

Later, further tests were made with the actual product, but before that point was reached several new difficulties arose and had to be cleared away. Then special machinery had to be designed and made and a factory erected.

It was found that some potatoes did not retain their whiteness after "processing," the final stage of canning. Practically every kind of potato in the country was tested. The choice went to the mealy Maine variety which remains snow-white after subjection to the greatest heat of processing. During these tests the question of the right method of cooking was also solved. It was proved that the best results were obtained by boiling the fish and potatoes together instead of separately. Finally the codfish cake got to the point where it could be made, finished and packed without once being touched by hand, except for digging out the "eyes" of the potatoes.

The fish and potatoes are measured in the correct proportions into huge aluminum baskets, which are placed inside aluminum kettles made especially for the purpose. After cooking and draining, the mixture is poured into grinders, and from the grinders into mixers, where the seasoning

Digitized by Google

is added. A thorough mixing is given to insure evenness of distribution and texture. The fish-cake paste then passes into the fillers and is forced into enamel-lined cans which are processed and automatically sealed.

Still came further tests. Two thousand cans of codfish cakes were made and sent to homes in two cities in every State, together with a questionnaire asking for a report of opinion as to flavor, convenience and price. In that way was finally settled the question of correct seasoning, and it was found that no mistake had been made in the matter of size of can and price.

That the investigation had enabled the correct deductions to be made was proved immediately the new product was put upon the market seven months ago. Initial orders for a single case, given on the reputation of the Gorton name, were quickly followed by orders for five and then for fifty cases. The Gloucester fish-cake plant is now turning out 30,000 cans a day and after only seven months is doing a business equivalent to $720,000 a year.

The method of marketing adopted is interesting because the situation was somewhat unusual.

In its cured-fish business the company worked exclusively through jobbers. It was decided to start the codfish cakes exactly as if it was a new business by a new firm, and not let it interfere with the fish trade in the hands of the jobbers. One by one, fifty of the largest cities of the United States were visited by the Gorton-Pew group of specialty salesmen, thirty in number. The advertising to be done was shown and orders were taken—most of them small. As soon as the city was stocked, the full-page advertising in the local newspapers was begun. So did the consumer buying of the codfish cakes.

As a try-out for this, after the name-plate and can label had been chosen by contest and the advertising appeal settled also by contest, a preliminary advertising and selling campaign was conducted in twelve moderate-sized cities. The result is said to have been a phenomenally large business in each of the twelve cities.

Now that the codfish cake business is firmly established, the jobbers also handle orders if they wish to do so.

Another interesting result of the long investigation was the proof it afforded that no purely educational copy would be necessary in the advertising. But a still more surprising result was discovered in practice. One piece of copy has proved sufficient to put over the new fish dish. A detailed campaign was prepared; it still is waiting to be used when the plant can take care of the demand.

The factory is arranged on the unit plan and new units are being added as rapidly as possible. As the output permits, more cities will be covered by the salesmen, and more pieces of copy perhaps will be used. In cities where the newspapers have rotogravure sections the one-piece campaign has been occasionally repeated in the roto pages, usually 168 lines over two columns. The copy ties up cleverly with the original Gorton-Pew fish business.

And it has been found that this new leader has increased the firm's cured-fish business. At any rate, the pace of increase in that business is said to be greater now than at any previous time in the sixty years the fisheries company has been in existence. So marked has been the success of the ready-to-fry codfish cakes, the Gorton-Pew Fisheries Company says they are the first of probably a dozen canned sea-food products which the company hopes to develop and put upon the market.

A. W. Munn, Art Director, N. W. Ayer & Son

A. W. Munn has been made art director of N. W. Ayer & Son, Philadelphia. Mr. Munn has been with the Ayer agency for some time.

Selsor with "New Republic"

Mark A. Selsor, formerly advertising manager of *Current Opinion*, is now advertising manager of the *New Republic*, New York.

Digitized by Google

The Proper Form of "Release" from Photographic Models

An Important Detail Advertisers Must Bear in Mind

THE ICY-HOT BOTTLE COMPANY
CINCINNATI, O., Aug. 24, 1920.

Editor of PRINTERS' INK:

The writer has tried to locate an article dealing with the use of living models in advertising and what points should be taken into consideration in securing from these models a release from all claims for the use of their photographs. We suggest that it would be a very good idea to publish this information in PRINTERS' INK, since many concerns are using models for their photographic illustrations and would appreciate information as to the proper form of release to be obtained from these models, so that later on they will not have any claim to the use of their photographs.

RUSSELL L. COOK,
Advertising Manager.

IN the opinion of many advertisers and photographers who employ models to give life and action to photographic illustrations designed for advertising use, a simple receipt, or combination receipt and "release," will answer all purposes as attesting the willingness of the subjects to have their pictures used for publicity purposes. A form that has found favor would be phrased as follows: "Received, from The Icy-Hot Bottle Company, the sum of five dollars ($5) for services as model in the production of photographs for publication, to which photographic subjects I hereby release all claims, rights and titles. (Signed) Mary Doe."

An even more comprehensive form, that has successfully stood test in court, is that which is designed merely to afford evidence that the model has accepted pay for services. Such a memorandum would read: "Received from The Icy-Hot Bottle Company, the sum of five dollars ($5) as payment in full for all services and rights to photographs. (Signed) Mary Doe." The theory of this terse acknowledgment is that, by its acknowledgment of a consideration paid and accepted, it lifts the transaction out of the class of ordinary photographic portraiture, wherein the subject, having paid the photographer for his services, is accounted, in effect, the owner of the negatives.

The above forms, while they have proven all-sufficient—even unto thwarting an occasional unscrupulous model who has attempted blackmail—have been evolved, it should be noted, by photographers and advertising agencies that are wont to employ models and obtain photographs without knowing at the time of the sitting to precisely what advertising use the resulting pictures will be put. Where, as in the case of The Icy-Hot Bottle Company, an advertiser is contracting direct for the services of models, it is possible, if desired, to make assurance doubly sure by stipulating that: "In consideration of said sum, payment of which is hereby acknowledged, permisssion is given for the use of the photographs for which I have posed, in any and all of the advertising of The Icy-Hot Bottle Company."

Going even farther, some advertisers, who deal direct with models, incorporate a specification of the forms of advertising to which license for reproduction extends, as, for example, "magazine advertisements," "calendars," etc.

In the case of minors, release should, of course, be obtained from parents or guardian. Some photographers and advertisers employing as models women who are known to be married, make it a rule to secure the written consent in each case of the husband. This rather superfluous precaution is the outgrowth of the not infrequent instances in which men who have subsequently married women who had been employed as models have made vigorous, but futile objection to the continued use of photographs made when the subject was single.—[*Ed.* PRINTERS' INK.

Digitized by Google

Seal of Philadelphia

Selling Soap to Mechanics and Motorists in

Philadelphia

Removing grease and grit from the hands and face is a hard thing to do with ordinary soap.

There are now many meritorious soaps and pastes in the market that perform this service well and without injury to the skin.

Philadelphia presents a waiting opportunity to some manufacturer of a soap of this kind.

As "The Workshop of the World" it contains probably more mechanics than any American city, its 16,000 manufacturing plants employing about 300,000 men.

About 80,000 motorists, and 18,000 drivers of motor trucks and business vehicles also form an additional army of consumers of grease and grit soaps.

Then there are many thousands of consumers scattered in the smaller towns and communities embraced in Metropolitan Philadelphia.

If you have distribution here in Philadelphia why not make it thoroughly efficient so that it yields you maximum returns? Advertising in "The Bulletin" will make it possible.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

Net paid average circulation for the six months ending April 1, 1920, as per U. S. Post Office report: 466,732 copies a day.

In Philadelphia nearly everybody reads the Bulletin

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

A single plant in Philadelphia turns out over 9,000,000 saws annually.

Digitized by Google

SCRIPPS NEWSPAPERS

The Cleveland Press

First Newspaper—Fifth City

First in Daily Circulation and Advertising Volume.

The Press is an afternoon newspaper with a larger circulation than any other daily newspaper in Ohio.

The Press has more HOME-DELIVERED, HOME-READ circulation than any other daily newspaper in Ohio.

The Press carries more local display advertising than any other Cleveland daily. It is the FIRST newspaper of the FIFTH city.

LOCAL DISPLAY ADVERTISING IN CLEVELAND DAILY PAPERS FOR JULY, 1920

		Gain
PRESS	1,046,612 lines	291,676 line
2nd Paper (morning)	671,972 lines	208,096 line
3rd Paper (evening)	805,504 lines	246,750 line

During July The Press exceeded the second pape by 364,640 lines of local display; and the third pape by 241,108 lines of local display.

The Press covers 95% of the English-speaking home of Cleveland.

Digitized by Google

SCRIPPS NEWSPAPERS

THE Scripps Newspapers are notable for their fearless journalism, their honesty of purpose, their vigorous championship : the ideas upon which American well-being depends.

: is noteworthy that Scripps Newspapers, at one time considered ' some as being somewhat "advanced" in their editorial ideas, ve since then won the admiration, faith and confidence of the st people in all walks of life.

The twenty-two Scripps newspapers are:

- Akron Press
- Cleveland Press
- Cincinnati Post
- Columbus Citizen
- Covington (Ky.) Post
- Dallas Dispatch
- Denver Express
- Des Moines News
- Evansville Press
- Houston Press
- Los Angeles Record
- Memphis Press
- Oklahoma News
- Portland (Ore.) News
- Sacramento Star
- San Diego Sun
- San Francisco Daily News
- Seattle Star
- Spokane Press
- Tacoma Times
- Terre Haute Post
- Toledo News-Bee

Scripps Newspapers

Foreign Advertising Department

Union National Bank Building, Cleveland, Ohio

w York Office: MARBRIDGE BLDG. *Chicago Office:* 1ST NATL. BANK BLDG.

Digitized by Google

The Focal Point

The distinctive function of newspaper advertising is this:

It *localizes* sales effort.

The more closely the newspaper localizes its circulation, the more efficiently it performs that function.

That is its great strength. That is its true power.

The highest point of concentration reached by any newspaper in the United States is attained by The Chicago Daily News.

94% of its nearly 400,000 daily circulation is concentrated in the city and suburbs of Chicago—the most compact newspaper circulation in the country.

No market in America is capable of such intensive development. In no newspaper can the full force of advertising effort be so economically applied as in

The Daily News

First in Chicago

Digitized by Google

Milline—A New Term for the Measure of Advertising

The Way Lyon & Healy Pick Mediums

By Benjamin Jefferson

Advertising Manager, Lyon & Healy

NOW that Professor Einstein has measured the weight of light, at least to his own satisfaction, it seems that we might have a standard measure for the weight of advertising.

Advertising, of course, is only a form of light.

The term milline has been used for some time for this purpose, and as it appears to give satisfaction, it might be worth while to bring it to the attention of advertisers.

There is nothing new in figuring that a single page in a publication has the same value as two pages in a publication of half the circulation. This underlying thought is as old as advertising itself. Very likely the publisher of the "Cave Man's Chisel" charged more for the picture of a bird and a fish than for a bird alone. And many concerns on occasions have multiplied the size of an advertisement by the circulation of the medium, to find the advertising value. Arthur T. Emery, the analyst, for one, uses this computation among others in his business charts.

But so far as I know, the system of calling the product of space multiplied by circulation milline is original with the advertising department of Lyon & Healy. The word "milline" is short for million lines, and so is readily retained by the memory.

If we could "listen in" on the phone exchange we would hear this conversation going on to-day all over the United States:

Gen. Mgr.: "How much advertising did we do last month?"

Ad. Mgr.: "About $20,000 worth."

Gen. Mgr.: "How much did we do the same month a year ago?"

Ad. Mgr.: "About $15,000 worth."

Gen. Mgr.: "Then we did one-third more than last year."

Ad. Mgr.: "No, sir. Owing to the change in prices, we didn't do quite so much as we did last year."

Gen. Mgr. "Well, how much circulation did we buy last month?"

Ad. Mgr.: "Twenty million copies, compared with sixteen million copies a year ago."

Gen. Mgr.: "Then we reached more people."

Ad. Mgr.: "No, I can hardly say that, because this year we used different-sized advertisements."

Gen. Mgr.: "How do the full pages we use compare?"

Ad. Mgr.: "It is hard to compare them because there are so many different sizes, and so many changes, etc."

Lyon & Healy began using millines to standardize their local advertisements. Then after several months of experience, they requested their advertising agency to work out millines in connection with all estimates in the national mediums. Let us take a few varied examples of different-sized advertisements:

Saturday Evening Post—1 line advertisement by 2,500,000 circulation, equals 2.5 millines.

Chicago Tribune—640 lines by 420,000 circulation, equals 268 millines.

Good Housekeeping—429 lines by 550,000 circulation, equals 235 millines.

Ladies' Home Journal—800 lines by 2,000,000 circulation, equals 1,600 millines.

Pictorial Review—800 lines by 2,000,000 circulation, equals 1,600 millines.

Woman's Home Companion—800 lines by 1,300,000 circulation, equals 1,040 millines.

Digitized by Google

The milline throws exactly the light desired by the board of directors upon advertising mediums. For instance, when the matter for a page advertisement has been prepared, and the estimate shows more mediums than can be used, a comparison of the millines reveals the advertising weight at a glance. A definite idea of the reader-appeal is presented.

Mention the six leading magazines—we can all do that perhaps. Mention them in their order by the value they present in millines. Every expert must do some figuring, so it is small wonder that pages look more or less alike to the busy officials who wish to be in close touch with the advertising, but cannot go through the mass of figures to get net values.

The development of millines, which has already been worked out, is that theoretically firms should base their advertising upon so many millines of advertising per month.

It makes no difference under this system whether you spend your money in fifty mediums or in one medium, the publicity weight is accurately gauged by the total millines.

It is conceivable that in a few years advertisers will be able to decide the proper ratio of millines to sales. Nothing could be less scientific than spending a fixed sum of money every month for advertising. This is a sad case of "the cart before the horse." Really, it is not much different from telling the advertising manager to go out and buy $3,700 worth of catalogues, instead of telling him to send a catalogue to every dealer on the books, etc.

Another purpose of the milline is to standardize the cost. At the present time the cost of advertising mediums is arrived at by referring to a fluctuating scale. It is impossible to tell which is the cheaper medium when we hear that the rate in one is $5 a line and the other is $2 a line. There is no common denominator. The answer is the same which we must give in regard to so many weights and measures in the United States.

Thus when you ask how many ounces in a pound the answer is: What kind of a pound? Or when you ask what does a bushel weigh, the only correct answer is: A bushel of what?

The milline will change all this for advertisers. No longer will the rate be given in connection with the circulation of the publication, but in the cost of one line in a million copies of said paper.

What a light milline throws on comparative values!

Here is one publication which looks just like another, but is actually getting six times as much for its advertising space. Here is one daily paper which looks just the same as another daily paper, but yet is assessing its space at four times the price of its competitors.

In our survey chart we have worked out the cost of all the leading mediums in the country, from every possible angle, but none of them gives us at a single glance the definite information conveyed by the column headed "Cost per milline."

In the interest of simplicity the practice in Lyon & Healy's is to stamp the millines upon each proposed advertisement. Here is the marking which would appear on the advance proof of a 100-line advertisement in *Popular Mechanics*:

MILLINES	47
Cost per Milline	$6.00

Montgomery Ward August Sales

Sales of Montgomery Ward & Co. for August totaled $7,751,458, compared with $7,619,698 for the same period last year.

Sales for the eight months of 1920 amounted to $74,398,206, compared with $56,761,213 for the same period in 1919.

J. C. Holme Will Join New York "American"

John C. Holme, who is in charge of automobile advertising for the Philadelphia *Public Ledger*, evening and morning editions, will become manager of the automobile advertising department of the New York *American* on September 13.

Digitized by Google

W. G. Bryan Revives Advertising Organization

W. G. Bryan, who recently resigned as publisher of the New York *American*, has announced that he will revive The W. G. Bryan Organization, the nucleus of which has been kept intact for the last five years. Until October 1 Mr. Bryan will be at his summer home in Greenwich, Conn,. after which he will either enlarge his Chicago office or open a new office in New York.

The Bryan Organization will syndicate material to newspapers, primarily for the purpose of "advertising advertising," but also to help increase subscription price and revenue and conserve white paper.

Boston Export Round Table Plans for 1920-21

New England exporters, through the Boston Export Round Table, will begin their programme for the 1920-21 season with a conference at the Boston City Club on September 17, under the direction of Honorary Chairman Walter F. Wyman and Chairman Harry H. Morse.

Some of the speakers at coming conferences are: W. P. F. Ayer, vice-president of the Walworth Manufacturing Co., on "Training Men for Foreign Trade"; Professor Paul T. Cherington, secretary of the National Association of Wool Manufacturers, on "The Major Divisions of Exporting"; Walter C. Mitchell, vice-president of the George Frost Co., "Boston" Garters, on "Holding Up the World's Stockings," and R. S. MacElwee, director of the Bureau of Foreign and Domestic Commerce, on "The Government's Export Policy for 1921."

Will Represent Detroit "Free Press"

The National Gravure Circuit will solicit rotogravure advertising for the Detroit *Free Press* in conjunction with Verree & Conklin, Inc., publishers' representatives.

With "The Gift and Art Shop"

Harry H. Herzberg, former publisher of "The Illinois Corporation Reporter," Chicago, has joined the advertising staff of *The Gift and Art Shop*, published by Andrew Geyer, Inc., New York.

William Meade Prince with Meinzinger

William Meade Prince, until recently with Lord & Thomas, Chicago, has joined the staff of the Meinzinger Studios, Inc., of that city.

The
George L. Dyer Company
42 Broadway
New York
Western Offices
76 W. Monroe St.
Chicago

Newspaper, Magazine
and Street Car Advertising
Publicity and Merchandising Counsel

Digitized by Google

Co-Operative Advertising to Sell a New Variety of Wheat

Six Hundred Kansas Farmers Get Together to Push the Idea of Better Crops

PRACTICALLY every State in the Union supports an agricultural experiment station. These are designed to assist the farmer in improving crop conditions. The work has numerous ramifications. One is the experimenting with seeds, the purpose being to seek a superior quality or one best suited to the locality. It has been found, however, after an experiment has achieved certain favorable results that only half the task has been accomplished. In other words, it is one thing to evolve a new kind of seed. It is an entirely different proposition to get the farmer to use it.

Usually this latter is a slow, laborious process. Free space and bulletins circulated broadcast are the customary mediums. Often these accomplish their purpose in due time. Also, quite often they do not. Experiment stations have no place in their budgets for such an item as paid advertising.

Such was the situation when the Kansas Agricultural Experiment Station originated a new variety of wheat. It had been put through extensive experiments, and the officials of the station felt they had something really worth while. The next step, of course, was to acquaint the farmers with the discovery. In due time they became interested in the new wheat. Here and there a few acres were devoted to its use. But then something developed. Local farmers found that other agriculturists some distance away had never heard of the new variety. Difficulty was met with when the grain was put on the market.

In the words of C. E. Rogers, Associate Professor of the Kansas State Agricultural College, and advertising manager of the Kansas Crop Improvement Association, the association of 600 farmers which is in back of the campaign: "The problem at the outset of the season for extending the use of Kanred—the term applied to the new variety of wheat—was to get all inspected grain distributed.

"Kanred seed was to sell at $3.50 per bushel, approximately $1 a bushel above market price. Obviously, growers of pure Kanred would be willing to give part of their profit if they were able to sell all their wheat. And it was also obvious that they would *have* to spend some money to dispose of it at the higher price.

"The secretary of the association, S. C. Salmon, an agronomist, and one of those instrumental in developing Kanred, saw that there was but one thing to do, and that was advertise it just the same as phonographs are being advertised. He wrote to the members of the Association suggesting that an advertising fund to promote the new variety of wheat be raised by charging each grower one cent for every bushel of wheat he sold. Nearly half, representing most of the largest growers, approved of this.

"We analyzed the problem as strictly a matter of educational publicity. The display advertising appeared in country papers in twenty-six counties where Kanred got a poor start last year and the year before. Classified advertising in all the farm papers in Nebraska, Oklahoma and Kansas was used. We are receiving about fifty inquiries a day, although the advertising began to appear less than a month ago."

The advertising is also attempting to get the farmer to make his seed purchases earlier in the season than customary. Farmers usually buy their wheat seed the latter part of August. The association wanted to get them started earlier, which accounts for the placing of the advertisements in the latter part of July.

Digitized by Google

Old Mr. Toad's Little Joke

by Thornton W. Burgess, illustrated by Harrison Cady, is the Green Meadow Club story in the September number of the JOURNAL.

Thornton W. Burgess is probably the world's greatest writer of animal stories for children.

The JOURNAL thus far has published eighty-nine of Mr. Burgess' stories—one a month for over seven years.

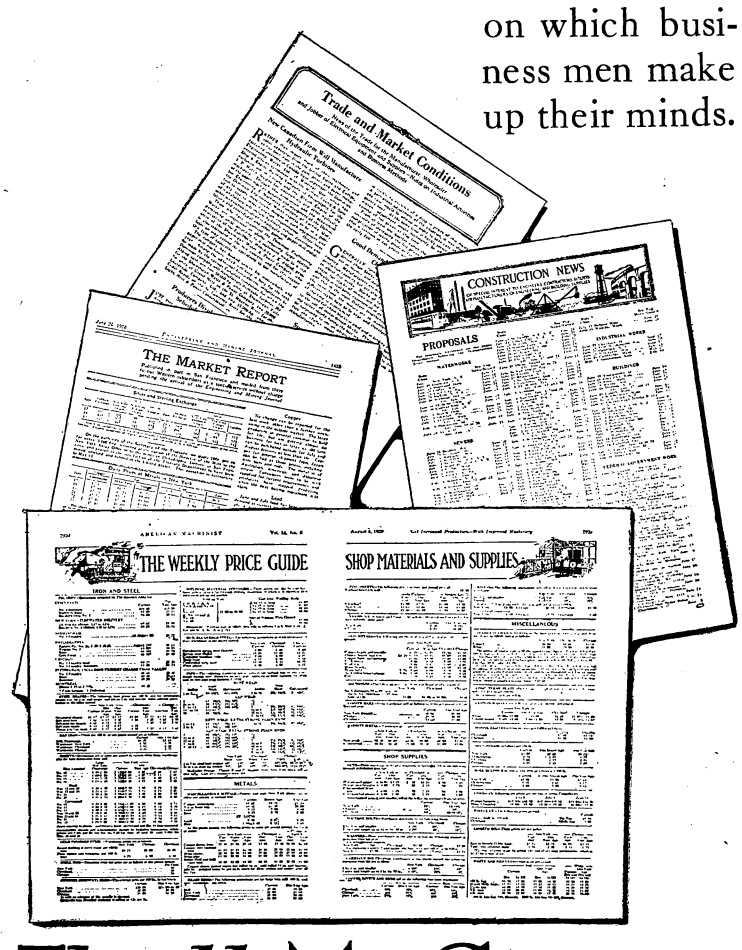
The People's Home Journal
NEW YORK

For 35 Years the Magazine for Every Member of the Family

Digitized by Google

How to Think

What is going to happen tomorrow is the vital thing that affects what business men are doing today. There are five sets of facts on which business men make up their minds.



The 11 McGraw—

Straight about Business

First:—**Credit Conditions.** The average man in business gets this information from the banker personally, from Federal Reserve reports, from Bank Reviews, from his business paper.

Second:—**The Labor Market.** Facts with regard to the labor market come from the newspapers, from the business papers in the basic trades.

Third:—**Transportation.** He looks for these facts in the newspapers, in his own business paper, and in specialized business papers.

Fourth:—**Condition of His Own Market.** These conditions he judges from his own salesmen's reports, from the business papers.

Fifth:—**His Own Raw Material, Machinery, and Equipment Conditions.** Business Papers Only.

From six to eight pages of the fields of engineering and industry covered by the eleven McGraw-Hill publications are devoted each week to these basic facts.

Special editors and a special department in the Company called the Business News Department, organized with a far-flung chain of correspondence, provide verified news. The men in this work are in intimate personal contact with the sources of information. The Engineering and Mining Journal reports, for example, are quoted as a basis for making contracts for all metals and minerals. The Engineering News-Record's Construction News is a basis for contracts running into millions of dollars each week.

This vital contact of the business press with the industries they serve is the special reason why business men now are reading the future by studying the business papers.

Power
Coal Age
American Machinist
Electrical World
Electrical Merchandising
Journal of Electricity
Electric Railway Journal
Engineering News-Record
Ingenieria Internacional
Engineering & Mining Journal
Chemical & Metallurgical Engineering

McGraw-Hill Company, Inc.
Tenth Avenue and 36th Street,
New York City

Hill Publications

Digitized by Google

Try it out in Representative Milwaukee

Starting *Right*

A successful campaign in any city depends largely upon starting *right*.

You can be positive of starting right in Milwaukee with the help of Journal Cooperation and Journal Advertising. The Journal's Market Analysis is the *first step*. Steadily increasing sales prompted by Journal Advertising follow.

Four out of every five English-speaking people in Milwaukee read The Journal every day the year around. That's why it is so economical to advertise in Milwaukee—you cover the field with The Journal at one *cost*.

Write for information of the Great Milwaukee Market today and other interesting facts.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.
Special Representatives
New York Chicago

Digitized by Google

Sampling in Export Selling

How Leading Export Managers Get the Full Power of the Sample through Their Salesmen, Their Agents, Their Wholesalers and through Commission Houses

By Walter F. Wyman

Sales and Export Manager, The Carter's Ink Company

THE average export manager, by force of circumstance, knows of the selling power of the sample in the hands of his salesmen. Dealers rightly expect the salesman, where the nature of the product permits, to give them more of a word picture or a catalogue illustration to guide them in their purchases. To-day, as always, the dealer abroad is sold on the idea of buying from sample on many more lines than shoes and textiles.

Because American export managers yield to no men in pride for their products, it is natural that they rank high in comparison with European rivals. It is true that in years past the Belgian and the French travelers have carried samples more attractively packed. It is true that the English machinery samples in particular have been displayed in a manner which appealed more strongly to the mechanically inclined. It is true that the Italian travelers carried the exhibition idea as against the sample idea far beyond any American traveler—bar the dozen exceptions of American exporters, who, from their export start, have outranked the entire field in the exhibition-sample plan.

It is, indeed, seldom to-day that an export manager pays adequate attention to the *background* of his samples. Salesmen are frequently equipped with trunks and trunks filled with samples attractive in themselves but absolutely without material for their proper presentation. This fault will prove a serious handicap with the return of active competition and the coming of a normal buyer's market. There is a world of difference between goods bought and goods sold!

An export manager in New York was showing me through his salesrooms. He had told me of a salesman he was about to send to the Far East. By chance he pointed to a trunk in which, he said, were the "elaborate" samples the salesman would carry on his trip. The trunk was locked and strapped ready to go on the steamer, but the export manager graciously yielded to my whim and had it opened up. It was, indeed, an interesting sight. The trunk was filled to the brim. The top layer was of samples in holiday "pretty girl" cardboard boxes.

I picked one out of the top layer—and it rattled! It may seem incredible, but from top to bottom the trunk was filled with samples free to slide back and forth with each wavelet, samples so heavy that the boxes would literally have been macerated before their journey's end. To make matters worse, no provision had been made for breakage and soilage. The samples were "one of a kind" even in the most important lines. Absolutely no thought had been given to the display of the samples. Not a single display fixture, background or sign was in the outfit.

GET THE PICTURE OF FOREIGN CONDITIONS IN MIND

Because of close acquaintance, it was permissible to read the export man a lecture on sampling—for it was sampling in its elementals and not packing on which he was hazy. When his attention was brought to focus on the function of the sample, he solved all minor problems in his characteristically correct way. The major fault was not lack of interior packing of the samples; it was the export manager's failure to visualize his samples to compete in selling goods. It was not until in his mind he saw himself in his hotel room in Bombay, after thousands of miles of travel, fac-

Digitized by Google

ing the buyer for John Collins, Ltd., that he saw the sample trunk as a sales force.

Now he has plans for one thing of which Hugh Kahler and I dreamed long ago—a trunk of repair, replacement, background and display material for each trunk of samples. Visualize for yourself the difference. The first picture is of a hotel room with samples in once attractive but now soiled and damaged boxes. The second picture is a table eight feet long by four feet wide, covered with a purple velvet. rich in color and depth of pile. Seemingly from nowhere rises its background display—a night scene on the North River looking eastward toward New York's skyscraper sky-line.

Two score of fixtures of graduated height, placed according to the layout of a master hand, held products freshly retouched in immaculate cartons. Mirrors reflect and multiply the display.

I envy the salesman who will, in a foreign city, first see in reality what we have seen in pale words!

In many lines the samples carried by the salesman must in truth be *carried* by him. Not everywhere can each buyer be given a private display in an adequate manner in the hotel room. Very often it is wisdom to show samples in direct comparison with less attractive goods on the importer's shelves. But this does not excuse lack of background for samples.

THIS DISPLAY WAS WELL PLANNED

One of the most attractive and durable salesman's sample sets I remember is for a matter-of-fact line of every-day office supplies. These samples are in trays made of black pin seal with heavy silver-plated fittings. The inside is lined with the darkest of heavy green velvet. Each bottle and package is mounted to set off its attractiveness. Each case is designed to meet the needs of the particular territory to which it will be carried. Each tray is built by a craftsman who designs and executes the display cases of fashionable jewelers. Even the strap which makes it easy for the individual sample to be lifted from its setting is of heaviest silk perfectly matched to the velvet.

An extra supply of labels, cartons and parts is carried in the case in a specially built wallet type of container. Need I add that a miniature dustless duster, sample size can of metal polish and burnisher are part of the outfit?

"Make the article look the price." Make the sample by its surroundings stand for the ability and the dignity of its maker. Make the salesman's samples back up his words, "You will find first sales easily made because of the attractiveness and convenience of the package, while your steady profit will come from the constant stream of re-orders due to the merit of the product in use."

In quizzes of export salesmen for lines as varied as tractors and pen points it inevitably develops that the larger the unit the more nearly adequate the display. Pianos, automobiles and motor boats cannot be slighted and placed out of sight—hence they receive at least a part of the attention their size compels. It is a tribute to the export art of selling phonographs to be able to record their almost invariably good displays from Mexico to Ceylon. When the product drops to smaller size, any worthy display is usually a tribute to the agent rather than to forethought of the exporter.

In the so-called headquarters of manufacturers' representatives the display of American-made products commonly reminds one of a junk shop, simply and solely because samples are sent without the slightest conception of their use.

Once in a blue moon there will be found an agent of this type who is also a born display man. There is one such in Haiti and another in Hobart. But exporters who write the copy and prepare the layout of all advertisements in local papers because they fear that their agents are not advertising experts, blindly ignore the

Digitized by Google

fact that dozens of good business men can write effective copy for one who has the peculiar ability to display samples to advantage. Display layout and material is a matter for an expert. There is no more reason why an export manager or his agent should be an adept in display than that a casual checker player should know all the variations of an intricate opening.

The first fundamental of the display of samples by an agent is that it shall attract favorable attention. Even this primary objective is repeatedly ignored. Favorable attention is not alone a matter of immediate background. I once saw in Manchester a handsomely framed display of American tool parts so hung that only the maker's name was distinguishable. To know more of the excellence of the product would have required the perilous climbing of a twelve-foot stepladder! Similarly, in North Peru there is a wonderful cabinet of beautifully finished walnut dusting itself in a corner behind a counter. What it holds no one can tell without invasion of sacred ground.

FIRST SELL THE AGENT THE IDEA OF SELLING

Before the agent can sell, he himself must be sold the *idea* of selling. Before samples will be adequately displayed by the agent he must be sold the importance of proper display and be given both the means and the incentive for such display. It is not with the idea of advocating elaborate cabinets and other display fixtures that this point of "means of display" is made prominent; it is with the idea that until maker and agent work intelligently toward a common end the sample will be humiliated to a force similar to that of a pop-gun.

Abroad, as at home, there is usually an employee who cares for and arranges for the sample displays. He is a man well worth knowing. The highest shelves and the darkest and most inaccessible corners are usually the portion of the newcomer, unless there is some proved reason for better treatment of samples. Oldtime export salesmen never overlooked the intensely human side of sample display. Be it here recorded that the old type of salesmen, who were the only export departments their employers ever knew, placed a proper emphasis on the display of samples by wholesalers. They were not averse to spending a day with a carpenter and the stock-sample clerk. They knew the game and made it easy to give their lines prominence, even when it meant rolled-up sleeves, moving some other line, piece by piece, with the thermometer registering 110° in the non-existent shade!

One salesman of this type who sought our line nearly twenty years ago, guaranteed 200 displays in good locations by just this "strong right arm" method, and added, "Once when I put them, they stay there. Sample spaces I nailed a dozen years ago still carry the same lines, changing only as I change them." What modern salesman, with all his accomplishments and all his coaching, can truthfully make such a boast?

There are those who decry export commission houses as "middlemen belonging to a long past era." There are export commission houses who openly declare that the direct exporters "are ingrates who infringe upon ground discovered by and developed by the commission houses." The truth lies between the extremes. It is a poor exporter who fails to realize fully the possibility that the export commission house offers him in the use of samples.

The export commission house is primarily the resident buyer in the United States for importers abroad. Regardless of its sales history this is its primal function to-day, as conclusively evidenced by the fee paid by the importer for the buying service. There are countless products of such minor nature that these houses cannot afford to know more than their names. These minor products are often either technical or semi-technical in nature.

Usually they require selling—

Digitized by Google

sound, constructive selling. It is too much to expect that these houses will give time to the mastery of the technical side or, without proof of a sound and constructive sales campaign, mutual in its profits, turn over names to their customers for sales treatment. To put it bluntly, the export commission house cannot afford to give time to a minor line, nor can it wisely pass over to an exporting manufacturer one of its greatest assets—its ledger directory of foreign buyers—without full protection and probable profit.

To meet exactly this condition, a highly successful campaign has been in action now for eight years, involving a single manufacturing exporter and a score of the largest and best-rated export commission houses. The export manager of the Eastern manufacturer in analyzing his "indirect" sales by items and territories, found that importers buying through export commission houses confined their purchases to three types—standard staples, advertised specialties and advertised assortments. This average of items was one-fifth of the number appearing on orders *for the same cities* where direct solicitation was involved.

The export manager prepared tabulations by shipping marks proving this point. With these—plus a plan—he went to New York. His plan involved the gift of a twenty-five dollar set of samples with every order calling for the goods of his enterprise. It called, also, for the free offer of this set to all customers of the export commission house who handled similar lines. Beyond this, it called for the direct solicitation by the manufacturer of orders *through the export commission house,* thus placing the sales burden for this line where it belonged—on the manufacturer.

Because each detail of the plan had been published before it was presented, it was accepted just as it was presented. The export commission houses, once it was proved that their interests were protected by a house of proved square dealings and by a foolproof system, did not hesitate to work hand in hand, even to the extent of writing their customers urging them to take advantage of the offer, and further urging them to secure their full profit by ordering in great variety from the wide range of samples.

This simple but direct sampling campaign has increased the manufacturer's indirect sales ten-fold—and their indirect sales were substantial at the outset. This sampling campaign has placed him in direct touch with buyers previously known to him only as a symbol on a packing case. This contact has led to the sending of sales helps. It has led to displays which have quickened demand. It has changed, also, his whole relation with export commission houses, who now feel it profitable to turn to him for sales development all orders received where brand is not specified.

The sample is a tanglible sales argument. It is speechless, yet its presence answers questions, so that it becomes a salesman in itself. The confidence of the maker who is willing to stand or fall on his own handiwork is compelling in sales force. If your line permits the gift of samples, capitalize your good fortune. If it compels the sale of samples, put your best sales brains on the task. If your samples cannot be given or sold to the ultimate user, strive to make it seem and be to his interest to inspect them—and make it as easy as possible to inspect them.

There is no one way in which to build world trade more rapidly than by judicious use of the sample idea. It lends itself admirably to combination with the efforts of your salesmen, your correspondence and your advertising. Your sample is in many ways more nearly your enterprise than even your salesman!

Clark with London Agency

Oliver H. Clark, formerly with Murray Howe & Co., Inc., New York, has become associated with Samson Clark & Co., Ltd., advertising agency, London, England.

Digitized by Google

Leads in Local Advertising for First Seven Months of 1920

During the first seven months of 1920 from January 1st to August 31st, The Louisville Herald carried a total of 2,688,237 agate lines of local display advertising.

This is a gain of 371,016 agate lines over the total local display advertising carried by The Louisville Herald during the corresponding period of 1919.

During the first seven months of 1920, the total local display advertising carried by The Louisville Herald exceeded that of the other Louisville morning paper by 154,917 agate lines.

During the first seven months of 1920, the total local display advertising gain of The Louisville Herald exceeded the gain of the other Louisville morning paper by 48,072 agate lines.

Local advertisers, who are on the ground, and who are able to check the pulling power of the various media from day to day, are surely the best judges of a paper's value.

Advertisers in the Louisville local field show, by the way in which they place their advertising, their preference for

The Louisville Herald

Kentucky's Greatest Newspaper

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York
Western Representative: John Glass, Peoples Gas Bldg., Chicago
Pacific Coast Representative: R. J. Bidwell, San Francisco, Cal.
Southern Representative: Geo. M. Kohn, Candler Bldg., Atlanta

One of the Schaffer Group of Newspapers

Digitized by Google

The Potent Factor in Farming Today

The most progressive farmers depend largely upon farm engineering for their success. Through its Farm Engineering Department FARM AND HOME is giving its subscribers a much-valued service without cost. Farmers are informed on the proper equipment for the *farm* and for the *home* and how to obtain the best results. Their problems are individually dealt with. Impartial advice is given regarding tractors, trucks, automobiles, engines, electric plants, building contruction, sanitation, drainage and irrigation—and many other modern farm needs.

FARM AND HOME is the only National farm paper maintaining such a service. Its benefits may be judged from the extent of our circulation of 650,000.

Digitized by Google

Editor
K. J. T. Ekblaw

This department is under a recognized authority—K. J. T. Ekblaw, Farm Engineering Editor. By training, by experience and by nature Mr. Ekblaw is well fitted for his responsibility.

To Advertisers:

Here is a service that stimulates the demand for any article that helps the farmer to be a *better* farmer—to make his farm a better farm—his home a better home. Get the full details about this up-to-date service—and full information about FARM AND HOME—from your advertising agency or from us.

FARM AND HOME

The National Monthly Magazine of Rural Life

NATIONAL FARM POWER Guarantee TRUE ADVERTISING

PHELPS PUBLISHING COMPANY

Member A. B. C.

Springfield, Mass.

Chicago New York

Digitized by Google

WHAT MAKES A GREAT NEWSPAPER?

The editorial page staff of The News includes eight men, five of whom give their entire time and thought to the page. Two of the men do not appear in the photograph.

Sane, forceful editorials

A newspaper should be sane, broad and forceful in its editorial expression. The News editorial page has these qualities. The painstaking effort is apparent to the casual reader. A page such as this is one of the *essential* elements of a great newspaper

The Indianapolis News

First in National Advertising in Six-Day Evening Field

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Digitized by Google

Some Antics of Old-Time Advertising

Copy Plucked Out of the Limbo of Time to Prove that the Advertising World "Do Move"

By Frank D. Boyd

CONCEDING, to begin with, that the copy of 1920 is not all perfect, that much of it should be improved, and that advertising is still not far enough ahead of the first "reader," it is still very refreshing to look back on its many errors of the past—the mistakes that we now avoid unconsciously—and to cheer ourselves with the thought that every mistake we are making to-day may some day be as generally out of fashion.

When an advertisement that has taken a week's time out of our young lives to prepare has been torn to shreds over minute questions of fiddle-dee-dum and fiddle-dee-dee, let us console ourselves that even in our wildest moments we would never have illustrated the "Whitest Collar Made" in quite the gloomy way it appears in Exhibit "A"—Date, 1905.

If advertising has survived such blots on its fair scutcheon as this, is there not hope that some day an advertisement of ours may appear in public as written? Is there not a bit of sunshine in the modern advertiser's heart when he thinks of what atrocities could have been submitted for his approval had he lived in a different decade?

What motor-car manufacturer of to-day would care to take chances with Exhibit "B"—Date, 1909?

Would anyone now want to proclaim to the casual reader that his car was "$1,000 Worth of Folly"?

Old-time advertisers may have flattered themselves that an eager public was sitting up nights to read *every word* of their message—but in 1920 we know better. And our copy is generally constructed so that if a reader catches only our name and headline he will at least not carry away with him a wrong impression of our product.

We have no criticism to make of this Winton advertisement. It was published in the early days of automobiles and advertising, when copy writers had to tell people that a car's engine was in front—but it helps show how many things we take for granted to-day that were matters of guess-

EXHIBIT "A"—THE WHITE COLLAR OF FIFTEEN YEARS AGO

work and experiment some ten years ago.

THE EARLIEST CONTENTED COW

The wisdom of injecting humor into advertising copy is a question that hasn't been settled to this day. There probably never was a copy writer who hasn't wanted to try it at some stage of his career and who hasn't run right into that old chestnut about the alleged failure of "Sunny Jim."

Digitized by Google

In spite of the fact that the August 19 issue of PRINTERS' INK, in the year 1908, printed the real reasons for the disappearance of "Force" from the breakfast tables of the nation, most men still persist in thinking that "Sunny Jim" took all the sunshine out of advertising. That he was a big success can be proved by turning back to your 1908 binder of PRINTERS' INK and reviewing the facts.

It isn't the injection of humor into advertising that is bad. It's the failure of some near-humor to succeed that has soured so many people on this subject.

"Every One to Her Taste," said the old woman in Exhibit "C," as she kissed the cow.

To which we reply that if such a brand of humor appeals to your taste, don't use it. Bad jokes never made good copy. But we can see no earthly reason why real human wit, cheer and kindness should be blue-penciled out of advertising if it is the natural, happy way to convey some *real* thought. The writer doesn't know what the sales of the "Noiseless" typewriter amount to—but for natural, unaffected good humor their newspaper advertisements seem to him to be good merchandising.

At any rate, a magazine hasn't carried a piece of copy for several years that has quite the style of this first Contented Cow announcement; which shows that copy writing has changed either for the better or worse—all depending on your taste, as the old lady says.

$1000 Worth *of* FOLLY

This is the four-passenger Winton Six Toy Touring Car Same chassis and same price as the five passenger touring car $3000

$3000 is the market price of the best motor car there is—the self-cranking, sweet-running, six-cylinder

WINTON SIX

When you pay $4000 (or more) for a car in the 50 horse-power high-grade class, you are paying $1000 (or more) for the maker's folly.

That $1000 (or more) does not represent additional *car value.*

It represents a racing team or an endurance run (that doesn't make your car a whit better).

Or, publicity stunts (that do not help the car a particle).

Or, interest on mortgages or overcapitalization (which doesn't put an ounce more power on your driving wheels).

Or, the maker's unwisdom in an army of time-serving "cost-clerks," or in his extravagant selling methods (none of which adds a mile to your car's usefulness).

Think it over.

Get your money's worth in *car value*—as you do in the Winton Six.

This car has no superior.

Latest improved type—six-cylinder, 48 horse-power motor. Best magneto and best carburetor. Finest oil-bathed, multiple-disc clutch. Four-speed, ball-bearing, selective-type transmission Motor's working parts fully housed from dust and dirt. 124-inch wheel base. Frame narrowed in front to allow short turns. Spacious body, suspended low on semi-elliptical springs. Four shock absorbers.

Quiet. Sweet running. A hill climber. Exceptionally wide range of speed on direct drive. Great on slow work in traffic.

Inexpensive to maintain Twenty Winton Sixes ran (sworn statements of the twenty owners) 184,190 miles on $142.43 upkeep. That averages 77 cents per 1000 miles.

And the Winton Six is the only car on the market that *cranks itself.*

The Winton Six costs $3000 to buy and practically nothing for upkeep. It is up-to-the-minute There isn't a cent's worth of folly in its makeup or in its price.

If you want maximum *car-value* at minimum *cost,* you'll get our literature. It bristles with dollars-and-sense facts Write today

THE WINTON MOTOR CARRIAGE CO.
Member A. L. A. M.
CLEVELAND, U. S. A.

Winton Branch Houses (owned and operated by the company) in New York, Boston, Philadelphia, Baltimore, Pittsburg, Detroit, Chicago, Minneapolis, Seattle and San Francisco.

THE WINTON MOTOR CARRIAGE CO
103 Berea Road, Cleveland, Ohio
Please send Winton Six literature to
.....
.....

EXHIBIT "B"—A HEADLINE THAT DOESN'T SEEM TO FIT

A FEW MODERN MISTAKES

We hear a heckler rising to inquire what difference there is between these three pieces of copy and some of to-day's efforts that could be brought to view. And when we think of the following headline which recently appeared in 40-point type in some Middle Western newspapers:

"To Lovers of Good Coffee and Retail Grocers"

we have to admit that something has been said, "by heck."

Or when we remember the hosiery manufacturer who recently comforted over two million readers with the following statement:

"Isn't it wonderful to know that when you buy Blank's Hosiery you are absolutely sure of getting all the wear that is in them?"

Or words to that effect. We have to acknowledge that there are always two sides to every question—and that nobody knows

Digitized by Google

BALTIMORE

A Great Wholesale Market

¶ Baltimore, one of the greatest miscellaneous jobbing centers in America did a wholesale business of over $614,000,000 last year. Closer to the Great Middle West, to South America and the West Indies than any other large Atlantic seaport, Baltimore is strategically located to dominate distribution over an immense area. Nearest of the major cities to the South, it is the natural gravitation point for Southern merchants in all lines from millinery to farm machinery.

¶ Naturally, a product advertised in The *Sunpapers* is something that the heads of these Baltimore wholesale houses know about. In this way The *Sunpapers* exert a powerful jobber influence that can be utilized to help sell your goods to the millions whose primary market is Baltimore.

¶ The Service Department of The *Sunpapers* is in a position to supply valuable information to manufacturers introducing new products into the Baltimore Market. Write for details and further evidence that

Everything In Baltimore Revolves Around

THE SUN

Morning **Evening** **Sunday**

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"

Digitized by Google

which one will win until the last man's out in the ninth inning.

It may be that there are just as many advertisers writing their own copy to-day as there ever were—men who don't understand that to make the public take its medicine it must be sugar-coated—but we doubt it. We think fewer manufacturers are advertising to themselves every year. The law of diminishing returns gets them. Advertising, like everything

EXHIBIT "C"—NOT IN HARMONY WITH PRESENT-DAY PRACTICES

else, gets down to the survival of the fittest—and it has no revival meetings.

We still have to plow through page after page of deadly, monotonous advertising, but brethren, turn back fifty years, or twenty, or only ten—and glory in the number of bores and amateurs that time has taken toll of; rejoice with the few who fought the good fight and survived, and congratulate yourself that bad as it sometimes is, the advertising of 1920 is a fine art compared with its cave-man days.

You can't knock the public on the head and get away with it. You must woo it with soft words, good cheer and sugar-coated pills.

C. C. Lynde Heads The Trade Press Company

Charles C. Lynde has become president and general manager of The Trade Press Company, Cleveland, publisher of *The Tractor Builder* and *Rubber*. He succeeds Thomas P. Hallock, who has resigned to devote his entire time to other interests. Mr. Lynde continues as engineering editor of the two publications.

Lloyd Mansfield Joins Moss-Chase Agency

Lloyd Mansfield has resigned as advertising manager of the Buffalo Specialty Co., manufacturer of Liquid Veneer and other products, and is now with The Moss-Chase Co., advertising agency, Buffalo, N. Y. Mr. Mansfield was advertising manager of the Buffalo Specialty Co. for six years.

A. S. Davis, Sr., Heads Knickerbocker Electrotype Co.

Augustus Davis, Sr., has been elected president and treasurer, and N. H. Cox has been elected secretary of the Knickerbocker Electrotype Company, New York. Mr. Davis, who has been a director of the company since its incorporation, succeeds his son, the late Augustus Davis, Jr.

J. D. Gabler Will Teach Typography at Columbia

James D. Gabler has been appointed instructor in typography in Columbia University, Extension Teaching, evening classes. Mr. Gabler will also conduct the class in advertising for the school of the New York Employing Printers' Association.

Join Wood, Putnam & Wood Agency

Philip Burbank, formerly with the Thomas Dreier Service, Boston, and Fred J. Bonnet, formerly with the Butterick Publishing Company, New York, have joined the sales promotion department of the Wood, Putnam & Wood Co., Boston.

McConnell Succeeds Mellen at "Co-operators' Herald"

S. A. Mellen, who has been in charge of foreign advertising for *The Co-operators' Herald*, published at Fargo, N. D., with headquarters at Nashua, Ia., has resigned, and has been succeeded by R. Forest McConnell.

H. L. Karpeles Leaves United Advertising Corp.

H. L. Karpeles, who for six years has been sales manager of the United Advertising Corporation, has become general manager at New York of the Karpeles Company, Providence, maker of "La Tausca" pearls.

S. T. Farquhar Makes a Change

Samuel T. Farquhar, formerly account executive with The H. K. McCann Company's San Francisco office, has assumed the same duties with the Lockwood-Shackelford Company in its Los Angeles office.

Digitized by Google

MORE about New York's fallacious daily army of 200,000 transients.

The 166 hotels in New York crowded to capacity and averaging 1½ persons to a room, can accommodate only 54,000 people.

And the 219 through trains arriving in New York every day carry only 25,000 people—many of them New Yorkers returning home.

New York theaters are supported by New Yorkers.

Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.

New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO *406 Tower Bldg.* — *BOSTON* *Little Bldg.* — *SAN FRANCISCO* *Crocker Bldg.*

Digitized by Google

Large Farms Predominate Among Farm Life Readers

Summary of Replies from Questionnaire appearing in the May Issue of Farm Life — Size of Farms

STATE	Replies	Less than 40	40—79	80—159	160-319	320-499	500-999	Over 1000	Average
Alabama	195	39	41	56	26	4	2	...	100
Arizona	12	1	4	1	3	2	...	1	3450
Arkansas	151	19	42	45	19	6	...	...	112
California	50	20	5	1	4	...	5	...	141
Colorado	33	6	...	5	5	11	1	3	348
Connecticut	24	5	6	3	1	...	...	...	65
Delaware	22	3	6	4	2	1	...	...	103
Florida	65	13	9	10	11	3	2	1	147
Georgia	290	46	52	60	48	14	10	9	203
Idaho	43	2	9	10	10	5	...	1	184
Illinois	417	29	43	127	137	21	3	...	164
Indiana	381	55	113	201	89	14	3	...	110
Iowa	117	6	11	27	53	7	...	...	152
Kansas	98	5	3	21	36	8	6	1	217
Kentucky	248	34	67	73	40	9	10	...	110
Louisiana	70	8	16	14	10	3	4	1	173
Maine	44	6	8	11	10	...	...	...	108
Maryland	55	8	9	11	7	3	...	...	124
Massachusetts	36	7	3	1	3	...	...	...	67
Michigan	201	13	42	75	35	3	2	...	141
Minnesota	170	9	17	39	73	10	1	...	151
Mississippi	170	28	32	39	41	7	5	2	145
Missouri	252	21	47	82	53	13	6	1	149
Montana	73	2	1	3	5	41	13	4	495
Nebraska	69	2	4	6	29	9	9	4	332

STATE	Replies	Less than 40	40—79	80—159	160-319	320-499	500-999	Over 1000	Average
Nevada	3	...	1	...	1	...	1	...	317
New Hampshire	12	3	...	3	1	1	...	...	110
New Jersey	29	8	4	2	3	...	...	...	81
New Mexico	14	2	...	2	5	3	1	1	364
New York	189	18	34	74	22	2	...	...	100
North Carolina	215	40	43	43	24	7	2	2	135
North Dakota	125	3	...	7	42	69	29	11	449
Ohio	336	55	76	122	55	2	1	...	117
Oklahoma	121	3	12	31	40	21	4	...	191
Oregon	53	13	10	11	7	1	1	...	15
Pennsylvania	335	53	61	88	31	5	1	...	93
Rhode Island	5	1	...	...	...	...	...	...	11
South Carolina	96	34	13	21	10	1	2	...	94
South Dakota	85	4	1	7	29	29	10	5	401
Tennessee	184	28	42	48	25	4	4	2	132
Texas	243	29	35	66	51	17	12	1	189
Utah	18	5	3	1	3	1	...	...	100
Vermont	32	1	2	12	10	...	...	...	144
Virginia	206	27	29	54	37	8	7	3	171
Washington	72	14	14	12	3	3	10	4	252
West Virginia	109	10	22	32	17	2	6	2	206
Wisconsin	134	8	17	53	27	3	...	...	115
Wyoming	13	...	1	1	2	4	5	...	413
Totals	6115	746	1010	1615	1195	375	553	59	176.7

Digitized by Google

AN AVERAGE farm of 176.7 acres is operated by the families who read Farm Life.

These farms range from less than 40 acres to over 1,000—but the greater number falls between 80 acres and 320.

A very large percentage of Farm Life readers are really owners or operators of farms—approximately 90 per cent.

And most of the 10 per cent who do not farm directly are small town business men who deal with farmers chiefly and are therefore vitally interested in farming.

The product of a 176.7 acre farm these days represents a buying power it is well worth while to consider.

And in Farm Life you reach such incomes evenly distributed in every State in the Union.

Brands of commodities preferred by Farm Life readers in over 50 different lines and classified as to states are shown in tables we have compiled. Ask for the subjects in which you are interested.

THE FARM LIFE PUBLISHING COMPANY

The John M. Branham Company

ADVERTISING REPRESENTATIVES

New York Chicago St. Louis Detroit Atlanta Kansas City

Farm Life
As National as Agriculture

SPENCER, IND.
Farm Life

Digitized by Google

The LARGEST PAPER
In the State of Connecticut

The
HARTFORD
Sunday
COURANT

The LARGEST
MORNING PAPER
In the State of Connecticut

The
HARTFORD
Daily
COURANT

Gilman, Nicoll & Ruthman
REPRESENTATIVES
World Bldg. New York
Tribune Bldg. Chicago.

Digitized by Google

A Flat Expense Account for Road Salesmen

It Obviates Temptation to "Juggle" the Figures and Tends to Produce a Better Grade of Men

By Richard Walsh

THERE is a certain three-day schedule which salesmen in that part of the country call "the Island trip." What it amounts to is this: In the Sound there are numerous islands, many of them large enough to contain little settlements and towns. It takes a salesman three days to make the complete trip, covering all the stores in these settlements. It costs $45 to employ a launch for the three-day trip. The old fellow who runs the launch does not care whether he carries one man or ten. The price is $45, plus the tip which each man gives him.

Always before a man prepares for this trip he enters into a hurried correspondence with sundry other men selling non-competing lines, and they arrange to make the trip together. Thus the entire expense per man for transportation is about $4.50, plus a dollar or so tip to the man who runs the launch.

But the interesting part is the item which appears on each man's expense account: "Launch hire, 3 days, $45."

This brings to mind another interesting little money-making device used for many years by a wise old traveler. He stood in well with the railroad men, and when it came to checking his excess baggage, in the shape of five sample trunks, he slipped the individual a few dollars, got a memo showing what the excess cost would be, had his friends among the boys check the trunks through on their tickets, and thus made sundry dollars every month.

This isn't going to be a "confessions of a reformed salesman," neither is it a guide to leaks in the expense account, but it does lead to this question: Is the old method of handling expense accounts the best method in running a sales force?

Of course, in the case of men whose remuneration is not based on their actual sales made while on their trips, nothing can be done but take the salesman's figures, so long as they are reasonable in appearance.

On the other hand, there are many salesmen who work a stated territory and whose job it is to produce a certain minimum volume from that territory. Their remuneration is based on a certain salary. They are paid actual expenses on the road. Maybe they are given a percentage on all sales or on business over a stated amount. But in any case the house figures their worth on a "selling cost" basis, that is, how much business they produce for each dollar they draw, whether it is for salary, expense, bonus or commission. It's entirely a matter of selling cost.

THE BENEFIT THAT COMES FROM A FLAT ACCOUNT

Inasmuch as this is so, would it not be a better plan to give a salesman a flat amount, out of which he travels and pays his own expenses? For instance, there is a house that pays its men on an average of $200 a month salary. The expense account is supposed to hold around $250 a month. A man's selling cost is supposed to be 10 per cent. If he does $4,500 business on a combined selling expense and salary of $450 he is considered to have broken even. If he goes below very long, he is dropped, and if he goes over, he gets added remuneration. That particular house is now giving its men a drawing account of $500 a month, out of which they travel. At the end of the year they get a commission on all business over $60,000. If they lag for a few months they lose their jobs. In the case of some of the men,

Digitized by Google

who have expense items which are higher but unavoidable, an extra allowance is made. For instance, one man who has especially long mileage to pay is allowed $525 a month, with a bonus over the $60,000 mark. In another case, a man who has much shorter mileage to cover gets only $475 a month. Thus the matter is kept as nearly even as possible.

Then it is up to the salesman to economize for his own interests, it being considered that his interests are the interests of his house.

When this plan was first proposed a salesman made the remark: "A house like this wants its men to make a decent showing. If you work that sort of a plan some of the boys who may be regarded as 'cheap' are apt to live in second-rate hotels, eat poor meals, and become inefficient."

"The man who does that sort of thing," was the reply, "is going to do it just as readily when he turns in an expense account. It is as easy to turn in $4 for hotel and live in a $1.50 rooming house as it is to draw $500 a month and live in a way poorer than the firm provides."

Another element worth noting is that the salesman who pads his account generally "blows in" the extra money, while the man who is working on a flat drawing account is more apt to save it, if he does manage to economize. It is the old rule that a man is more apt to take care of his own money than another man's. Over and above the other considerations, however, there is always the fact that there is no use putting before a man any more conditions that may tempt him than are necessary. Take, for example, the spending of legitimate money which has no place on the expense accounts of most houses. You rarely see on an expense account: "Hotel room, $3.65," being $3.50 for the room and fifteen cents for the boy who lets you have the room. Every man on the road pays out money for tips, and it may aggregate $20 to $25 a month under present conditions. But it is infrequent indeed to find tips listed on the expense account. Tip money is included generally in some other item for the benefit of the man in the home office who passes on expense accounts.

TWO METHODS OF HANDLING THE EXPENSE ACCOUNT

Two different sales managers, both of whom work with the old-fashioned expense accounts, go at the question in entirely different ways.

"We try to be as liberal as possible with our men's expenses," said one, "especially when a man is going well and his selling cost is satisfactory. When a man's volume is such that even a rather high expense account lets him through, we rarely question an item. The thing we are interested in is his sales. Maybe he is a generous spender on the road, but if he gets the business he suits us. It often happens that the best business-getter is a very heavy spender. Sometimes the two go together. I have seen salesmen who get big business merely by thinking big business, but the habit of thinking big makes them spend in the same proportion.

"Right now, on a Western territory, is a salesman who just naturally takes the finest room available in a hotel. He eats expensive meals, tips lavishly, and will walk two blocks to find a taxi to take him about the same distance. At first we thought this sheer nonsense and reckless extravagance, but there was more than that back of the thing. This man gets his business because he thinks that way. He feels optimistic and confident and cheerful. He radiates the atmosphere in which he lives.

"After he has jumped out of the finest bed in the finest room in the hotel, and had a bath while the rest of the boys might be washing their faces over a corner washstand, this chap goes to the dining-room, where the head waitress personally conducts him to the choicest table near a window and the favored waitress hovers over him smilingly solicitous. There follows a well-ordered

Digitized by Google

Get The Facts!

About the LOUISIANA-MISSISSIPPI MARKET

TRADE-EXTENSION BUREAU

Cash-in on this demand!

The United States Army Retail Store has been in operation in New Orleans for the past ten months.

Its total volume of sales has amounted to $2,000,000.00 in foodstuffs alone. The Army Retail Stocks here are about exhausted!

The consumer-demand for certain lines and brands has already been created. Do you want to follow up this sure-shot to quick NEW sales?

We know how! Write or wire to-day.

"In New Orleans—It's The Item."

THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

JAMES M. THOMSON
Publisher

National Advertising Representatives
The JOHN BUDD COMPANY

A. G. NEWMYER
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle.

Digitized by Google

breakfast, served with due respect by the waitress because there will be a tip to match. Now, this regular morning performance is not for effect. It is not because the man is wasteful with the firm's money. He doesn't give it a thought. He spends his own money just as lavishly, as is plain when his wife travels with him, now and then, and her expenses are naturally out of his own pocket.

"When he calls on the trade, the result is apparent. He gets business, he does the trade good because he lifts them bodily out of any feeling of depression, and when he moves on he leaves a string of dealers behind him who feel better and more prosperous simply because they have met and talked again with a man who inspires confidence in the world in general and his line and house in particular."

ALL IS WELL, SO LONG AS BUSINESS IS GOOD

That house doesn't question this man's expense account, though it is a large one, so long as volume keeps up. But between the salesman and the house there is a tacit understanding that the expense books are "padded" notoriously. Yet this salesman has no thought of deliberately stealing the firm's money. He just spends what he pleases and charges it to whatever item on the expense account seems to him to be about right. If it is in a season of the year when orders do not run up to such large proportions, he may absorb personally some items, such as theatre tickets, instead of including them under "telegrams and long distance calls."

But the house for which he works is liberal so long as the volume holds up, so everything goes on in a cheerful sort of manner. One wonders what will happen to such a sales force if conditions make it necessary to get down to brass tacks.

Then, over on the other side, there is a sales manager who is not a director of sales, but first and foremost a watchdog of expense accounts and an inspector of orders, to see that no errors have been made in price and terms. He concerns himself with what has been done, rather than the future. His method is to take an expense account and cut out everything that he thinks may be scratched off and deducted, on the theory that it is saving money for the house and that no matter how handy he may be with his blue pencil the salesmen are probably getting a lot of expense money to which they are not entitled. As a result, he has a crew of men who are puny, lack aggressiveness, and are seldom above the average —most of them below. As one man expressed it: If you've got any self-respect you won't work for him. You can't work for him unless you give it up. So that's the sort of men he gets."

This brings us to the following conclusion: In the case of regular territorial salesmen, whose showing is based on monthly volume and whose salary and expense must be a satisfactory percentage of the total volume, a flat expense allowance or a flat drawing account, plus a commission on business over a certain amount, does two things: It tends to make a man businesslike and economical, rather than an expert in petty thievery. It gives him as much as he has a right to draw, based on the volume he should get. It keeps a definite goal as to volume in front of him. The house is paying him the maximum it feels it can pay him for being on the road, that pay including money necessary to carry him.

It does away with the continual contest between the man who makes the expense account and the man who passes it. Many houses that work under the plan feel that it raises the standard of self-respect both on the part of the man and the house. It puts the entire matter where it should be —on the basis of business produced by the salesman—and does away with the countless tricks and devices used for generations by salesmen who want to slip in a few dollars' more expense, and often get by with it.

Digitized by Google

Roberts & MacAvinche has placed a twice-a-week campaign with The Minneapolis Tribune for Cluett, Peabody & Co.

The J. Walter Thompson Co. is running a July and August schedule in The Minneapolis Tribune for Libby, McNeill & Libbly.

The Coca-Cola Company is stimulating the always good demand for its product in Minneapolis with a well-sustained schedule running through the summer months. The d'Arcy Advertising Company is furnishing copy.

Anona cheese is being advertised twice a week in The Minneapolis Tribune, the schedule coming from the Reardon Advertising Company.

Another man's-sized campaign has been placed in The Minneapolis Tribune for Goodyear tires by the Erwin & Wasey Company. Copy runs twice a week.

Richman Bros. has just put over a heavy sale of the company's $26.50 men's suits and overcoats with exclusive page ads in The Minneapolis Tribune, running Friday evenings and Saturday mornings.

The Kinney Shoe Company, having recently established itself in its new Minneapolis store on Fifth an Hennepin, after building up a splendid business in the city outside the loop district, reports splendid results as a participant in the nation-wide $3,000,000 sale recently carried on in all the 71 stores of the company.

Rossman, men's wear dealers, with stores in New York, Minneapolis, St. Paul and Kansas City, whose slogan is "Walk a Flight—Save $10," is advising his customers in exclusive advertisements in The Minneapolis Tribune to "Buy Your Clothes Now At These Prices—$30, $35, $40."

The Gluek Brewing Company of Minneapolis is using attractive two-column copy in The Tribune on its new soft drink, Star Brand Root Beer.

The Minneapolis Tribune is in receipt of a schedule running to October from the Stack Agency for the Jos. Schlitz Beverage Co. of Milwaukee. Having made Milwaukee famous once, Stack is out to repeat on a line of thirst-quenchers without a kick.

The Minneapolis Tribune

First in Its City

First in Its State

First in Its Federal Reserve District

Member A. B. C.

Largest Home Carrier Circulation

Digitized by Google

How many non-corporate concerns make $2,000?

360,691

(The 360,691 non-corporate concerns that make over $2,000, as shown by latest government reports, include all forms of business and non-salaried professions except farming. The two last annual reports indicate that the number of these concerns making over $5,000 yearly is 142,220.)

SYSTEM

***The* Magazine of Business**

Digitized by Google

ONE reason for the growth up to a Quarter Million circulation that SYSTEM is making, is especially pleasing to advertisers. That reason is SYSTEM'S own advertising. Doubtless you have seen some of the copy running in the big city newspapers and in the Saturday Evening Post.

These advertisements are telling just what is in SYSTEM—what articles and what contributors. That's about the same thing a man learns from the magazine itself. Either process puts the magazine's contents to a real test. It shows a man whether he wants to read SYSTEM.

In largely increasing numbers business men are buying SYSTEM at the newsstands. And that tells what regular subscribers do after they see the advertisements.

In growing up to a Quarter Million circulation SYSTEM is rapidly covering the whole Business Market. The current number will show why.

rapidly covering the whole business market

Digitized by Google

What can you call it but Service?

ON a certain day a great convention was to be called to order in Philadelphia at noon. Early that morning the Secretary discovered to his dismay that some important documents, needed at the opening hour, had been left in his office in New York. At 9:30 he called us on long distance, and at 12:10 the material was in his hands.

This gentleman paid us a fine compliment in calling upon *our* office, rather than his own force, to help him out of a tight place. He had learned during the years in which we had handled the printing for his Association that we could be depended upon.

CHARLES FRANCIS PRESS
461 EIGHTH AVENUE, NEW YORK
TELEPHONE LONGACRE 2320

Digitized by Google

How National Oats Came to Adopt a New Trade-Mark

Advertising Campaign Centring Around a "Husky Boy" Leads to Elimination of Less Aggressive Mark

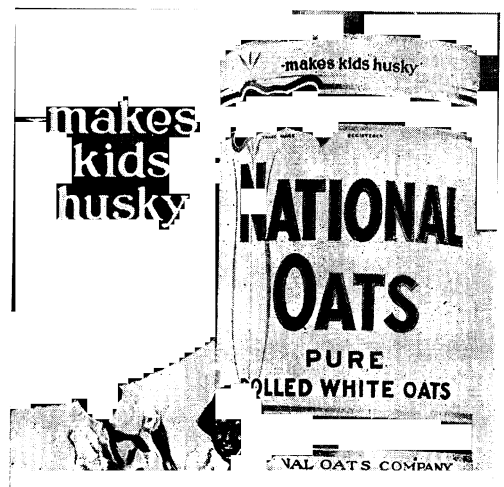
By F. Harvey Morse

Advertising Manager, National Oats Company

DURING the last two seasons a new trade-mark for National Oats has been advertised into familiarity and a new slogan has taken the place of one that had previously been featured for some time. This all came about almost by accident, as the result of a successful poster campaign featuring "husky kids."

Very early in the history of the company, advertising the child appeal was resorted to, a little girl with her basket being used as a trade-mark. This little girl quickly came to be recognized as an integral part of the National Oats package.

Those days were largely days of experience gathering. Early advertising included premium offers, profit-sharing coupons, a "sketch the girl contest," the offer of Jingle Books to children and the like. Of course, during this time considerable newspaper and periodical space was used, but without the dominant idea having been discovered.



POSTER STYLE OF ADVERTISING IN PERIODICALS, IN STRONG COLORS

During the season of 1918-19 the idea was born, although not recognized at the time. That season's advertising took the form of an extensive poster campaign. A series of posters was developed showing children in action—good-looking, healthy youngsters doing the things they naturally would be doing in the particular season of the year when the posters were shown. The February poster showed boys snowballing. The November poster showed the wind blowing an umbrella which a husky boy and girl were doing their best to hold. The spring poster showed a baseball scene, and so through the entire campaign. For this campaign there

Digitized by Google

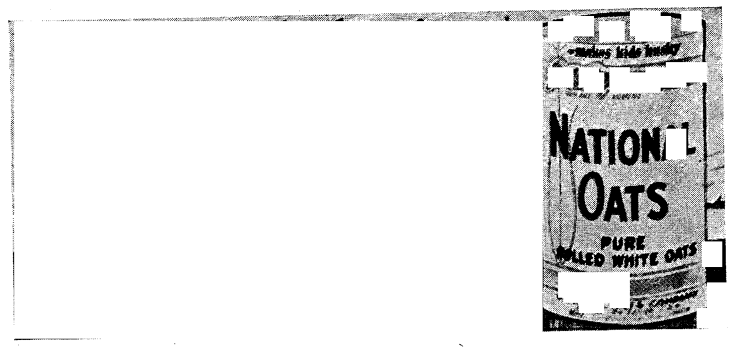
was selected a special slogan with which it was aimed to carry out the spirit of the posters—"makes kids husky."

The advertising proved to be very successful, and the decision was then and there made to change the trade-mark and the entire style of advertising. In the future the slogan was to be "—makes kids husky," and all advertising was to carry out this idea. Of course, the objection was brought up and is still occasionally met that in the little girl there was an established trade-mark of considerable value; yet when all was said and done, the little girl and the slogan "You Can Taste the Difference" did not carry the real distinctive advertising touch, so "—makes kids husky" was selected to put the product over in a big way.

Then came the problem of selecting a substitute trade-mark. The search resulted in the selection of a typical boy, healthy looking and ruddy, from whose photograph an oil painting was made. He then became the National Oats Husky Boy, and now appears in all the company's advertising and on all packages. The slogan "—makes kids husky" also became part of the trade-mark.

Just prior to the 1919-1920 season a backward glance was taken over former campaigns. It was seen that the previous year's posting campaign had been the most successful advertising effort from all angles that had ever been conducted by the company. Then came the determination to get away from the beaten path and put a poster in the magazines.

The newly selected trade-mark was featured in every magazine advertisement that season and is so featured in the 1920-21 campaign, although there may be supplementary figures used to complete the action. In the first year's advertising a little girl was shown feeling the husky kid's muscle. In another advertisement the boy was swinging a little girl. Still another one showed a healthy-looking football boy, while the winter advertisement showed him shoveling snow. The 1920-21 series carries out the same idea, using the subject of our boy playing leap-frog, standing on his head, a skooter and bicycle race, and coasting scene.



ONE OF THE POSTERS IN THIS YEAR'S CAMPAIGN

Every advertisement is a poster in every sense of the word. Only strong poster colors are used—solid reds, oranges, greens, yellows and blues. All shadows are in bold colors. In every advertisement the package covers practically one-third of the page space. The slogan in a standard form of lettering appears prominently on every piece of copy. So does the husky boy. In this way the package, slogan and trade-mark boy are all strongly emphasized.

With the first campaign came the real job of putting over the

Digitized by Google

No. 6 of a Series on Personnel

MRS. HENRY MOSKOWITZ
Director of Clients' Publicity

IN no small measure the success of Harry Levey Service Corporation in the Industrial-Educational Film field has been due to the widely diversified experience of the members of its staff.

Mr. Levey selected Mrs. Moskowitz because of her experience, which includes the study of dramatic art under Heinrich Conried, extensive public speaking on industrial relations and commercial recreation subjects and more than twenty years in social service work in New York City, added to four years as manager of the labor department of a leading manufacturers' association. She was especially requested by the Governor of New York to serve as Secretary of his Reconstruction Commission.

Her knowledge of the dramatic side of film advertising and other propaganda, combined with her thorough and sympathetic understanding of the human element, ideally fits her to serve Levey clients in an unusually effective manner.

Mrs. Moskowitz's well rounded education and experience for her work is but typical of the completeness of the Levey organization's personnel and explains its ability to get results for those who embrace the opportunities offered by Industrial-Educational Films in the solution of problems of selling, distribution, education of workers, labor efficiency, etc. The same service that has proved so effective for other leading manufacturers in other lines is at your disposal.

HARRY LEVEY
SERVICE CORPORATION
Producers and Distributors of Industrial Educational Films
NEW YORK CITY

Temporary Offices: 1662 Broadway
Studios: 230-232 West 38th Street

Digitized by Google

slogan in connection with the product. The first impression was made on the salesmen at the Sales Conference. Broadsides telling the story and containing color proofs of every advertisement were mailed to jobbers and jobbers' salesmen. Every specialty salesman carried a portfolio in a leather cover for use in calling on the retail trade. Salesmen were instructed to emphasize the advertising campaign strongly and impress upon the jobber and the retailer when doing specialty work the value of the campaign to them—this before any mention is made of an order. Copies of each advertisement as it appeared were also mailed to every jobber and jobbers' salesmen as well as to the specialty salesmen, who distributed them to the retailers for display in their stores. The dealer-help propositions, such as cookbooks and novelty puzzles, carried reproductions of the magazine advertisements, and so tied up to the national campaign. This idea was also carried out on envelopes which were furnished to the jobbers.

Twenty-four-sheet posters are still used to supplement the periodical advertising in special sections. These posters carry out the same spirit, showing the National Oats boy, the package and the slogan all in bold colors.

The boy, by the way, is a real boy in every sense of the word. Just an every-day boy—Mrs. O'Brien's Pat, Mr. Dunham's Harry—in fact any one's boy.

The company believes strongly in the purchasing influence of the boy. All boys love to be strong and athletic. When a mother tells her boy to go to the store and get a package of oatmeal, and on the way he passes a poster with a "—makes kids husky" boy, it will be the most natural thing in the world for him to ask for National Oats. He sees the advertisements in his own magazines and in those of his mother. He receives a vivid impression of physical superiority, and these early impressions are retained for years. Thus it is that it is believed no mistake was made in changing the trade-mark to one of greater virility, in keeping with the product it designates.

French Language Publishers of New England Meet

The annual meeting and convention of the Associated French Language Newspapers of New England was recently held at Fall River, Mass. The association was the guest of its president, Jean B. Paradis, publisher of *l'Independant*, Fall River.

The annual election resulted in the re-election of all officers for the coming year. The officers and directors are: President, Jean B. Paradis, *L'Independant*, Fall River, Mass.; vice-president, Philippe Boucher, *La Tribune*, Woonsocket, R. I.; secretary-treasurer, Ernest A. Bournival, *L'Avenir National*, Manchester, N. H.; directors (in addition to the officers): J. A. Desaulniers, *L'Independant*, New Bedford, Mass., and J. E. Bernier, *L'Avenir National*, Manchester, N. H.

Makers of Women's Wear Unite in Advertising

The Associated Stylish Stout Wear Makers, Inc., composed of eight manufacturers of wearing apparel for stout women, will run a campaign in rotogravure sections of Sunday newspapers. The advertising will be placed by the John L. Clough Advertising Agency, Indianapolis. This agency is also handling the account of the Indiana Condensed Milk Co., of Indianapolis, manufacturer of Wilson's milk, which is putting an advertising campaign in newspapers of the East and Middle West.

Rice Millers Open New Orleans Office

In preparation for a contemplated extensive advertising campaign, Hugh M. Blain, manager of the Associated Rice Millers of America, Inc., has opened offices in New Orleans. An advertising assessment of five cents a bag for three years has been determined on.

Will Help in Advertising "Green River"

H. D. Frazee, formerly assistant sales manager of the Reliance Rubber Products Co., Keyport, N. J., has become assistant advertising manager of the Schoenhofen Company, Chicago, manufacturer of "Green River," a soft drink.

Join Russel M. Seeds Agency

Frank B. Bull and Earl Mushlitz have joined the staff of The Russel M. Seeds Company, advertising agency, Indianapolis.

Digitized by Google

THE NEW HOME OF

The Hartford Times.

Since 1817 Connecticut's Greatest Newspaper

Very nearly on the site of this new structure Thomas Hooker, in 1637, erected Hartford's first building.

The new home of the Times forms an artistic background for Hartford's fine municipal group, consisting of the Municipal Building, Morgan Memorial and Public Library.

The pillars, terra cotta and brick work used in the front of the building were salvaged from the famous church of Dr. Parkhurst, New York, designed by Stanford White, and which was razed to make way for a large office building.

The idea of using this material for the Times facade was conceived by Donn Barber, and the successful accomplishment of the difficult task of executing a design to conform to the requirements of the material is truly an architectural triumph.

Naturally, no effort has been spared to bring the mechanical facilities of the new plant to the highest point of efficiency.

The new building stands as a monument to the steady growth and progress of the Times since its establishment in 1817.

National Representatives
KELLY-SMITH COMPANY

Marbridge Building
New York

Lytton Building
Chicago

Digitized by Google

Remake Buying Habits

—if you need to, *you can!*

EIGHT years ago the Vacuum Oil Company started its national advertising for Gargoyle Mobiloils—through us. At that time the most widely sold automobile engine oil came in one body which was advertised as "best for all cars."

The first advertisement for Gargoyle Mobiloils was headed, "No one oil is best for all cars. This is absolute."

In support of this challenge, a Chart—the first of its kind—was included in every advertisement. This Chart showed the correct

The Blackman
ADVERTISING

Digitized by Google

grade of oil for some 100 of the most prominent makes of cars.

Today, practically every automobile lubricating oil comes in several grades and is sold more or less on a chart basis—*including the oil which formerly boasted that it was best for all cars!*

* * *

BUYING HABITS are sometimes stubborn opponents. But this incident illustrates the value of having behind you the Truth—plus Advertising.

Are buying habits or market trends erroneously unfavorable to your principle of manufacture?

If the Truth is on your side, Advertising can certainly establish that Truth with the Public.

And the job may be nowhere near as difficult as you imagine. We welcome discussion on the subject.

Company New York

95 MADISON AVE.

Digitized by Google

Our "Stand-In"

One of the effective ways to measure any publication is to find how it stands with its readers—its "stand-in."

The News-Times has the confidence of the people in the northern Indiana and Southern Michigan territory. The News-Times, with 17,000 circulation, goes home. The News-Times has—and holds—the good will of its public.

To effectively cover this fine industrial and agricultural territory the News-Times must be used. Let us give you further facts and figures.

Send for News-Times, Jr.

SOUTH BEND NEWS-TIMES

Morning *Evening* *Sunday*

J. M. STEPHENSON, Publisher

Foreign Representatives
CONE & WOODMAN, INC.
Chicago New York Detroit Atlanta Kansas City

Digitized by Google

The Neglected Little Brother of the Business Family

How to Get Attention for the Secondary Product

By Henry Burwen

IN every line there is a neglected little brother—some subordinate item which doesn't get the attention it deserves. Perhaps it's a new arrival that has not been impressed as yet upon the salesmen's consciousness; perhaps it's something difficult for them to sell; perhaps it's something outside the regular line that they take no interest in; perhaps even it's a new little baby they didn't want at all. Whatever it is, something must be done to help it, if the poor little brother is to be saved from an undernourished life.

One answer to a problem like this was found by a concern whose main product was a certain type of retail-store equipment, but which had among its many lines a little specialty—a machine for use by cashiers in making change, selling for $15. It had been taken on some years before, having appealed to the officers of the company as an attractive item with selling possibilities. It had a certain use in connection with the regular equipment, and so it seemed a logical addition to the business.

But somehow it didn't take hold. Sales on the regular business ranged from a thousand dollars to fifty thousand; and these salesmen, with their eyes on big business, could not be induced to bother with the little $15 machine. A commission was offered to the mechanics who went to install the big equipment, and some sales were made; but the total business amounted to only a few hundred machines a year.

Apparently it had selling possibilities, because the sales made were unaccompanied by any high degree of salesmanship.

Finally a study was made of the situation and it developed that there was a market for it through stationery stores. Advertising tests were made, and the orders so quickly cleaned out the small stock normally carried that the concern was quite surprised. The response indicated that with proper effort behind it the sales would be many thousands a year instead of a few hundred. These sales to stationers were made by mail. Following the initial advertising, many of them included the device in their catalogues; orders continued to trickle in even without further sales effort.

Plans are now under way to establish a special department to promote the sale of the machine, from headquarters, with direct-mail advertising. The regular salesmen will still be permitted to take orders for them, but the marketing of the machine will in no way be dependent upon them.

SPECIAL SALESMEN AND SPECIAL SECTION OF SALES DEPARTMENT

It is general experience that it is very difficult for salesmen to handle side lines, either of their own company or of some other. There was, for example, a spark plug manufacturer who added grease-cups as a side line and turned it over to his salesmen to sell. They talked the spark plug first and then brought out the grease cup. The results were not satisfactory. Coming up after the customer thought the interview was all done, it did not give a good impression. Some of the salesmen began to forget to talk the side line. A change was made and exclusive salesmen put out handling the grease cup and a separate section of the sales department was made entirely responsible for the sales.

A little different from this was the experience of another concern in the specialty field, which added a new specialty to its list. The

Digitized by Google

regular force did not seem inclined to take hold of it—were even antagonistic toward it. It was really something which up to this time had been a competitive type of equipment, and they were asked, to a certain extent, to embrace an idea they had been talking against for years. Besides which, business was so good—everyone overloaded with prospects—that even those who favored it had no inclination to branch out with anything new.

Accordingly, a special salesman was put on in each district to handle the new line exclusively, while the other salesmen were allowed to sell it in connection with their regular work. It proved to be a very easy and profitable seller for the special salesmen. As the regular representatives became acquainted with this fact, and also became better acquainted with the device, they gradually took hold of it.

Probably more common than any is the case of a regular line of articles handled by one sales force where certain items are being neglected. A novel plan was used in such circumstances by a sales manager.

JOLTED INTO GIVING ATTENTION TO SIDE LINE

"There was one item in our family of products," he said, "which had not been getting the attention its business value warranted. Accordingly I wrote each of our branch managers and asked frankly why it was this certain product of ours made such a poor showing on the monthly recapitulation of the individual records. The replies were all to the effect that they were so busy selling our larger products they did not have the time to give to the smaller one.

"Immediately after getting this information in, I wrote the branches and instructed them to secure a young lady to sell this product without further delay. I advised them we already had a young lady in one branch office who was doing very well with it—so well, in fact, that we were considering her as a possibility for our entire line. I carefully instructed them to put the young lady on as soon as she could be found.

"My plan worked out as I thought it would. Every manager immediately wrote back and said he did not believe it would be a good plan to put on a young lady to mingle with eight or ten men salesmen; and furthermore he doubted very much whether they could get a young lady who could successfully sell the product.

"You will see that I left considerable room for argument, which was my intention. I felt that every manager would be averse to allowing a woman to come into his office and perhaps graduate into a full-fledged representative of the entire line; and my opinion must have been right, for ever since issuing the order our 'neglected little brother' has been receiving very good attention and its sales have taken a decided upward trend.

"I do not expect that any young ladies will be put on the sales force for some time to come, but I do think I will use this club whenever the sales on the product in question fall to an unsatisfactory level."

An infallible method of stimulating the sales on some particular item is to run a sales contest, awarding special prizes for sales on the neglected item, making them count double points, or using some similar plan. A large bakery had this experience on a line of bread it had been trying to promote for some time without marked success. A sales contest was staged on this one item, and the sales figures were immediately multiplied by four. As a general rule the salesmen can increase the sales on whatever they give their attention and it only needs some device such as this to make them focus interest.

An automobile agency had an accessories department, but found it was selling few tires and was doing nothing remarkable on other items. It occurred to some one to go over the sales records to find out how much in the way of accessories was sold by the

Digitized by Google

$1,713,650

THIS is just a tiny portion of the money which NEW YORK AMERICAN readers, writing for advice to the Investors' Service Bureau, were ready to invest in securities in less than twenty weeks.

To be exact, the NEW YORK AMERICAN Investors' Service Bureau received 25,415 letters during the 19 weeks beginning April 24, 1920, asking how they should invest funds.

The aforementioned $1,713,650 represents only the total of amounts specifically mentioned by 372 readers.

If 372 readers who *state* the actual amount ready for investment had available $1,713,650, HOW MANY MILLION DOLLARS WOULD YOU IMAGINE WERE AT THE DISPOSAL OF THE REMAINING 25,043?

Whatever your answer may be to this question, even this figure gives only an insignificant idea of the vast funds invested by NEW YORK AMERICAN readers during this period; for it goes without saying that those who actually wrote to the Investors' Service Bureau can only be a very small proportion of those readers who follow the advice contained in the news and advertisements of the Financial Section of the NEW YORK AMERICAN.

The possession of these surplus funds marks out these readers to be of exceptional interest not only to bankers and brokers, but to every merchant and manufacturer who has goods to advertise.

If ever there was proof of quality as well as quantity circulation, you have it right here.

That they prefer the NEW YORK AMERICAN to all other morning papers is proved by the fact that they cheerfully pay three cents for it, when The Times, World, Sun-Herald and Tribune can be bought for two cents.

Digitized by Google

salesmen with each new car. The result of the investigation was surprising indeed. Evidently the new owner went off and bought his extra tires, bumper, spotlight, and other "fixin's" elsewhere, or perhaps it didn't occur to him to buy these things at all.

WORTH SALESMEN'S TIME

This point brought out, the reason was quite plain. The salesman's commission was based on the net price of the car alone and he received nothing extra for the accessories. A five per cent commission was then offered the car salesman; and in addition the contract form was modified so that the extra tires and the main accessories were already listed on the form to serve as a further reminder both to salesman and customer.

Thereafter hardly a car went out of the agency that was not well equipped with extras. Indeed it was made a practice to put the extra tires and supplementary equipment on each car placed on display in the show-room, and the salesmen got in the habit of quoting an all-inclusive price instead of the net price plus the accessories.

There is a concern manufacturing pipe products which counts flagpoles as one member of its line. Being somewhat different from the regular run of products, it is neglected by the sales force. As a consequence the sales promotion department pays special attention to this line by endeavoring to secure direct prospects for it, and in addition aims to give the salesmen special education on flagpoles; all of which tends to counteract the tendency to forget it.

The whole problem simmers down to this: All salesmen tend to favor some lines and overlook others. In a line of high-priced articles with one or two supplementary low-priced lines, the latter is neglected. It then becomes necessary to find some means of stimulating the interest; or if this is found to be impractical, to make special arrangements for the neglected member's sale.

Better Business Bureaus List False Trade Names

Under the direction of Better Business Bureaus in various communities, a movement against the false labeling of merchandise by manufacturers is being conducted.

H. J. Kenner, secretary of the National Vigilance Committee, informs PRINTERS' INK that merchants have been ready to co-operate in the movement because, under most State false advertising laws, a merchant is not relieved merely because of the fact that a false description of his only follows the description of the manufacturer.

The following information recently given by E. J. Brennen, manager of of the Better Business Bureau at St. Louis, to business houses of that city, is a specimen of what is being done elsewhere:

"The National Vigilance Committee of the Associated Advertising Clubs of the World in co-operation with about thirty Better Business Bureaus, is conducting a vigorous investigation into a practice which seems to be quite general among manufacturers, namely, of labeling their goods in a misleading, if not quasi-fraudulent, manner.

"The discussion in question arose in the first instance from the labeling of a number of imitations or substitutes for 'silk,' such as 'Tezzo silk,' etc.

"Will you, therefore, kindly advise us in reply the name or names of those articles handled by your store which are inaccurately labeled and also whether or not these articles are copyrighted and the trade-mark registered in the exact wording by which they are labeled?

"Your co-operation will be greatly appreciated, and remember, that 'every little bit' helps. This is being done all over the country in hope that all misleading trade names and expressions will be catalogued."

August Business Light with Mail-order House

Although the Sears, Roebuck & Co's. sales for the first eight months of this year are $33,313,005 more than for the same period last year, goods sold in August were $1,373,776 less than last year, which was a decline of 9.65 per cent. The gain for the eight months was 23.86 per cent.

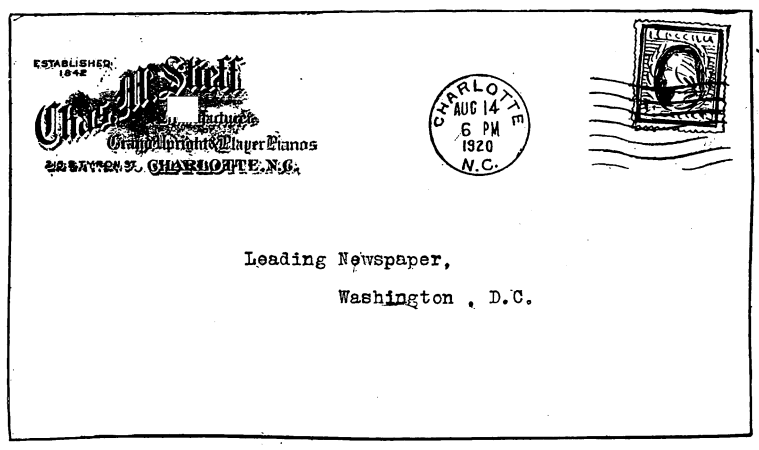
Dippy & Aitkin Handle University of Pennsylvania Account

Dippy & Aitkin, of Philadelphia, have secured the advertising account of the University of Pennsylvania. Copy is to start at once in the newspapers of Philadelphia and surrounding towns.

Jesse H. Neal at Rochester

Jesse H. Neal, executive secretary, of the Associated Business Papers, Inc., spoke to-day before the Rochester, N. Y., Advertising Club on "The Specialized Appeal in Advertising."

Digitized by Google



This letter, containing advertising for insertion in Washington's "Leading Newspaper," was delivered by the U. S. Post Office to

The Washington Times

Generally Recognized As the National Capitol's "Leading Newspaper"

The Washington Times is the only local daily newspaper selling for 3 cents and appeals particularly to those willing to pay a little more for something a great deal better.

Eastern Representative
I. A. KLEIN
Metropolitan Tower,
New York City

Western Representative
G. LOGAN PAYNE
Marquette Building
Chicago, Illinois

Digitized by Google

Le canal au Sucre, Antwerp.

Belgium eighteen months ago took an inventory and found most of her factories wrecked or lacking essential machinery; her iron working and textile industries at a standstill.

Belgium, within a year from that time, had started to get her house in order and her factories and mines going again.

During this same time a great many new business houses had started up. Old establishments formed new connections. Practically a new business world was created in Belgium.

Belgium today is fast regaining her commercial position. In fact, today as before the war, Belgium's per capita import trade is among the largest in Europe.

The opportunity is yours to introduce your goods into foreign countries. Take advantage of it. The merchants in Europe, South America and the Far East want to know what you have to sell them.

Advertising for foreign business is like advertising for domestic business. The man who does it is the man who gets it.

Digitized by Google

The AMERICAN EXPORTER with its editions in English, French, Spanish and Portuguese, reaches the buyers all over the world in their own commercial language.

The advertising pages are examined by the buyers of American goods.

In addition to an effective world-wide circulation, the AMERICAN EXPORTER offers you:

1. Assistance and Advice on Export Problems
   B. Olney Hough, editor of the "American Exporter" and author of "Practical Exporting," is ready at any time to go over with you the problems which face you in an export selling campaign.

2. Research Investigations of Foreign Markets
   Lloyd R. Morris, Research Editor of the "American Exporter" and editor of the "Exporter's Gazetteer of Foreign Markets" can show you where to export to the best advantage. He can supply you with FACTS upon which your export campaign can be based.

3. Credit Reports and Lists
   We have on file information on over 100,000 foreign importers.

4. Weekly Bulletin of Foreign Buyers
   This confidential Bulletin contains the requirements of foreign merchants and the names of buyers who are visiting the United States to make purchases of American goods.

5. Translation Service
   We employ 76 expert translators and assistants. Our foreign catalogue work is guaranteed technically and idiomatically correct.

May we send you "Selling the Man Abroad Through Export Advertising"?

AMERICAN EXPORTER

THE WORLD'S LARGEST EXPORT JOURNAL

17 Battery Place New York

Digitized by Google

WE are a versatile outfit. We specialize on everything we do. Lead molds, for instance. If you are up against lead mold troubles; if you can't get what you must have, sure fire, every time; if you go through disasters and disappointments, try us. We know lead molds from A to Izzard. No end of advertisers, all over the country, demanding the most exquisite work to be had, have wound up here.

Just use the mails instead of a messenger

Partridge & Anderson Company

Electrotypes · Mats · Stereotypes

714 Federal St., Chicago

Digitized by Google

Are Contests Successful To-Day?

Certain Big Advertisers Seem to Think So—An Analysis of Two or Three Contests That Had a Good Reason for Being

By R. L. Burdick

THE recent appearance of advertisements of two manufacturers featuring prize contests which they are conducting has brought up in the minds of many people the old question, "Do contests pay?"

In discussing the prize contest, without inside knowledge of the facts which recent contests have brought out, several have made the statement that this is a dead "stunt" in advertising. One advertising man offered the writer this interesting theory:

"The prize contest was merely one of the outward manifestations of a certain public attitude toward advertising. In the evolution of merchandising methods there are more or less distinctive periods which can be recognized by the characteristic form and type of sales ideas used. These periods mark various cycles in the progress of the public's understanding and appreciation of advertising. The prize contest represents a cruder appeal in advertising which was characteristic of the dark ages of from ten to twenty years ago. The contest was conceived, grew in popularity and then waned in favor as the public mind moved to the next stage of its education.

"More recent instances of just such characteristic forms taken by sales efforts—and which represent periods of more advanced public consciousness, are the 'drive' and the 'week.' In the war period the 'drive' was the big thing to sell Liberty Bonds, war charities and what-not. Yet even in this short space of time we moved forward sufficiently to make the 'drive' plan an ineffective dead letter.

"Just previous to, and co-existent with, the 'drive' was the 'week' idea. There were and still are but fifty-two weeks per year, and yet to glance over the campaigns of hundreds of manufacturers each staging his 'week'—'Wire-your-home week'; 'Paint-your-house week,' and so on—one would suppose that the number of weeks in a year were unlimited. This, too, has largely passed out as a merchandising method. The contest, the week, the drive—they have been worked to death."

Yet in the face of this swan song for the prize contest two of these very decrepit "stunts" have been conducted recently with unusual success, and a third has just been announced in national magazines.

What has given the elixir of life to these contests? Have we swung around the circle so that an old "dodge," like an old style in dresses, has again become new? Or has it been playing 'possum and never really lost its effectiveness? These are questions that run through the onlooker's mind.

The difficulty in understanding the present-day vigor of a seemingly threadbare plan lies in a common misconception of what these contests are.

THE IDEA BEHIND MODERN-DAY CONTESTS

The prize contests of the Eveready "Daylo," in June and July, of the Army Enlistment Service, completed recently, and of the Gould Storage Battery Company, just announced—these are not "dodges." They are merely a striking method of utilizing a basic sales principle as old as time and always effective in any garb. Make the buyer sell the product or idea to himself.

In the so-called dark age when contests flourished, the major purpose of this form of publicity was often merely to get the product talked about. Such, for example, was the Eveready contest of 1916, which gave the name

Digitized by Google

"Daylo" to the flashlights of this company. Because of the unusual number of entries received—a half million or more—and the fact that four prizes of $3,000 had to be awarded instead of one, owing to a tie—the name of this product was made known over the entire country. Even to-day one may frequently hear an unsuccessful entrant in that contest saying, "Speaking of contests, remember the Eveready 'name' contest? Well, the name I submitted was——. Now, don't you think, etc."

Frequently, before postal regulations shut down upon the plan, it was a requirement of a contest that the entrant must buy one of the products—be it a doll or a newspaper—before he could enter. This plan was intended to stimulate large immediate sales which, in the hopes of the conductors of the contest, would result in creating a steady buying habit among the contestants.

However successful these two types of contests may have been, most of them lacked the one thing that makes prize contests a successful selling method to-day, to-morrow, or for years to come—a basic, permanent merchandising principle. To be worth the cost and effort necessary to advertise the contest and to handle the numerous entries, there must be more behind the contest than a publicity plan or sudden sales drive. In other words, the contest should fix some idea *permanently* in the minds of the contestants—and also of non-contestants. Let us see how this has been worked out in the instances of the present-day contests quoted.

The ten-thousand-dollar prize contest of the American Ever Ready Works, which probably has drawn a larger number of entries than any commercial contest of the last few years, was apparently simply a guessing match. A picture was shown in some 30,000 dealers' windows and later reproduced in newspapers and other mediums. The central figure of the picture was a man reading a letter which, because of a torn envelope shown, apparently had just arrived. In his other hand the man held a Daylo which he had obviously just removed from the carton lying on the table before him. The contestant's job was to answer the question "What does the letter say?" in twelve words or less—one of which must be the name "Daylo."

From this much of the description, it would seem that nothing beyond getting the name "Daylo" over lay in the plan and that one person's guess was as good as another—that mere cleverness in phraseology would win a prize.

NOT SO SIMPLE, AFTER ALL

Omitting entirely for the moment any consideration of the contest's purpose in getting jobbers and dealers linked up more closely, in getting them to increase their stock, and in obtaining new dealers (which also figured largely in the campaign), and taking only the purposes affecting the public, there was much more to the contest than the obvious facts showed.

Besides the central figure of the picture mentioned above there were several other persons illustrated and surroundings shown which carried out subtly the basic idea of the entire campaign. The man's wife (she seemed to be his wife) stood at his side also reading the letter; and various other figures, suggesting a widow with a youngster crying at her knee, a banker, a doctor, a lawyer or similar distinctive types were placed around the interior of the room—apparently in a well-furnished house—all intently watching the central figures. These figures were not too definitely characterized; their purpose was to suggest rather than to show any particular types.

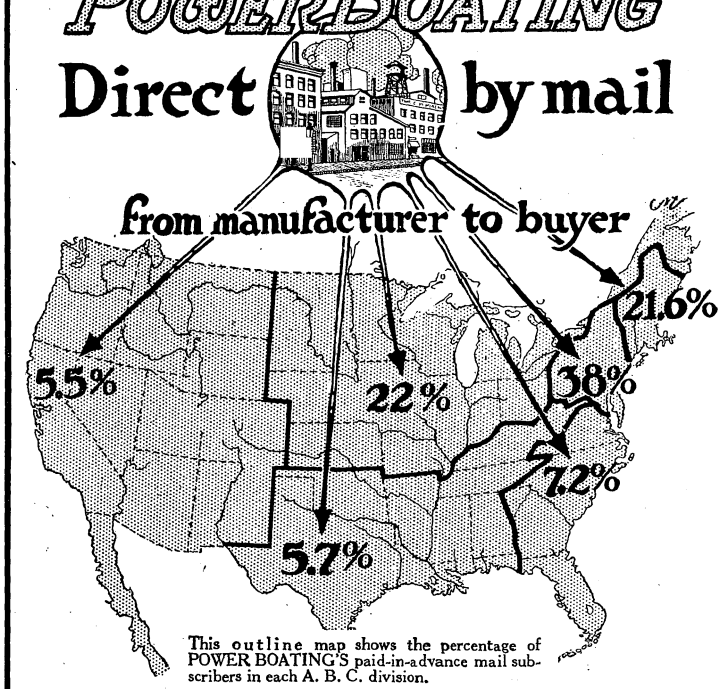
The natural train of thought generated by careful examination of the picture would run something like this in the observer's mind: "Somebody sent him the Daylo—wonder why—must have been important to create all this interest—looks as if the sender thought a lot of the Daylo—must

Digitized by Google

POWER BOATING

Direct by mail

from manufacturer to buyer



This outline map shows the percentage of POWER BOATING'S paid-in-advance mail subscribers in each A. B. C. division.

Cover the Entire Boating Field

North—South—East—West—Everywhere

June POWER BOATING, according to the latest A. B. C. report, had a total distribution of 17,481 copies, of which 16,464 were *net paid.* 14,339 copies went *direct-by-mail* to regular *paid-in-advance* subscribers. You can place your advertisement *direct-by-mail* before more buyers in the boating field through POWER BOATING than through any other *two* publications.

Throughout the United States, and Canada too, POWER BOATING goes direct-by-mail to men who own and operate boats. POWER BOATING blankets the eastern seaboard and tributary waterways; it penetrates to the south, spreads throughout the middle west, and is regularly read on the Pacific coast. This universal distribution is possible only through the mails. News stands cannot go to the reader.

POWER BOATING

Penton Building Cleveland, U. S. A.

Member
Audit Bureau of Circulations and Associated Business Papers, Inc.

Digitized by Google

have used it for something important—let's see—let's see—what is a Daylo used for?" And in that last question was the crux of the entire campaign plan—to get hundreds of thousands of people asking themselves and each other, "What are the *uses* of a Daylo?"

Those familiar with the previous Daylo advertising will recall that the chief thought of every Daylo advertisement has been to emphasize the *uses* of this product. In fact the illustrations and copy of these advertisements have continuously tried to develop new uses and more uses for the product. This contest's subtly worked out purpose was to get the public to work along the same lines for themselves—to sell themselves the uses of a Daylo, and to do it in a vivid, permanent way. And the very indefiniteness of the picture *kept* contestants puzzling over the possible uses of the flashlight for a considerable space of time.

Obviously there was no "right answer" to the contest, and as the winning entries have not yet been announced, it is not known just what the results will be. At any rate, it is safe to say that whatever the answers are that win prizes, every contestant and many more who did not actually send an entry, have Daylo uses fixed firmly in their memories for months to come.

The second contest quoted, that of the U. S. Army in its enlistment campaign, was not a commercial enterprise, but nevertheless it had the same fundamental merchandising idea. Through the various recruiting offices of the Army and other channels arrangements were made to have an essay competition in thousands of schools throughout the country. On a certain day every child, in every school where the plan could be instituted, wrote an essay on the value of enlisting in the army. Besides national prizes offered by the Army, local prizes galore were offered by local merchants, military organizations, prominent citizens, clubs, etc. As a result of this plan, millions (literally) of youngsters asked their parents, brothers, cousins, and friends the important question, "Why should a young man join the Army?"

How these boys and girls "sold" the idea of enlistment to their families and how the families "sold" themselves in replying to the question needs no comment beyond mention of the fact that all records of recruiting were smashed in the period following the contest.

There is one other contest that deserves discussion as exemplifying the modern type of prize competition—that recently announced by the Gould Storage Battery Company, and which will take place during the month of October. The company claims no originality in the essentials of the plan, as it has been used before by a manufacturer of another kind of product.

For some years Gould has been stressing the "long-life" point about its product by illustrating and quoting actual uses of the batteries, such as furnishing power in driving submarines under water, in emergency wireless operation on battleships, in signal operation and car lighting on railroads—places where rugged endurance and reliability are essential—and drawing a parallel in the case of the automobile starting battery which their advertisements feature.

The company feels that it has gotten this argument over strongly with the motoring public—but entirely from the angle of its own "say-so." Now it purposes to drive home the sales point from the opposite end—by getting actual users to talk.

In order to get actual records from owners of Gould automobile starting batteries as to the length of service given by this product under every kind of condition of practical use, Gould is offering $4,000 in cash prizes for the twenty-three oldest starting batteries still in serviceable condition. The announcements of this contest state frankly the purpose behind it, and the very fact that this is done so openly shows that

Digitized by Google

Newspaper Character

The personal appearance and personal habits of a salesman have a great deal to do with the impression he makes upon his prospect.

Newspapers have character as well as individuals.

When you employ a newspaper to carry your message into the homes, look to its character.

Some newspapers are slinking and furtive; some frank, honest and upright.

Some newspapers are too dirty to be welcome in clean homes; some are honored guests in wholesome-minded households.

Not everybody agrees with the policies and opinions of "The Record," but everybody respects its sincerity and concedes its fairness—and every advertiser recognizes in it a clean and worthy spokesman.

One of the Advertising Editorials Appearing Daily in

THE PHILADELPHIA RECORD

Always Reliable

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO
Peoples Gas Bldg.

NEW YORK
Fifth Ave. Bldg.

Digitized by Google

With apologies to Sweet Caporals

Ask

COLGATE'S

They know

The

ALL FICTION FIELD

COMPRISING

Adventure
Ainslee's
Argosy-All Story
Detective Story
People's
Short Stories
Smith's
The Popular
Top-Notch

Digitized by Google

Colgate & Company know how much dentifrice and talcum powder and soap are used by the million and a half men and women who read The All-Fiction Field

The
FIELD OF GREATEST YIELD

PUBLISHED BY

Doubleday, Page & Co.
The Frank A. Munsey Co.
The Ridgway Company
Street & Smith Corporation

MEMBERS A. B. C.

Digitized by Google

the company is confident of getting records which will make an excellent showing.

From the very start the motorist who reads of the contest will sell himself the idea, "They *must* have the goods or they couldn't afford to do this so openly!" The company believes that this campaign will get not only Gould owners, but all battery owners, thinking about "long-life," and will fix that idea indelibly on the memory of everyone reached by the advertising. Again is seen the underlying purpose of permanent conviction through self-selling. Of course, the records yielded by this contest will be used extensively in later advertising, so that the campaign is not limited to the contest period.

There are several factors about any form of prize contests that advertisers contemplating such a campaign should bear in mind, those who have conducted contests say. The amount of labor involved in handling and judging entries is very great. Every possible means of simplifying this burden of work should be used. Gould has arranged to have a good share of the first elimination done by establishing a number of districts in the country and the entries for each district first judged by their distributor in that district. This plan, however, is not possible in a contest where the judgment is a matter of opinion rather than facts. When opinion enters the question the judges must have all entries brought to a central point.

Again, a prize contest is a very strong device for accomplishing its purpose. Some users have dubbed it "dynamite"—a powerful explosive for blasting things into public consciousness when rightly used—but a rather dangerous toy, not to be played with unless the occasion demands it.

When a selling situation arises that calls for unusual tactics and strong-arm methods—as, for instance, filling in a sales "valley" between the peaks of a seasonal business, fighting new or rapidly growing competition, or singling out some particular fact for great emphasis—then one may feel justified in sending the hurry call for the wagon that carries the little red warning flag that means "dynamite."

Five Chemical Companies in $300,000,000 Merger

Five of the largest American chemical companies, General Chemical Company, Solvay Process Company, Semet-Solvay Company, Barrett Company, and the National Aniline and Chemical Company, are to be merged into one corporation with a capital stock of about $300,000,000.

The announcement was made by Dr. William H. Nichols, chairman of the board of directors of the General Chemical Company, who said that a general plan of merger had been drawn up and would be submitted immediately to all boards of directors. The arrangement, he said, would be worked out through an exchange of shares, the shares in individual companies to be exchanged for shares in the new corporation.

The new corporation, unless some consolidation of European concerns should take the field ahead of it, will be the largest manufacturer and distributor of chemical and food products in the world. The Barrett Company has forty plants in the United States and turns out roofing and building papers, pitch, tarvia, acids, naphtha, benzol and all coal tar products.

The Solvay Process Company manufactures alkali and its by-products and through subsidiary companies operates by-product coke plants throughout the country. The Semet-Solvay Company is affiliated with the Solvay Process Company and manufacturers iron, steel, coke, copper, lumber, gas acids, explosives, chemicals, etc., and does construction work. The General Chemical Company, with plants in seventeen cities, manufactures heavy chemicals, sulphuric acid, grocery specialties and baking powder.

The National Aniline and Chemical Company is an amalgamation of a large number of smaller companies that manufacture aniline oil and salts, colors, intermediates and dyestuffs. Its plants are in several States and in Canada.

H. A. Engleman with The Arrow Company

H. Arthur Engleman, for the last three years manager of the advertisers' service department of the *Evening Bulletin*, Philadelphia, has resigned and is now associated with The Arrow Company, also of Philadelphia, direct advertising. Before joining the *Bulletin* Mr. Engleman was associated with The McLain-Hadden-Simpers Company, Public Ledger Company, Philadelphia, and Charles Frederick Higham, London, England.

Digitized by Google

This Suggestion—

applied wherever possible, may help solve your problem of rising rates.

Erie, Pa., is a national exception—with few parallels. Through one paper, the Times, you can reach practically every worth-while family. *Often the city circulation exceeds the number of families.*

Population unit over 100,000—large enough to be profitable. Business conditions certain to be stable because of diversified industries.

Selecting good sized cities where one paper **really** reaches practically everybody, is one way to solve the problem of increased advertising rates.

Erie Daily Times

(A. B. C. Member)

Paid Circulation 29,183

Average for August, 1920

Line Rate 7c flat. Evenings except Sunday

The Times has about 50% **more** than the **combined** paid circulation of its two daily competitors, and about **treble** the circulation of either.

This combination of attractive market and dominant newspaper lowers advertising cost and increases net profit.

The Erie Daily Times for EVERY National Advertiser

Representatives

E. Katz Special Advertising Agency

Established 1888

Chicago **New York** **Atlanta**
Kansas City **San Francisco**

Digitized by Google

Your Lawyer's

WELL known is the fact that nine out of ten new businesses fail altogether or are forced to re-organize shortly after their conception. The causes behind this are varied, ranging from poor financing to inefficient management, and one of the most important factors is the lack of intelligent merchandising and advertising counsel, combining wide experience and vision.

No one would attempt to carry on the organization of a new concern without legal advice—and it is our contention that the proper merchandising and advertising counsel is equally necessary.

For over thirty years Critchfield & Company has been helping its clients to build better and bigger business. We have started with a considerable number of organizations at their very inception. Several of our largest accounts were built up from very small beginnings. Our high financial rating means that we are successful. But—our success is completely dependent upon the returns we secure for those with whom we do business.

CRITCHFIELD

H. K. BOIC

Advertising and I

Chicago — New York —

Digitized by Google

Advice—and Ours

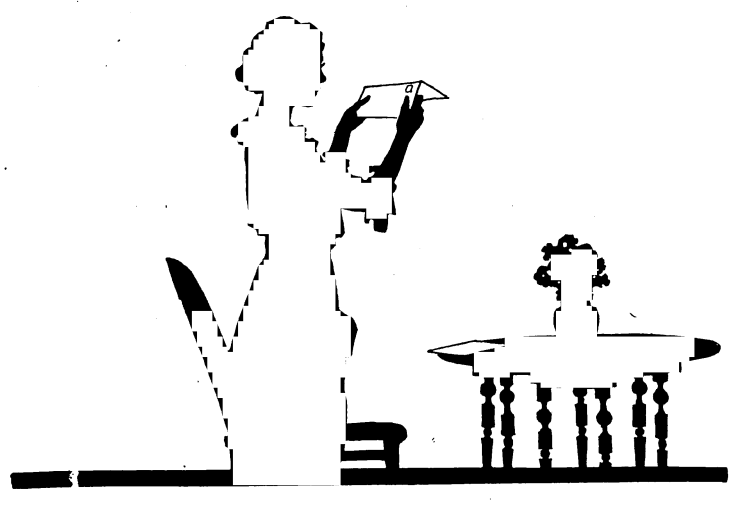
The work of Critchfield & Company is far more than the mere preparation and placing of advertising, the importance of which we do not minimize in the least, however. Our service includes trade research to whatever degree may be necessary; advice concerning the best methods of distribution, and how to effect it; originating trade names, designing packages, etc.; and finally a complete plan founded on the facts in the case covering the merchandising and advertising activity.

In work of this sort we have the co-operation of men and women who are thoroughly versed in business methods and human nature. No one organization can have a corner on brains, of course—but the fact that our force has been built up during a period of over thirty years successful operation indicates a fair share of advertising brains and presupposes a very wide experience. As a matter of fact it is almost impossible to bring us a type of product to advertise with which we have not had contact before.

We are at your service.
A request will bring you
any details you may desire.

AND COMPANY
President
Merchandising Agents
Detroit — Minneapolis

Digitized by Google



Put Your Message Across

Direct-by-mail advertising is good—when it's good.

In other words, results depend on appeal. Put your message across by using Hammermill Cover for your Self-Mailer, Catalog, Circular, or Folder.

Supplied in a variety of colors and finishes. Ask your printer about Hammermill Cover—or write to us for samples. Hammermill Paper Co., Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

For Booklets, Folders, Broadsides, Catalogs, and all Direct-by-Mail Advertising

Digitized by Google

Another Effort to Teach Consumers Cost of Doing Business

Retailers Sell at Wholesale Price, Plus Selling Expense and a Specified Fee

FOR the last two or three years manufacturers' service departments have been urging retailers to take their customers more into their confidence as to prices. The idea was that much of the clamor against retail prices could be abated if the people could be brought to understand the whys and wherefores. The retailers have been urged to discuss freely in their advertising the whole matter of how prices are fixed, telling people of the higher production cost, the difficulties of transportation, the higher selling cost after the goods get to the store and the necessity of adding to all this a moderate net profit.

Retailers have responded to a considerable extent and much has been said on this important topic. But in quite a number of instances things have been said that would best have been left unsaid. This has been due, not to any vicious intent on the part of the retailer, but more to a faulty view of psychological principles.

There is a certain element of danger in such advertising, as PRINTERS' INK has said several times, even though it be handled by experts who know the public mind and are able to present their views with accuracy. The danger is that people are likely to misinterpret or even refuse to believe. They have been bombarded with so much talk about prices and have read such a great variety of excuses for boosting practically everything under the sun that they are openly suspicious when a retailer or anybody else presumes to become confidential with them on the matter of price. The very frankness of the presentation makes them look all the harder for the hook they believe to be concealed.

With all this in mind, it is interesting to note a move that has been started among Western retailers to revise their method of storekeeping so that the prices can talk for themselves.

The plan involves marking every item with the wholesale laid-down cost and the selling price. Customers who desire to purchase at the wholesale price may do so by paying a certain amount per month for the privilege. Out of this amount the retailer gets his profit.

THE TOPEKA EXPERIMENT

A typical instance of the way this plan works is shown in the methods of a grocer in Topeka who has changed the name of his store to "The $2 Grocery." The plan is to sell what might be called "memberships" for $2 a month. The "members," just as long as they keep their "dues" paid up, will be allowed to buy anything at a price covering the wholesale and selling cost. All others will be charged regular retail prices. Both prices are plainly marked on each item.

The retailer says he has figured out to his satisfaction that the $2 a month each customer pays him will be an entirely satisfactory profit to him, inasmuch as it will be net. And then there is the advertising value of having both prices indicated in plain figures. This shows even the customers who do not take advantage of the plan that there is, after all, not such a wide discrepancy between the wholesale and retail prices as they thought.

This plan is worked with varying degrees of success. One big store made it go in great shape for a few months and then had to drop it because customers did not keep their "dues" paid up. The retailer declares, though, that his fall-down was caused by lack of persistency in his advertising. The

Digitized by Google

initial enthusiasm was so great and the interest so general that he relied upon this to push the plan over to an ultimately solid footing.

"Our experience shows," he says, "that even though a thing is admittedly good in merchandising you have got to get back of it with advertising to put it across."

There seems to be at least the germs of an idea in the experiences of the several retailers who have tried "the monthly-dues" plan of operating. In some respects it is similar to the co-operative method. But it is regarded as much more practical because it is not founded on any class appeal, and has no labor union or party politics back of it. Each store being the exclusive property of the retailer, there is no chance for the introduction of fantastic theories which have strewn wrecks of co-operative stores around the country for the last fifty years.

"The idea is one that will bear watching," a grocery jobber said to PRINTERS' INK. "Possibly out of this may be worked some definite plan which jobbers may recommend to their customers. There can be no doubt that the retailer needs some definite, concrete help."

An Echo of Fifty Years Ago

THE PRICE CURRENT-GRAIN REPORTER
CHICAGO, ILL., August 19, 1920.

Editor of PRINTERS' INK:

Your favor of August 16th, addressed to Mr. Strong, is at hand. You ask, "Are the Farmers of America preparing to take over the distribution of their products?"

If you could come out West and sit in and listen to what the farmers say who are proposing to do that sort of thing, you might get some ideas for your people down on the other side of the Hudson River who think there is nowhere else on earth.

We are not prepared to say that the American Farm Bureau Federation is a "dangerous organization." It is probably well intentioned; but is under the control and management of a lot of people who think they understand something that they know very little about, and so in ordinary parlance would be called "nuts"; and the surprising thing is to me that PRINTERS' INK should waste so much space, as it did in a recent issue, to an interview with John R. Howard and present his ideas in the manner they were presented, just as though there was anything about them that had the slightest semblance to common sense. It seems to me that your paper, like a good many others, has abandoned all attempts to direct ordinary business thinking along common sense lines.

We have not time to go through the interview with Howard seriatim to point out the absurdity of the whole business, but it seems to me a newspaper with the reputation, character, aims and purposes apparently of PRINTERS' INK, in order to maintain its character and its reputation running through the past forty years, ought to take cognizance of the fads, the commercial absurdities and economic inconsistencies, not to say stupidity, of an interview such as Mr. Howard has given your paper. Now, this is putting the matter of course very straight; but I don't think that you are taking into consideration in publishing an article of that kind the fact that you are encouraging in a business publication of high standing economic nonsense.

You ask with reference to this matter, "Have you read of this important movement so vital to the life of the nation and affecting the business of every man in the country? Would you like to know some of the real business?" We think we know something about this business—this whole farmer business—it is "nutty." But what I would like is to see that PRINTERS' INK knows something about the facts and would pay some attention to them.

When you find a farmer's paper devoting a whole page to such a subject as this, "Farmers Capitalize and Patronize Their Own Business," we just wonder how long, if such a thing will work out as you intimate it might possibly work out by the process suggested by President Howard in your interview, your business advertising generally would pan out.

E. G. OSMAN,
Managing Editor.

P.S.—It is nearly 50 years since I became acquainted with Rowell and the genesis of PRINTERS' INK.

Americans Stimulate Good Roads Campaign in Argentina

S. T. Henry, vice-president of the Allied Machinery Company of America, is largely responsible for the formation of "The Good Roads Association of the Argentine Republic." The idea was warmly received by Minister of the Interior Gomez, who told American representatives that "Americans know how to build roads better than we do. We welcome your help." The newly organized association plans an active campaign. The movement has the hearty support of American automobile interests and cement companies, and of the British railroads, for which good roads would act as feeders from agricultural districts.

Digitized by Google

Advertising That Must Pay

The huge corporation may (and often does) "indulge" in advertising. The little fellow may wade carefully in the shallows. Neither is an advertiser in the true sense of the word. Real advertising energizes a business, fixes its policies, shapes its course. Real advertisers oftenest are business men who *must* make advertising pay and who cannot afford to waste either money or opportunity.

Send for the book *"How to Judge an Advertising Agency"*

J.H. CROSS CO.
General Advertising Agents
214 South Twelfth Street - Philadelphia, Pa.

Digitized by Google

Overreaching Jobbers at Fault for Loss of Paying Lines

Manufacturers Forced to Compete in Distribution Because Jobbers Compete in Manufacture

By Carlisle N. Greig

"WHY the jobber?" again is uppermost in the minds and plans of many manufacturers of grocery specialties. The doubt is not new. The Procter & Gamble policy has simply brought it to the surface.

Christopher James' contribution in PRINTERS' INK for August 19 is so wise and temperate that it is sure to provoke the discussion needed to clarify the situation and suggest the remedy, if remedy there be.

At the outset I would like to register my indorsement of Mr. James' classification as between the small-town jobber and the big city jobber. The former really and honestly *distributes* and doesn't attempt to compete with the manufacturer who employs him. The latter—the New York, Chicago, Detroit, Cleveland jobber—is the gentleman who has caused the cry, "Why the jobber?" For the big city jobber, in many cases, not only is an active competitor of the specialty manufacturer, but in many cases is positively hostile.

The manufacturer of a grocery specialty plans to enter Bigtown. The jobber's salesmen will not secure distribution—that's not their job. "If you will create a demand for your product we'll fill the orders." Sounds familiar, doesn't it? So the manufacturer puts in his own specialty salesmen, covers the retail trade and turns his orders in to whichever jobber the dealer specifies.

The jobber's salesmen frequently advise the dealer not to stock the new product—"We have the same thing; *we don't advertise,* and there's more for you in selling our 'Gazimp Brand' than in this higher-priced stuff."

In many such transactions "a wink's as good as a nod," for the jobber is "carrying" the dealer, who naturally prefers a quiet life, and, after all, "Gazimp *does* show more profit."

Look at the Bigtown jobbers' price-list. Mark the changes from the staples of ten years ago and the staples *and specialties* of today. One can almost "hear" the Bigtown jobber think thus-wise:

"My!—these new toasted corn-flakes are selling fast. Our orders for them are steadily increasing. Must be good money in corn-flakes. Just think of the profits that Battle Creek guy is making from *our* sales to *our* dealers! Outrageous, I'll say."

So out comes the "Gazimp" toasted corn-flakes, and for "corn-flakes" read pancake flour, washing-powder, beverages, or any of the many other grocery specialties for which some enterprising manufacturer did all the pioneering and made the *riskless* market which jobbers so dearly love.

More power to Procter & Gamble! If a few more equally representative concerns in other grocery specialty lines would decline to work with jobbers who are also active competitors (and sometimes unfair ones) the "Gazimps" either would disappear or the manufacturer would sell direct to the trade.

No square-dealing manufacturer objects to paying the grocery jobber for services rendered, and there are hundreds of jobbers who are earning their special prices and discounts. But the substituting jobber—the man who actually does his best to *kill* the manufacturer who supports him—what shall we do with him?

We might at least invite him to contribute to this discussion, to deny or justify his present Jekyll and Hyde performance.

Digitized by Google

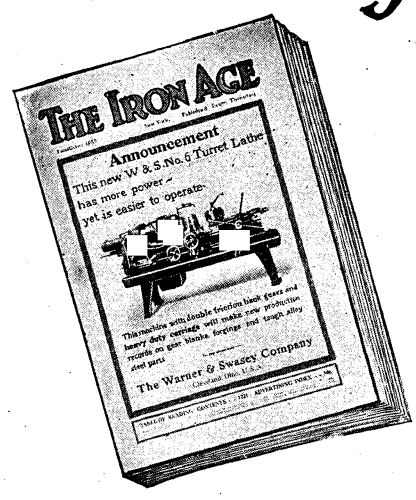
Bundscho has proved that there is always a chance for the man who can do something better. Who ever would have thought, a few years ago, before he started, that art in advertising typography had such possibilities —could make so much room for itself in the business world?

TYPOGRAPHER

J. M. BUNDSCHO, *Advertising Typographer*
Fifty-eight East Washington Street
CHICAGO

Digitized by Google

Your Medium *for Selling*



Iron, Steel, Metals, Alloys

Fuel, Refractories

Heat Treating Equipment

Castings, Forgings, Stampings

Pipe, Springs, Wire, Screws

Electrical Apparatus

Power and Transmission Equipment

Foundry Equipment, Metal-working Machinery

Machine Tools, Attachments and Small Tools

Factory Equipment and Mill Supplies

Material Handling Machinery

Digitized by Google

SINCE it was established in 1855, The Iron Age has stood for distinctive and exceptional service to the world's basic industries—blast furnace, steel plant, foundry, machine shop, and metal-working interests. It is the recognized authority on conditions, prices, progress, and all matters of general interest in this great field.

Any complete list of metal-working industries will coincide closely with The Iron Age circulation, which covers a field equalled by no other business paper. It reaches a tremendous world-wide aggregation of buying units, practically each subscriber representing a separate and distinct company, operating plants which are exceptional in size and importance, volume of business, and buying power.

Advertisements are arranged for the convenience of the busy buyer—grouped according to the **product advertised** as well as cross-indexed by materials and manufacturers—just another of the exclusive features that make The Iron Age a dominant factor in the industrial field. Over 2,000 representative companies advertise their products and services regularly, making its pages a veritable index to American manufacturers and distributors of every conceivable requirement in the metal-working establishment.

There is an interesting booklet giving a bird's eye view of the Buying Units of The Iron Age field, sent on request.

THE IRON AGE

The World's Greatest Industrial Paper

ESTABLISHED 1855

239 West 39th Street, New York

Charter Member A. B. C. and A. B. P.

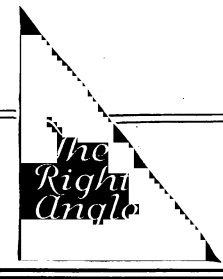
Digitized by Google

It is seldom possible to knock a home run and keep one eye on the grand stand

WE like our clients to feel that we are sincerely desirous of winning admiration for the products which they have to sell. Whether the advertising will also bring applause and admiration for the agency that designed it, is a matter of lesser consequence.

Collin Armstrong, Inc.
1463 Broadway at 42nd Street, New York City
GENERAL ADVERTISING AGENTS
New York · London · Paris · Toronto · Montreal

The RIGHT ANGLE is issued at frequent intervals and it will be a pleasure to send it to you regularly upon request.



Digitized by Google

Campaign Based on "Money Back" Offer Gets Talked About

American Tobacco Co. Makes Shrewd New Use of Old Idea and Is Pleased with the Results, Even the Criticism

By S. C. Lambert

"ISN'T that good!" a copy writer young at the game once exclaimed to his chief as he spread out his new idea.

"Yes, it's very good," replied the chief. But the copy writer's blush of pride faded right there. For the chief continued, "That idea is so good, it has been used any number of times these last twenty years! It's good, all right, but it's dead as Adam."

But do advertising ideas die? Apparently they do not. They only take a brief rest and then come back—Jim Jeffries himself again and full of the pep and punch of youth.

At any rate, that would seem to be the opinion of Arthur C. Mower, advertising manager for the American Tobacco Company; and he backs it by asking a string of questions to which you are likely to answer, "Yes!" Here are some of them.

"You want your advertising to attract attention, don't you? That's part of the purpose, isn't it? Well, then, if you find that people are talking about your campaign, isn't that pretty satisfactory proof that they are seeing and reading your ads? And that's what you pay out your money for, isn't it?"

Newspaper readers will still remember the Lord Salisbury "Open Letter" campaign of four years ago. The letters were addressed to the most talked of men in the country and made a great hit.

The new Lord Salisbury campaign is equally unusual, but in a different way. The main feature of it is the following paragraph, which runs in heavy black hand-lettered big capitals and small capitals across the bottom of each advertisement below the offer of money back from the dealer if you don't like Lord Salisbury.

"If It Should Happen That a Dealer Refuses to Carry Out Our Offer, Send the Open Package with the Remaining Cigarettes to the Main Office of the American Tobacco Company, 111 Fifth Avenue, New York City, with Your Name and Address Plainly Written and We Will Send You Our Check for the Amount You Spent."

Every packet of Lord Salisbury cigarettes, in fact, of every cigarette guaranteed by the American Tobacco Company, carries the printed statement that "if you don't like these cigarettes you can get your money back from the dealer."

PURPOSE IS TO PUT LIFE INTO THE GUARANTEE

"We are now backing up that offer in the strongest possible way we can," Mr. Mower explained to PRINTERS' INK. All of us in the American Tobacco Company believe in our products, and we want our customers to know that we do. Hence we naturally say, 'We don't quibble—it's nothing against a cigarette like the Lord Salisbury if some other brand suits you better—it's a matter of taste, and we'd rather you smoke what you like to smoke; that's what we do ourselves—here's our check for what you spent.' That, we consider, is good institutional advertising.

"So far I have not heard of a single check having been asked for, and I've no idea that we shall have any need for one of those mechanical sign-five-at-a-time check designing devices. But we certainly had no intention of 'gambling on the natural disinclination of men to ask for their money back even if they don't like the goods,' as one critic of our new campaign suggests.

Digitized by Google

"Nor are we 'misunderstanding the little whims, feelings and foibles of human nature,' as another critic supposes. As a matter of fact our offer is based on knowledge of human nature. A man reading our offer will say to himself, 'Those cigarettes must be pretty good, their makers have such confidence in them they go to the extreme and take what's literally a gambler's chance on my liking them.' He knows that we are serious and that our purpose is to take a chance on his taste because we know our product is a good one.

"In the case of similar offers, made at one time on men's socks, the question there was a matter of fact—did the socks wear for six months? If they did not, the purchaser got new socks for them. With us the question is a matter of opinion only, and therefore stronger.

"We guarantee the Lord Salisbury cigarette to be of such quality that it affords its purchaser a certain cigarette comfort. If any purchaser finds that he does not get that comfort—which is what we undertake to sell him—then we are only keeping our bargain with him by saying, 'All right, old man, here's your money back.'

"As to its being an old idea—what of it? We know it is old—and we believe it is none the worse for that, better, in fact, because it has made people talk. The more people will criticize our offer, the more we shall like it. We shall know people are also talking about the cigarettes."

Your turn next, if any there are, who think that after a long, respectable and useful life advertising ideas should be given a decent burial and left to their well-earned rest!

"Popular Science Monthly" Staff Changes

Lester B. Tunison has been made Western manager of *Popular Science Monthly*, New York, and Albert L. Cole, who has been with *Popular Science Monthly* in the West for the last year, has been appointed Eastern advertising manager.

New Business Fields Entered by New York University

New York University will open a Graduate School of Business Administration on September 27.

The course will be conducted with special reference to college graduates who are anxious to get commercial training. The dean of the new school is A. Wellington Taylor, who was director of the Wall Street Division developing the work of the University's School of Commerce in the financial district.

The University has established in connection with the Graduate School a Bureau of Business Research, which will be directed by Dr. Lewis H. Haney. The bureau will be equipped to investigate questions pertaining to cost of production and marketing; the ascertainment of efficiency factors, and causes of waste; to make statistical studies of supply, demand, consumption, and use, circulation, and volume of traffic, etc., for business men and public officials.

Baking Powder Industry Important in Canada

Canada's baking powder and flavoring extract industry has an annual output worth over $3,000,000 at the factory, according to a report to the Department of Commerce from Consul General Foster at Ottawa.

The report was based on an investigation of 24 establishments, of which 11 were in the Province of Quebec, 10 in Ontario, 2 in Nova Scotia, and 1 in Manitoba.

The total capital invested in the industry for the whole of Canada was $2,259,753.

Trade Publications Combined

Edwin A. Scott, publisher of *Sheet Metal*, New York, has purchased *Metal Worker, Plumber and Steam Fitter*.

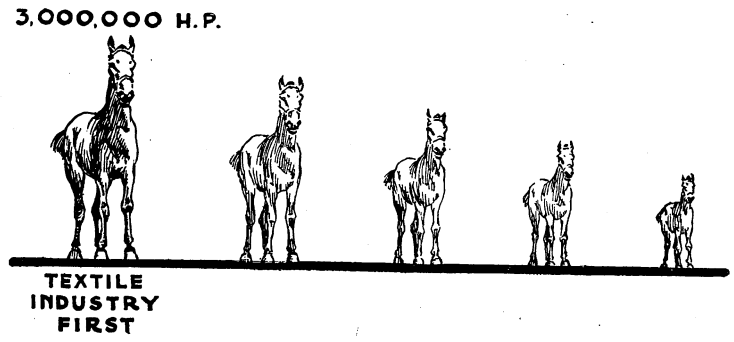
Mr. Scott plans two specialized papers, one to be known as *Sheet Metal Worker*, for the sheet metal and warm-air furnace industries; the other, *Plumber and Steam Fitter*, as a specialized journal for the fields mentioned.

The first issue of *Sheet Metal Worker* is scheduled for October 1 and is to be published as a bi-weekly. The first number of *Plumber and Steam Fitter* is fixed for October 8, and is likewise to be published on alternate weeks.

"World Traveler" Under New Management

World Traveler, New York, has been purchased from the American Publishing Company by the World Traveler Publishing Company, and will hereafter be issued as a magazine devoted to furthering the interests of travel and of travelers. Albert S. Crockett, who has been a foreign correspondent for the New York *Herald* and *Times*, is the new editor of *World Traveler*.

Digitized by Google



THE Textile Industry uses more motive power than any other manufacturing group. It takes over 3,000,000 H. P. to turn its wheels—more than 1/8 the total used by all American industries combined.

Power is costing the mill man $50 to $120 per H. P. instead of $25 of a few years ago.

This mill man is naturally in a very receptive mood for equipment that will produce and transmit his power more economically.

In selling power plant and transmission equipment to textile mills it must be considered that their problems are essentially different. The textile mill engineer must be approached in his own language.

Several hundred power equipment advertisers are successfully doing this through the Power & Engineering Department of TEXTILE WORLD.

We will be glad to have our Technical Editors submit a written report on the adaptability of *your* product to textile mill use.

Textile World Journal

Audit Bureau of Circulations.
Associated Business Papers, Inc.

BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE, NEW YORK

Digitized by Google

Catalogues for Reading

NOT all the romance of trade lies in selling. It must be fun enough, of course, to make a fortune out of stocks that rise on the Exchange; the annals of small business are rarely short or simple; peddlers are proverbially fascinating; and the dispatching of cargoes to distant coasts is supreme adventure. Selling is well enough. But there is the fun of buying, too—and, more particularly, there is the fun of looking at pictures of things which may be bought.

There is the customers' catalogue, with its cuts and specifications and prices. Man's imagination being what it is, merchants suffer no disadvantage when the people whom they address live continents away. Indeed, they had better address a distant audience, if they can do so with pictures. It is a rare and wantless man who can resist the image of a commodity once it is zinc-etched or steel-engraved or wood-cut. For all we know, the Phœnicians, those earnest traders of a long-gone day, may have circularized the shores of the Mediterranean weeks or months before their sails flashed signal from the dark horizon that they themselves were coming.

Who can calculate the importance of that thick, thumbed, bibically-printed volume, the mail-order catalogue, in America's culture? If the books we read passionately are the books that control us, then we must acknowledge our dependence on Chicago, miscellaneous genii and magical distributor of the plains. Her catalogues have kept no one knows how many farmers' families in conversation between supper and bedtime, have whiled away no one can guess how many Sunday afternoons for boys and girls or lonely men in shirt-sleeves after the Sunday paper. In the bosom of the family, around the lamp, there have been big things to look at—buggies, with shafts detached and pointing toward the top of the page, harness for noble white teams, motorcycles, tractors, brass beds, hall-trees, front gates, mail boxes, washing machines, fleece-lined overcoats, horizontal engines—and small things to order: screw-drivers, can-openers, underwear, overshoes, writing paper, baking powder and toothpicks. There have been hitches in the correspondence, but then eventually the box has come, and the buyers' province of fun has at last been properly and fully entered.

Or consider those other unconscious wonder-workers — auction lists of foreign fruits received in port and announced for sale. The buyer whose business sends him to wharf or salesroom with such a compendium in hand is truly enviable, for his business is all with pictures, and momentarily he is a child again. Trade takes on undeniable romance; quaint, ingenuous symbols make the world at once larger and smaller, at once closer and farther away. A whiff of Italy came magically along the other day, for instance, in a tall, grey "Catalogue of Maiori and Sorrento Lemons, Ex Steamship *Canopic*, Landing at Pier 61, North River, to be sold at auction."

Inside was no discussion of anything—only a hundred or so reproductions of trade-marks that told old-fashioned tales. The "Salvatore" lemon bore a lamb and a hare on its wrapper, the "Rosina di Creszenzo" a small, smart donkey, the "Dandy Owl" a bird in waistcoat and top hat, the "Poodle Dog," a poodle with pipe in mouth, cane in hand, and a basket of lemons on his back. There were fine ladies, of course, in impossible skirts and hats; there were Paul and Virginia; there was Pan; there were lovers in the rye; there were priests and soldiers and saints and virgins; there was Harlequin crossing his legs and standing on tiptoe; there was an ordinary kind of kiss called "Amore Moderno"; and there was a short, plump, gesturing Uncle Sam.

Who says that trade has not its glories, too?—*The Nation*, New York.

Digitized by Google

Second Largest Daily Morning Circulation in Ohio

Second Largest Daily Morning Circulation In Ohio

The Ohio State Journal.

Established 1811

STORY. BROOKS & FINLEY, Foreign Rep.

NEW YORK PHILADELPHIA CHICAGO

Read by the Buying Power for 109 Years

Digitized by Google

WHEN PEOPLE ASK ABOUT JACKSONVILLE, FLORIDA

You tell them that each of the three national banks has been compelled to practically double the size of its quarters in the past two years.

You tell them that the million dollar bridge across the St. Johns River now under construction will be completed within a year, adding greatly to the ease of travel to and from the East Coast of Florida.

You tell them that the State Road department of Florida in co-operation with the United States Bureau of Roads is building millions of dollars' worth of splendid highways centering at Jacksonville.

You tell them that the municipal docks and terminals of Jacksonville and all the other shipping facilities are over-crowded, making necessary immediate and extensive additions to the equipment for handling water-bound commerce.

You tell them that Jacksonville is spending more than a million dollars for drainage and street paving in the business and residential sections, including extension of these and other public utilities to the thickly populated sections recently annexed to the city.

You tell them that in a new five-story office building recently erected, every room was rented before completion. That a large apartment house to be ready for occupancy early this fall has had all space taken for months. That hundreds of business blocks and residences are going up.

You tell them that the two telephone systems of the city, lately consolidated, have proved inadequate to the demands for service, making necessary extensions of great magnitude as soon as material and labor can be secured. That the large and commodious union station completed last year has been taxed to capacity right along.

You tell them that three shipping concerns are operating vessels from the port of Jacksonville, to Asia, Europe, Central and South America and the West Indies. That scores of

Digitized by Google

steamers are clearing every month, with ever-increasing demand for tonnage. That steamers of thirty feet draft may now reach all important docks with additional dredging of the St. Johns River under way.

You tell them that Jacksonville has the largest depositories for fuel oil along the South Atlantic Coast, with the result that the port is made the base of supply by many steamship lines. That the largest dry dock south of Baltimore is located in Jacksonville, and that here there are large ship repair and outfitting plants, all busy. That shipbuilding is an important industry in Jacksonville.

You tell them that Jacksonville is the banking, commercial and distributing center of Florida, every part of which is growing in population and prosperity. That the state's fishing, lumber, phosphate and naval stores industries are all exceedingly active. That the citrus crop, the farm production and the live stock output are increasing rapidly. That the winter of 1920-21 will be the greatest tourist season in the history of Florida.

You tell them that the Ford Motor Company has purchased half a city block in Jacksonville for a southeastern depot. That the Childs restaurant here has been so successful, property for a second and larger one, in the center of town, has been purchased. That the Winchester Repeating Arms Company has leased valuable property for a branch house. That Crane Company, largest manufacturer of heavy pipes and fittings, will also open a branch in Jacksonville.

You tell them that with all this progress and prosperity, the buying power of the Jacksonville public is greater than ever before and larger than that of perhaps any other city in the country of like size. That the circulation of the Florida Times-Union has more than kept pace with the development of the city and state and the returns to advertisers yielded by it have been accordingly good. That national advertisers can cover Jacksonville completely through no other medium.

FLORIDA TIMES-UNION

JACKSONVILLE, FLORIDA

BENJAMIN & KENTNOR COMPANY, New York and Chicago

Digitized by Google

How to reach the Cement Mills

It costs three or four million dollars to establish and operate a cement plant.

Each plant has an annual output worth three or four million dollars.

Manufacturing is on a big scale—equipment receives hard punishment—replacements are frequent. This market is big—*growing*. Cover it with the

MILL EDITION of

Concrete

It reaches every cement mill in America and most of those abroad, as well as the larger lime plants.

It doesn't reach anyone else.

A restricted, selected, *wasteless* circulation.

On that account, a low advertising rate.

A. B. C., of course!

MILL EDITION *of*

CONCRETE

New Telegraph Building
Detroit, Michigan

Member Associated Business Papers, Inc.

Digitized by Google

A Mexican Miner's Dinner-Pail and Its Relation to Production

A Tale of Mexican Miners Who Have Strength to Do a White Man's Work, Now That a Larger Income Brings Them the Nourishing Food They Need

By Chester M. Wright

Assistant Editor, *American Federationist*

THE best advertising copy in the world wouldn't be worth a lead nickel if its appeal were confined to the Sahara desert. Stetson would never get rich selling headgear to Hindus. Nor would E. & W. collar styles impress their fine points upon the minds of the embattled Yaquis.

All of this is axiomatic and therefore unforgivable, except for the fact that it leads me to a story that has a point and a value. It is set down to furnish a jumping-off place.

The story came to me through James Lord, president of the Mining Department of the American Federation of Labor, a man conservative in his dealings with facts and intimately informed as to this incident.

It was during the early part of 1918 that the Mexican copper miners, in the great Clifton and Morenci districts, reached the decision that higher wages were imperative.

The wage of the Mexican miner was at that time an exceedingly low one, not much above the peso and a quarter a day which then was about the going wage in Mexico. The diet of the average Mexican miner in Arizona differed little from the meagre frijole and tortilla diet of the Mexican miner in his native land.

Now it is worth while, maybe, to note that frijoles and tortillas are not advertised commodities. They are homemade. They constitute the rock-bottom poverty diet of those who can get nothing better. I have had a great many persons tell me that the Mexican worker is "satisfied" with a diet of that kind, wants nothing better and would understand nothing more complicated. I say now with more conviction than ever that this is bunk.

It so happened that this fit of exasperation struck the Mexican miners in Arizona during the high tension of the war. Copper production had to go forward at top speed. Arizona and the Hindenburg line were pretty close together and miners had a close partnership with American troops in France.

The United States Department of Labor sent a man out to Arizona. It was fortunate that the man sent by the department was a man with a regular head on his shoulders and with regular brains inside that head. In substance his message was:

"You stay at work. We will get a meeting with the directors concerned and we will settle this trouble. The decision will date from the time the dispute began."

Some of the men who attended the meeting that followed came all the way from England. Its result was a sociological demonstration that ought to be set down in big books for students who dig away after facts under the guidance of professors with tall brows.

"We want our wages to be as high as the wages of the American miners," said the Mexican miners.

"You produce less than half as much rock per man and the rock here is leaner," was the answer.

The Mexican miners saw the point, but their leaders saw two points. They saw that if Mexican miners were to get as much money as American miners got, it was but fair that they produce as much. They saw, too, that higher production was not possible with

Digitized by Google

bodies nourished only by frijoles and tortillas. It looked like a circle that had no break. But the guns were howling in France and a break had to be made.

The wages of the Mexican miners were doubled. "You accept this settlement," they were advised. "Then you put beefsteak on your tables. Use your new wages for better food. Put strength into your bodies. Then use that strength to get out more ore. In six months we will have another conference and make a new agreement."

Does it begin to be apparent that this tale has interest? Does the relation between wages, buying power and production and selling begin to make itself noticeable?

During the cessation of work prior to the conference there was a certain storekeeper in one community who had faith in these Mexican miners. They had no money for anything. They never had earned enough to have a surplus. He staked them until collectively they ran up a bill of $30,000. Within six months after the settlement they had paid him back to the last cent.

Better food, doubtless even Wilson hams, Beech-Nut bacon and Shredded Wheat, went onto the tables of 10,000 miners and their families. Higher grades of commodities were used. Toothbrushes, toothpaste, shoes and better clothes became possible. Substantial eatables found their way to tables hitherto ungraced by dishes of such savor and substance. It is of record that the consuming power doubled and that it was used to the limit.

Wages were not yet up to the American standard, but they were so far above anything these hard-working people had ever known that they really made possible an entirely new kind of life. Thus fortified, these men went out to raise their production standard. They were ready for the test, and before the six months' period had elapsed they actually had doubled their volume of production!

The result of this was that when the second conference was held a second increase of wages was agreed upon. To-day, I am assured, the production rate of these Mexican miners is about on a level with the production rate of the American miners.

It was a good bargain. The Mexican miners of Arizona have trebled their power to buy. They have broadened their scope of life. They have opened the way to better food, better clothes, more and better of whatever they want and need. In return they gave the world more than double the amount of copper.

The old argument that these men were satisfied with frijoles and tortillas and wanted nothing better seems to have gone where the woodbine twineth, which, if you've ever seen the Arizona copper hills, you know is a long, long way from there.

And, if you mass the trebled consuming power of 10,000 men and their families, you'll find you have something to think about, in addition to the better citizenship and happier life which is the first and foremost consideration.

You wouldn't advertise garters and socks to a barefooted race unless you thought the barefooted race could buy them after being shown their advantages. You wouldn't try to sell pianos in a poorhouse or boys' bicycles in an orphanage.

Some would have said to the Mexican miners of Arizona, "You are not worth any more than you are getting," and many persons have said substantially that in a great many cases. But the big point is that until they got more these miners couldn't start on the upgrade because they hadn't anything to start from. They were at the bottom of a gorge, standing on flat surface and with no steps on which to climb out.

Prosperity such as these men knew nothing about has come into their lives. They see a new and better side to America—and they are better customers for America. It's a great game—a new kind of a circle that's made out of elastic instead of steel. It keeps growing wider all the time.

Digitized by Google

Visualizing the Magnitude of a Business with Chart Illustrations

The Great Atlantic and Pacific Tea Company Finds a Simple Way to Impress People with the Magnitude of Its Operations

By Raymond D. Newton

THE operation of a chain of stores means merchandising facts that mount into impressive figures. But facts and figures are strangely uninteresting, even unintelligible to most people.

It is important on occasion, however, to impress the public in advertising with the magnitude of an industrial achievement.

That a great many people have bought an article, and have bought it consistently, through the years, is an impressive sales argument. This number would not buy and continue to buy if the merchandise lacked integrity.

The Great Atlantic and Pacific Tea Company operates 4,544 branches. These branches serve millions of people. It is highly desirable, therefore, that people look upon the concern, not as one small store, but as an aggregate ideal, a great national establishment.

In order to acquaint the public with these striking facts, in a thoroughly understandable manner, an advertising idea for a booklet distributed by the stores has been involved that visualizes the big things done. Guesswork is eliminated. Even a dull and unimaginative mind can grasp the significance of the pictures and the straightforward text.

In March, 1859, there was one Great Atlantic and Pacific Tea Company store.

Now there are, as we have said, 4,544, and the end is not in sight.

In 1916, the sales amounted to $75,557,317. The largest week in volume in the firm's history was April 17 to 22, 1920, and reached $5,774,809, which is at the rate of $300,209,068 a year.

Sixteen thousand eight hundred and twenty-two people are required to operate this organization, made up of the following units: One General Field Superintendent, fifteen General Superintendents, forty-four Superintendents, 244 Assistant Superintendents, 4,544 Managers, 3,422 Warehouse Employees and 8,552 clerks.

But it is in visualizing clearly the magnitude of actual business done that cartoon illustrations have proved of invaluable assistance. It is no new discovery in advertising that you can picture a thing with more ease than you can describe it.

Does any mental picture form, when the statement is made that this concern sells 144 million gallons of tea, or, more properly, sells tea in bulk that would make this much in its fluid state?

A NAVY AFLOAT ON AN OCEAN OF TEA

But here is how the idea has been presented to the public: If 144 million gallons of tea were put in one immense cup, it would float an entire fleet of United States battleships.

The drawing shows just this, the cup and the individual ships, plowing neatly through an ocean of tea.

And coffee sales, another big bulk figure. Fifty million pounds are sold in one year.

The artist shows two great bags filled with coffee. One towers above the highest peak of a mountain range, the other rises above the Woolworth Building. The text sums it up as follows: "the world's highest mountain would be required to hold this enormous amount of coffee. One day's coffee sales would fill a bag higher than the Woolworth Building."

And butter! Thirty-five million pounds are dispensed a year!

It would require a butter tub

Digitized by Google

large enough to cover the Statue of Liberty. This idea is visualized by means of a giant butter tub, inside of which the famous Liberty Statue is snugly quartered.

It is by comparisons that people understand facts and figures. And comparisons should be simple, perfectly familiar, drawn from every-day experience.

If you told a housekeeper that the A. and P. sells twenty million eggs each year, it would be an important statement, but one quite beyond mental range to put in picture form. Therefore the artist is called in, and draws a map in outline, of the United States. Around it, forming an endless chain, and following the outside boundary lines, is a trail of tiny eggs.

VISUALIZES THE IMMENSITY OF THE TEA SALES OF A CHAIN OF STORES

For "if all the eggs sold were placed end to end, in a single row, they would extend entirely around the United States."

Can you visualize 150,000,000 pounds of flour? The year's sale of it mounts into significant but quite baffling figures.

Here is one way: This flour equals the weight of the *Leviathan,* fully loaded with cargo and passengers. The illustration here is an authentic picture of the famous vessel.

The map of the United States is always handy for comparison purposes, for most people have a pretty general idea of the country in which they live. They certainly appreciate its size.

Two hundred million pounds of sugar is the year's record.

A map, in outline, of the United States is presented, brimming with tiny people. And figures lettered across it state that the population of the country is 100,000,000. The Atlantic and Pacific Tea Company sells enough sugar in a year to supply two pounds to each inhabitant.

This chain of stores does a large business in canned milk. In one year 68,400,000 cans are sold. These cans, if placed end to end, would reach across the Atlantic Ocean and nearly one-third of the distance back again.

Dotted lines, running from the two cities, New York and Liverpool, a total of 4,195 miles, again visualize an idea that might mean little in words or in mathematics.

If placed three-quarters of a mile apart, the 4,544 stores, in twenty-nine States, would span the distance from New York to San Francisco, and here again, the idea is pictured.

The set of illustrations for this campaign is unique in every way, and proves that it is not always necessary to supply ornate and expensive canvases to catch the interest of the public and to stimulate big ideas of business.

When you have a story to tell that involves figures, facts, mathematics, give them, but in connection with some primitive, obvious means of illustration.

Newspaper Founder Dies

Dr. George L. Miller, who founded the Omaha *Herald* in 1865, later consolidated into the *World-Herald,* died in Omaha on August 28, in his eighty-ninth year.

Digitized by Google

DY EATS

food appeal. Real food before you on the ctiveness, in arousing hunger, is the repro- ue colors. The very physical nature of the do this, and Procter & Gamble are taking ting foods made from Crisco.

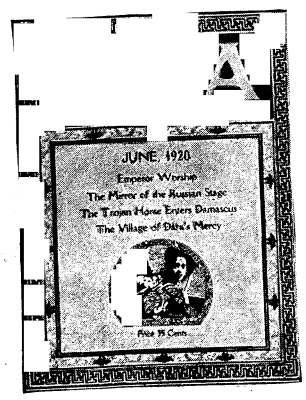
ature are interesting representatives of this The cards were prepared by the Street Rail-

Digitized by Google

TIRES!

ASIA'S readers spend more than Five Millions a year for motor car tires and nearly Thirty Millions for motor truck tires! That's another piece of illuminating news about ASIA that trickled through the analysis we recently made. Thus we can summarize our tire solicitation very briefly: A Thirty-four Million Dollar Tire Market at $350 the page. Or stated in another way: Ten Dollars buys a sales potential of One Million! Which, after all, is the only way to state it.

RAYMOND A. BABCOCK
Director of Advertising



ASIA PUBLISHING COMPANY, 627 Lexington Ave., New York
In the West: SEARS & IRVING, Peoples Gas Building, Chicago

Digitized by Google

Motor,
119 W. 40th. St.,
New York City.

Gentlemen:

Motor is a wonderful publication and appeals to all who are interested in automobiles. The owner, dealer and manufacturer will find in its columns information that really helps. From the standpoint of workmanship it is a work of art.

Yours very truly,
MOON MOTOR CAR COMPANY.
Stewart McDonald
Stewart McDonald,
President

P.S.

Digitized by Google

EVERYB

No other appeal is quite so universal as the table is most appealing of all. Next in eff duction of that food in its actual size and car card provides a natural opportunity to full advantage of it in presenting the tem

The two subjects reproduced here in mir year's Crisco campaign in the street cars. ways Advertising Company.

Digitized by Google

Not How Cheap
But How Good!

Hundreds of Thousands of People in Chicago and environs could buy other newspapers, daily and Sunday, for less.

That they pay 3 cents daily for the Herald and Examiner and 10 cents on Sunday is an evidence that they are not concerned about the price, but the quality, of their newspaper.

John A. Dickson
General Manager

CHICAGO HERALD AND EXAMINER

Largest 3c Morning Circulation in America

Digitized by Google

Screen Sa

What Are "At

AN attention minute is the most important unit in advertising.

It means the actual time a reader or a spectator gives to your advertisement.

The average newspaper or magazine advertisement requires but half a minute of attention.

A thousand foot Baumer Film, in a theatre, requires and receives fourteen minutes of undivided attention.

Seven million people give 91,000,000 attention minutes to a Baumer Film!

A screen sales story, developed by Guy McConnell, author and director of many famous film stories, is the most graphic

You get what you pay for—

and you pay for it after

Digitized by Google

es Stories

ention Minutes"?

and convincing means of getting your message across to the public.

Guaranteed exhibition for more than 6,000 play days by high class motion picture exhibitors all over the United States parallels the lines of your distribution.

Begin now to employ this force in your advertising.

It is the most modern, economical and convincing method of effecting sales and building prestige.

A line from you will bring you full particulars.

ou've had it.

Digitized by Google

Eastman Co. Uses Graphic Space For First Time

Full Page Appears in the New York Evening Post

SATURDAY GRAPHIC THE EVENING POST SEPTEMBER 4, 1920

Eastman Kodak Co., Rochester, N. Y., *The Kodak City*

The Eastman Kodak Company has at last entered the Newspaper Graphic field with a full-page advertisement in the New York Evening Post Saturday Graphic of September 4.

This marks a new departure in the advertising policy of this company, the use of the Gravure process enabling them to reproduce actual photographs in a style heretofore impossible.

Digitized by Google

Advertisers Must Learn How Consumer Acceptance Operates

Campaigns Fail through Lack of Understanding of Sales Resistance to Be Overcome

By George A. Nichols

TEN years ago national advertising was having a hard fight. It was opposed by the very people whom it could benefit the most. Among its enemies were retailers large and small—particularly the city department stores. Jobbers were against it. And even the sales managers of the concerns doing the advertising were not behind it as they should be.

This feeling was not caused by any fundamental weakness in advertising itself. It was based upon a widespread misconception of what advertising could do—a misconception that came because the powers of advertising had been wrongly presented and interpreted.

An instance of this misconception which was so widely prevalent at that time came to notice not long ago in a certain Massachusetts town. A nationally advertised article which it is not necessary to name here was not selling in that town as it should. The advertising was forceful and the article meritorious. The dealers had stocked the goods and the usual selling helps had been placed at their disposal.

What was the matter?

A representative of the agency handling the account went to investigate. He quickly found the reason the people were not calling for the article was that it was not given a proper chance. It was not represented in the store's window trims or interior displays and was mentioned only casually in the local advertising.

One retailer said he did not think it necessary to advertise and display the article because of the market which he supposed had been created by the national advertising campaign. In other words he believed—or had been led to believe—that the national publicity would at once create a condition of consumer demand and that all he had to do was to stock the article and thus be in position to cater to the demand.

Right here is where the retailer made his big error. And on the very same point was based the general opposition a few years ago—an opposition of which we now see comparatively little.

It has become widely recognized that national advertising does not at the outset create consumer demand. Rather it brings about a condition of consumer acceptance.

This principle was made plain to the retailer in question. He was told that at the beginning, before he could get his share of the results from the consumer acceptance brought about by the national advertising, he first would have to prime the pump. He would have to identify his store with the campaign. He would have to get his clerks familiar with the article.

He would have to utilize local advertising, window displays and aggressive sales methods in general in order to hook the store up with what was being done in a national way, and thus complete for himself the good work that had been started in the minds of his customers by the national advertising.

ADVERTISERS MUST NOW AIM FOR CONSUMER ACCEPTANCE

The idea of expecting consumer demand at the start instead of consumer acceptance was the thing that made so many people fight advertising ten years ago. The situation is rapidly clearing up. Advertising is being understood for what it really is, and thus is being given a fair opportunity to work out its own salvation. Yet there is enough of the

Digitized by Google

old heresy still in existence to warrant some plain talk on the subject.

This resistance to advertising was baffling at first because there seemed to be no apparent reason for it. The prevailing tendency in some quarters to oppose national advertising was a mystery. Why did so many sales managers fight the advertising managers? Why were there so many instances like the one in the Massachusetts town, where presumably effective publicity work did not put across merchandise of merit and of fair price?

These and other considerations relating to the problem brought about a conference of three advertising men—Paul Faust; William Laughlin, advertising manager of Armour & Company, and H. J. Winsten, now advertising manager of the H. Black Company.

It was decided that a thorough investigation should be made with the idea of finding out the exact truth.

"We got to the root of the thing in a hurry," Mr. Faust said to PRINTERS' INK. "We found that the trouble was created because advertising was being misinterpreted. We discovered that advertising was being regarded as a crushing force. This, of course, is exactly what advertising is not. Advertising is a benign influence, the results of which are certain when all the premises are right.

"These interesting revelations brought about a great and important change in the presentation and administration of advertising. It now is being understood for what it really is. This is why you see the old-time opposition and prejudice gradually ebbing away.

"Advertising never is a crushing force even in the cleanest cut instances of consumer demand. There is a consumer demand, for example, for Baker's chocolate, which has been advertised for a hundred years. There is a consumer demand also for Goodyear tires. Yet many other manufacturers of chocolate and tires are in the market and doing a profitable business. The strong fellow blazes the way. He creates a widespread condition of consumer acceptance for general goods in his line.

"You go into a store to buy a collar. Through reading advertising about Arrow collars, seeing them in stores or having them recommended by salesmen, you have become sold on that brand. You have reached a condition that might properly be termed consumer demand. So you ask for an Arrow collar. If the store hasn't that brand the chances are you will buy another.

"If advertising were the resistless thing that it has been pictured, no other collar could be sold you in that instance. But you know very well you have gone to buy certain brands of this, that and the other thing many times and have bought something else.

"When a leader in a field—or what the consumer conceives to be a leader—becomes oversold, he makes an opening for competitors two, three or four times removed.

"A woman goes to a store to buy hosiery. She asks for a certain advertised brand. If this brand is not available, nine times out of ten she can be sold some other brand if the clerk is at all capable.

"This principle works out in a host of lines—thus effectually disproving the theory that advertising can be made a steam-roller."

A MISTAKEN IDEA ACCOUNTS FOR PRICE MAINTENANCE LEGISLATION

This steam-roller idea mentioned by Mr. Faust has been responsible for much of the opposition to legislation providing for price maintenance.

A few years ago, while the price-maintenance bill was before Congress, the opponents of that idea said that such a law would put the retailer altogether at the manufacturer's mercy, that the manufacturer could place any price he wanted on his goods and then force the dealer to sell them through creating a demand on the part of the people.

One big jobbing concern that, for reasons of its own, did not want to handle branded advertised goods went so far as to de-

Digitized by Google

Establishing New High Records for August

in St. Louis Daily Newspaper Advertising

August, 1920, records a banner advertising month for all St. Louis daily newspapers, and in volume of gains over August, 1919, The Star, as usual, *led all the rest* with smashing increases as the following comparisons show:

In Local Display Advertising, The Star gained 570 columns, which is more than the COMBINED gains of the daily Post-Dispatch and the daily Globe-Democrat and more than twice as much as the Times.

In National Display Advertising, The Star was the ONLY St. Louis daily newspaper to make a GAIN—showing an increase of 84 columns. The Star's closest competitor, the Post-Dispatch, showed a LOSS of 92 columns. The Globe-Democrat LOST 26 columns.

In Total Paid Advertising, The Star's gain was greater than the gains of ALL OTHER St. Louis daily newspapers COMBINED. The Star gained 660 columns, which was more than TWICE the gain of the daily Post-Dispatch and more than FOUR TIMES that of the daily Globe-Democrat.

Advertisers who make their investment in Newspaper Space pay Big Returns, KNOW they CANNOT cover St. Louis unless they use The Star.

THE ST. LOUIS STAR

Member Audit Bureau of Circulations

—don't Say "Paper"—Say "STAR"

Trade Mark Registered

National Advertising Representatives
STORY, BROOKS & FINLEY
Chicago New York Philadelphia

Digitized by Google

clare in print that if price maintenance became the law of the land, then the retail store would be nothing more nor less than a slot machine through which the manufacturer could feed his goods at will and that the retailer would be utterly unable to help himself.

If national advertising, working under its own power, could create such a demand that people would come clamoring into a store and insist on being served a certain brand and no other, there might be some justification for the slot-machine charge.

The thing is ridiculous and untrue, as most advertising men today are willing to admit.

No manufacturer can turn retail stores into slot machines for the sale of his goods at prices to be dictated by himself. His inability to do this even if he wanted to is due to the fact that national advertising to the consumer is not altogether a power unto itself.

On the other hand, get the dealer to co-operate, get him to use properly the great selling advantage national advertising gives to him through the creation of consumer acceptance, show him that consumer acceptance is a thing upon which he can build, and the best of results will follow for all concerned.

EASIER SELLING, SAYS THIS CHAIN-STORE OPERATOR

Alexander MacLean, owner of a Chicago chain of drug stores, told PRINTERS' INK a year or so ago that he had entered upon a deliberate policy of eliminating non-advertised goods from his store as far as possible. Since that time Mr. MacLean has made great progress in putting his idea into effect. He explains his stand by saying that he cannot afford to spend much time on non-advertised goods because he has to make independent effort to overcome selling resistance to them, thereby making it cost him more to sell the goods.

"Even though these non-advertised goods may pay me a longer profit on the individual sale, I cannot bother with them," says Mr. MacLean. "They do not turn fast enough. Those manufacturers who advertise their goods in a national way, thereby help me in my advertising. Through their cultivation of the consumer they create a condition that enables me to step in with my own advertising and find my selling task comparatively easy. In other words, when I take on a well-advertised line I do not have to put behind it anything like the selling effort that is necessary in the other. I save money in the selling and in the advertising. These considerations, added to turnover, make it actually more profitable to sell advertised goods even on a smaller individual margin."

It will be observed that Mr. MacLean regards national advertising as a *help*. He says nothing about simply having the goods in stock and depending entirely for selling ammunition upon demand created by the national advertising. He gets behind every advertised line he carries, giving it the very best scientific display that is possible and securing for it the co-operation of his sales force. All this combined makes a selling appeal that cannot be denied.

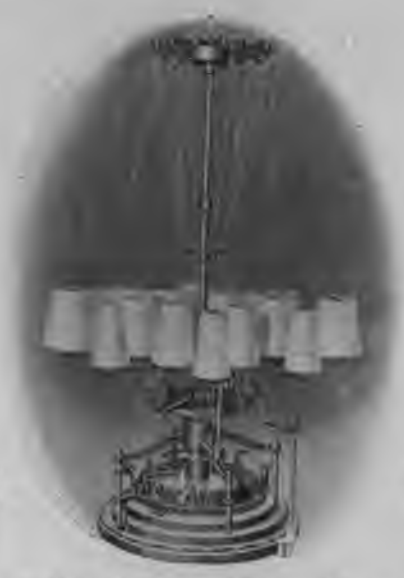
We have all heard a great deal about the lack of co-operation between sales and advertising departments in certain concerns. There is not so much of this now that advertising is being understood for what it really is.

Of course it goes without saying that some sales managers are woefully lacking in the advertising sense. Inasmuch as advertising is selling, the wonder is that these sales managers hold their jobs at all. At the same time it must be admitted that more than one advertising department, through its misconception of the power of advertising, has many times promised impossible things and thereby created distrust and unbelief.

The passing of this old truism idea is one of the very best things that ever happened to advertising. It has enabled advertising to find itself.

The thing that remains now is to get the retailer thoroughly ac-

Digitized by Google



Knitting Mills **Cotton Mills**

Needed in St. Louis

THERE are unusual opportunities in St. Louis for knitting mills and cotton mills. The immense St. Louis market, the nearness to raw materials, the rail and water shipping facilities meet the requirements for manufacture and distribution of knit goods and textiles.

St. Louis is close to the center of the cotton supply. The Mississippi River gives an unlimited water supply. Abundant hydro-electric current is obtained from the Keokuk Dam. One-twentieth of all of the coal mined in the world is mined within 100 miles of St. Louis. A St. Louis bleachery, now in operation, has capacity for the output of several mills. Climatic conditions are excellent. Textile manufacture is one of the following sixteen industries St. Louis is seeking:

Rubber products
Locomotive works
Blast furnaces
Cork products
Small hardware
Malleable iron castings
Screw machine products
Dye stuffs
Drop forge plants
Farm implements
Shoe laces and findings
Cotton spinning and textile mills
Steel and copper wire
Machine tools and tool machinery
Automobile accessories and parts
Tanneries and leather products

The booklet, "St. Louis as a Manufacturing Center," will interest you. A letter will bring it. Address

Director New Industries Bureau

St. Louis Chamber of Commerce

St. Louis, U. S. A.

Digitized by Google

quainted with what national advertising can do for him. Instead of picturing it as an onward-sweeping tide, it should be represented to him as something that will make people want the goods that are advertised. But it must be impressed upon him that he, the dealer, is the one that must make the sale. And to make the sale he himself must get the people into his store. The advertising creates the desire to buy. Unless the retailer can connect up with this desire, he can't sell no matter how overwhelming the national advertising campaign may be.

One manufacturing concern selling direct to retailers requires that its dealers pay out in local advertising an amount equal to ten per cent of the wholesale value of the stock on hand when his agency begins. The company further recommends strongly that the local advertising be continued each month on a basis of five per cent of the previous month's gross sales. This is done in full realization of the dealer's place in the selling scheme.

The old idea that the dealer is afraid to spend his own money in advertising a nationally advertised article simply because he thinks thereby he will boost the manufacturer's game is a relic of yesterday. Push the national advertising hard enough and the dealer quickly will see how much profit he is overlooking through failure to connect up.

A music dealer in Chicago spends ten times as much of his own money advertising Victrola products as the Victor company itself spends in this territory. Victrola has done this as the result of a gradual working out of the immutable laws of advertising. It could never have done it at the outset. Now, with consumer demand firmly established, the retailer knows that the more he spends of his own money in an advertising way the more profitably he can cash in on the good will that has been built up by the company and all its distributors—a good will out of which all can gain.

John Barrett Will Continue in Pan-American Work

In accordance with an announcement made nearly a year ago, John Barrett retired as director general of the Pan-American Union, Washington, D. C., on September 1, and was succeeded by Dr. L. S. Rowe.

After assisting the Government of Panama in the organization of the new Pan-American College of Commerce at Panama, as president of the Administrative Council, with headquarters in Washington, he will establish connections in Washington, New York, Chicago, some city respectively on the Pacific Coast and in the South, and possibly in Mexico City and Buenos Aires, as a general counselor and special adviser in international, economic, commercial, financial and cultural relations.

Ad Clubs Will Meet in Des Moines

President C. A. Baumgart, of the Associated Advertising Clubs of Iowa, has set the date of the State Convention to be held in Des Moines as September 22 and 23.

T. W. LeQuatte, vice-president of the Associated Advertising Clubs of the World, representing Iowa, Nebraska and Kansas district, has called a conference of the clubs in this district to be held in Des Moines on September 24.

It is expected that the programmes of the two meetings will so merge with each other and supplement each other as to make it worth while for every one interested in advertising in the three States to be present during the three days session of the two meetings.

Rounds Up Fraudulent "Investment" Houses

The Philadelphia Better Business Bureau has been making a special drive against fraudulent "investment" houses, trading under names deceptively similar to and locating in the same neighborhood with reputable houses. The evidence in the ten cases so far investigated was so convincing that the attorneys offered no defense for their clients. Thirty-five thousand dollars of the funds were returned to the investors.

Wright-Adamars Agency Increases Staff

Edward A. Ross, formerly advertising manager of the Century Electric Company, St. Louis; Malcom M. Mitchell, formerly with the St. Louis office of Magill-Weinsheimer Company; L. H. Goldman, formerly with the Schiele Advertising Company, and C. Ray Jolley, formerly with the Mercantile Trust Company, St. Louis, have been added to the staff of The Wright-Adamars Company, St. Louis.

Digitized by Google

Covering the entire Hardware Market

THROUGH one publication, GOOD HARDWARE, you can reach every hardware store in the United States, every general store that sells hardware and every hardware jobber whose name can be secured.

GOOD HARDWARE is published in twenty-three editions—one for each of twenty-three great hardware jobbing houses. In the states of Ohio and Indiana, for instance, the hardware dealers receive GOOD HARDWARE with the compliments of the Van Camp Hardware & Iron Company, Indianapolis. The name of this great jobbing house appears on the first cover of every copy going into that territory and the first four pages are devoted to Van Camp's own advertising. Advertising is sold to manufacturers whose products are sold through the jobber.

Twenty-three jobbers are members of the publishing syndicate. Each jobber has his own territory. No two territories overlap. Combined, they take in the entire United States, Alaska and most of Canada.

If you want to blanket the entire hardware trade at small cost, wire for further information regarding GOOD HARDWARE. There is still time to get your advertisement in the October issue if you do not delay.

GOOD HARDWARE

Butterick Building, New York

LEONARD TINGLE, *Business Manager*

FRANK C. THOMAS, *Eastern Manager*, 116 W. 39th St., New York.

W. B. CONANT, *Western Manager*, State Lake Bldg., Chicago, Ill.

Digitized by Google

The best work of Wilfred O. Floing Company has been done for those agencies and advertisers who have taken us completely into their confidence, after they have laid out their plans in detail.

In such cases we know precisely what the campaign is intended to accomplish. With this knowledge, we are able to give each single advertisement, and the entire series, the physical appearance calculated to make the appeal desired.

WILFRED O. FLOING COMPANY
1316 Garland Building
CHICAGO

Digitized by Google

Increased Magazine Classifications Refused

The increases in magazine classification asked for by the American Railway Express Company will not be allowed, according to Examiner F. H. Barclay of the Interstate Commerce Commission. Protests against these increased classifications were filed with the Interstate Commerce Commission by the National Publishers' Association. Theodore Waters, executive secretary of that association, says: "Had the express company succeeded in gaining the increases asked for, the extra expense to the publishing industry would have amounted to many hundred thousand dollars annually."

In his recommendation to the Commission, Examiner Barclay called attention to the fact that the express company urged its plea for higher rates on the basis that the rates originally were made in competition with the postal rates and that the rates proposed would still be less in some cases than the present postal rates. He said:

"Conceding that the publications in question are primarily first-class express matter the fact that postal rates have advanced, and that the original express rates were competitive, do not alone support such material increases over a long-established basis, coupled with increases in the rates themselves. All the circumstances considered, it should be found that the proposed increased basis has not been justified."

Lorenzen & Thompson, New Publishers Representatives

A. F. Lorenzen, who a short time ago withdrew from Cone, Lorenzen & Woodman, now Cone & Woodman, Inc., publishers representatives, has, together with M. R. Thompson, formed Lorenzen & Thompson, Inc., publishers representatives. Offices have been established at New York and Chicago.

Mr. Thompson was formerly with the Chicago office of Cone, Lorenzen & Woodman.

E. J. Cullen, J. L. Sythoff, H. G. Schryvver and C. G. Shannon are associated with Lorenzen & Thompson.

The Lorenzen & Thompson organization has been appointed special representative of the New York *Globe*.

A. B. Zerby Advanced at Westinghouse Company

A. B. Zerby, who has been with the department of publicity of the Westinghouse Electric & Manufacturing Company for about nine years, has been promoted to assistant manager of the department of publicity.

W. G. Mohr with Biscuit Company

William G. Mohr has been appointed advertising manager of the Pacific Coast Biscuit Company. His headquarters will be at Seattle.

National Commission Committee on Art

The National Advertising Commission of the Associated Advertising Clubs of the World has appointed the following committee to take up with the artists and art organizations of the country the matter of better and more art in advertising: Chairman, Joseph S. Potsdamer, Ketterlinus Litho. Co., Philadelphia; H. H. Cooke, Wm. Green, Inc., New York; G. D'W. Marcy, Boston; Kerwin H. Fulton, Poster Advertising Co., New York, and Frank D. Webb, Baltimore *News*.

Mr. Potsdamer has announced a conference of the committee in connection with the meeting of the National Advertising Commission at Chicago on September 21.

Butterick Publishing Co. Acquires "Good Hardware"

Good Hardware, a journal for hardware dealers which has been published monthly by W. Linford Smith at Pittsburgh, for a syndicate of hardware jobbers, has been acquired by the trade division of the Butterick Publishing Company, New York. Leonard Tingle has been made business manager of the publication; Frank C. Thomas and W. B. Conant remain as Eastern and Western managers, respectively.

The Butterick Publishing Company intends to issue *Good Hardware* in the same form and manner as the Smith organization issued it.

Life Insurance Journals Combined

The *Life Insurance Independent*, New York, and the *Insurance Salesman*, Indianapolis, have been combined as the *Insurance Salesman and Life Insurance Independent*, and will be published hereafter at Indianapolis. N. H. Weed, who has been manager of the *Life Insurance Independent*, will become business manager of the combined paper and will continue to have his headquarters in New York.

A. C. Mace Made National Biscuit Sales Manager

A. C. Mace has been appointed sales manager of the National Biscuit Company, New York. Mr. Mace still remains as manager of the advertising department, which position he has held for many years.

Long's Hat Account for Arthur Rosenberg

The advertising of Long's Hat Stores, a chain of stores operated in New York, New Jersey and Pennsylvania, is now being handled by the Arthur Rosenberg Co., advertising and printing service, New York.

Digitized by Google

London to Have International Exhibition of Advertising

Prestige of Advertising with Manufacturers and the Public the Main Object—How Advertising Will Be Advertised in London in December

By Thomas Russell

London, England, Correspondent of PRINTERS' INK

FIRST projected at a dinner of the Thirty Club, one of London's livest business associations, the International Advertising Exhibition is now taking formal shape. Many thousands of square feet of exhibition space have already been rented by national advertisers, advertising agencies, leading newspapers, printers, engravers, design-studios, transport services, and all other concerns, with advertising to sell.

The leading part taken by actual advertisers themselves indicates that this is not primarily a show to advertise advertising, though it will have that effect. Samuel G. Haughton, on whose shoulders the work of organization rests, said to me: "One feature which I would like to emphasize is that while the exhibition might be described as a means of 'advertising advertising,' it is more a demonstration to the large number of firms in this country who do not use advertising, why they should do so, and the best way to make a start.

"We also aim at providing means by which present advertisers can improve their methods. We want to remove any lingering distrust which there may be of advertised goods, and it will be the function of national advertisers to demonstrate to the public that when they brand and give wide publicity to their merchandise they must of necessity manufacture up to standard. If the public had really learned that lesson even to the degree that it has been learned in the United States, we feel convinced that distributors in this country would no longer fights shy, as they sometimes do, against carrying branded lines."

The scene of this effort will be famous exhibition grounds in the West of London, picturesquely named "The White City." I have reason to believe the King, or at all events some member of the royal family, will attend the opening ceremony on November 29. The exhibition will be open until December 4. The buildings cover an area of 200,000 square feet, and the total value of the space to let is nearly £60,000.

A fund of £10,000 has been appropriated to advertise the show. The public will be charged a shilling for admission, and the bands of some regiments, including, it is hoped (doubtless in compliment to the organizer), that of the Irish Guards. Other projected attractions include numerous competitions and other novel features, with conventions, lectures, banquets and moving pictures. There will probably be a procession of advertising figures like Johnnie Walker, the "Vim" figure, "little Miss Vi," "little Fanny Ficolax," etc., and other advertising figures and vehicles across London on the opening day; and a costume ball will also be held, with prizes for fancy dresses representing advertising figures.

Mr. Haughton, who organized the Irish Linen Society, is himself a successful advertiser. He spent two months in the United States last year, explaining to linen buyers, in various centres, the aims and objects of the Irish Linen Society. Frazer & Haughton, Limited, linen bleachers and finishers, of Belfast, Ireland, built up, entirely by advertising, a distribution of many thousand dozens of "Frazerton" aprons and thousands of "Frazerton" overalls. This was done without agents or traveling salesmen. The busi-

Digitized by Google

YOU wouldn't think very much of a fellow who built himself a mansion and put ladders between the floors instead of stairs, or a fellow who made an auto and left out the differential.

What, then, do you say about the advertising man who would build up a mighty advertising campaign in newspapers, magazines, billboards, street cars, etcetera, etcetera—and then fail to let the man who sells it know about it—forget to get the retailer in line?

Especially in the drug trade, where the druggist is such an important factor — where the druggist is called upon to recommend, or to give his opinion. No wonder there is so much so-called "switching" going on in the drug store. By not telling the druggist about their products from his angle, advertisers encourage substitution.

It isn't hard to get the retail druggist in line. You can do it with one piece of copy, one set of plates, one forwarding operation, one okehing process, one checking and one billing process—simply by advertising regularly in Drug Topics, which is read by the ENTIRE drug trade of the United States, Canada and Alaska.

Put Drug Topics on every drug-store-product list. It has a far lower rate per thousand than any other drug publication, helps get the co-operation of all the retail druggists and the leading wholesalers, and insures the success of your consumer campaign.

Drug Topics

The National Magazine of the Drug Trade

25 City Hall Place, New York

Jerry McAuslan, Editor

VERNEUR E. PRATT, Publisher MARVIN S. SMALL, Business Mgr.

FRANK C. THOMAS, Eastern Adv. Mgr.....116 W. 39th St., New York
WILLIS B. CONANT, Western Adv. Mgr.....State-Lake Bldg., Chicago
GEORGE M. KOHN, Southern Adv. Mgr.....Candler Bldg., Atlanta
ROY M. EDMONDS, Southwestern Adv. Mgr.....Arcade Bldg., St. Louis
B. BUTTERWORTH, Pacific Coast Adv. Mgr., Citizen's Bank Bldg., Los Angeles
C. H. VERNON, English Adv. Mgr.....38 Holborn Viaduct, London, E. C.

Digitized by Google

ness started from zero in 1916; prior to this the output consisted of linens, sheetings, etc., marketed through a relatively limited number of retailers.

While Mr. Haughton could not give up his own business connections, he was induced to accept the office of organizer for this exhibition by the consideration that this work, if conducted in a somewhat different fashion from the methods of the ordinary type of professional exhibitions organizer, and by a national advertiser, would be regarded with more confidence by the industries of the kingdom.

By my request, Mr. Haughton has set down the aims and objects of this exhibition. I cannot do better than to transcribe his own words:

"We are marshaling all the forces that go to make up advertising in a great endeavor to demonstrate to the manufacturers and traders of this country the part which advertising can play in the distribution and ultimate absorption of the manufactures of this country, more especially at a time when everyone is striving for increased production. The very fact that at the present time the country is affected by a certain reaction against high prices is, to our way of thinking, an opportune time to bring home to the trading community of the United Kingdom the real benefits of advertising when properly done.

"We have at our disposal what I believe to be the largest exhibition buildings in the country, and from the amount of space which has been booked by the leading newspapers, advertising agencies, national advertisers, and others, I am convinced that properly organized it should be a wonderful and useful convention."

Thanks to the energy with which Mr. Haughton has taken up the work, great enthusiasm has been excited in advertising circles and many agencies and newspapers are showing an active interest in promoting an effort which will be of great value to the cause of respectable and efficient commercial advertising.

Michigan State Farm Bureau's Activities Increase

The Michigan State Farm Bureau, with locals in sixty counties, claims a paid membership of 80,000 farmers. According to officials of the Bureau, 25,000 of these members have made loans for the establishment of approximately 300 new co-operative enterprises.

The purpose of the organization is to eliminate the middleman.

The bureau claims to have more than 80 local co-operative elevator associations already, and more are being organized. The whole Michigan elevator business of Armour & Co., comprising two of the largest terminal elevators in the State and many local elevators, were taken over in January. A central association just organized will handle sales for all the co-operative elevators.

The methods used by the farmers in the elevator business are typical of their general plan of procedure in dealing in other commodities besides grain. The Wool Growers' Association has on hand at the Farm Bureau warehouses, at Lansing Mich., and in receiving stations more than 3,250,000 pounds of Michigan's 1920 wool clip, which is being graded by the association and will be sold through it. The Potato Growers' Exchange, which claims it did a $2,000,000 business the first nine months, uses the same method, central selling.

Marshall Field Men's Store Sells Candy

Probably influenced by the theory that since Prohibition men are buying more candy than ever before, Marshall Field, of Chicago, has put a candy section in its men's store. A small space adjoining one of the hat sections was fitted up for this purpose several weeks ago, and according to officials of the store the venture has proved fairly successful.

P. T. Coburn with Newell-Emmett

P. T. Coburn, formerly of the McGraw-Hill Company, Inc., has joined the service department of the Newell-Emmett Company, Inc., New York.

Mr. Coburn's service with the McGraw Hill company extended over a period of nine years, the last three of which were spent in special work for the *Electrical World*.

Benjamin H. Fearing with Boggs Agency

Benjamin H. Fearing, formerly advertising manager of the Hurley Machine Company, and for the last eight months advertising manager of The Reuben H. Donnelley Corporation, Chicago, has joined the executive staff of the Walter H. Boggs Advertising Company, of Chicago.

Digitized by Google

When the Smiths Paint their House next Spring

WHAT kind of paint will they buy?

Your whole campaign comes to a focus sharply at the dealer's if your own brand is properly displayed.

Your dealer—your product—your consumer meet all at one place only when the sale is made.

Your display should be there on the spot. If properly planned from the "triangle" viewpoint, most dealers will be glad to use your material because it makes the sale.

The International "triangle" method of planning all display material has been working successfully for twelve busy years. Shall we get together this year on your display problem and see what the "triangle" method can do for you?

The International Displays Company

Cleveland, Ohio

Digitized by Google

Foreign Trade Is Healthful and Normal As Never Before

THIS healthful state of our trade balance is particularly interesting to American manufacturers. During the fiscal year, 1920, our exports of manufactured goods were valued at $2,850,000,000—*an increase of 400 per cent over the figures of 1914.*

That indicates the tremendous demand for American made products throughout the world. Read these figure proofs of the healthy condition of our foreign trade over again. They mean that American products have won a permanent place in many markets closed to them before 1914.

What are *you* doing to establish your line on these markets? What are *you* doing to keep America at the top as the industrial center of the universe?

Just as Export American Industries' four editions—English, Spanish, French and Portuguese—have carried the stories of 900 manufacturers of American goods to the four corners of the globe, so can they do the same for you.

These four editions each month have a guaranteed circulation of over 60,000 copies, audited by the A. B. C. Each of the editions is the Official International Organ of the National Association of Manufacturers in the territory it covers. Export American Industries is the foreign business man's magazine. In prestige and influence it is first.

Consult Your Advertising Agency About

EXPORT
AMERICAN INDUSTRIES

Digitized by Google

The Trade Balance Has Been Reduced $1,200,000,000 in a Year

The remarkable gains in the foreign trade of the United States show its decided health. This is because:—

Foreign firms are paying for American goods less and less with credits and more and more with goods. This exchange of goods is profitable both for the buyer and the seller and establishes the right basis for international trade and prosperity.

Figures for the year ending June 30, 1920, show that exports totalled $8,111,000,000—a gain of a billion dollars over the preceding year.

Imports reached the fine total of $5,238,000,000—a gain of $2,113,000,000. No figures could be more illuminating, showing as they do the facts that foreign firms are not using credits, but goods to pay for their needs.

The trade balance which in 1919 was $4,000,000,000 has been reduced to $2,800,000,000 in 1920.

In this tremendous trade, Export American Industries has played a very definite part by bringing the sales stories of some 900 American manufacturers and merchants to 60,000 buyers throughout the world every month in English, Spanish, French and Portuguese.

Specimen copies and all details for the asking.

EXPORT AMERICAN INDUSTRIES

The Official International Organ of the

NATIONAL ASSOCIATION OF MANUFACTURERS

30 Church Street, New York City

MEMBER AUDIT BUREAU OF CIRCULATIONS

Consult Your Advertising Agency About

EXPORT AMERICAN INDUSTRIES

Digitized by Google

A Saving of 42% Over Previous Costs

"Our Multicolor Press was purchased in 1915. We haven't spent over $25.00 for repairs during the entire time and today are producing the same high-class printing with it that we did when the machine was first installed. Our investment has been a paying one. We effected a saving of 42% over previous costs—a saving that has mounted into the thousands of dollars, as we print over a quarter of a million pieces of literature monthly. Not only this, but we get a much better grade of work than is put out by the average printer."

THE T. K. KELLY SALES SYSTEM,
Minneapolis, Minn.

One of the girls or young men in your office force can operate the Multicolor Press. It is electrically driven and prints Form Letters, Envelopes, Price Lists, Post Cards, Shipping Tags, Office and Factory Forms, etc., at from 3000 to 5000 per hour. IT is the most practical office printing device, since it uses FLAT electrotypes, zincs, half-tones, standard monotype, linotype, etc.—everyday material—easily and quickly secured. It will print at the same time letterhead, letter and signature, each in a different color, if desired. Typewrite your form letters the Multicolor way. Insures perfect uniformity of color—absolute evenness of impression—better work and a saving of 40 to 60 cents per thousand over other methods.

It is just what you need in YOUR office.

Write us for Booklet C.

Lisenby Manufacturing Co.

417 So. Dearborn Street, Chicago, Ill.

Digitized by Google

What Legal Rights Have Commercial Nicknames?

Prove It and Placard It—If Your Nickname Anticipates the Other Fellow's

(Special Washington Correspondence)

WHEN a national advertising investment, well in excess of $100,000, is imperiled by a rival territorial campaign that has involved an expenditure of only $25,000—all because of the public's weakness for abbreviations—it may appear high time to inquire into the legal status of commercial nicknames. Such an inquiry, in the light of a recent interesting incident, must inevitably point the moral that if an advertiser desires to establish any rights in a nickname given by the public to a registered brand name he must be prepared to prove the significance and application of the nickname. Likewise will it strengthen his case, in the event that he ever goes to law, if he has affixed and advertised the nickname as synonymous with the trade title of which it is a corruption.

The beverage field, just now the scene of keen competition, affords the latest demonstration of the complications that may ensue when a nickname is wished on an advertiser. It may be recalled that some time ago the Coca-Cola Company engaged in a spirited contest with the Koke Company of America in an effort to prevent the registration by the latter of the word "Koke" as a trade-mark for its product. The plea of the Coca-Cola Company was that a considerable portion of the consuming public had adopted the designation "coke" or "koke" for Coca-Cola—to such an extent, indeed, that at many soda fountains, etc., a call for "koke" was invariably interpreted as a request for Coca-Cola. It was argued that to sanction the use of the name "Koke" on a rival drink would be to encourage substitution and confusion.

Even more complex, from an advertising standpoint, is the problem presented in a controversy lately before the tribunals of the U. S. Patent Office and in which the participants were the Popel-Giller Company and the Berghoff Products Company, successor of the Berghoff Brewing Association. The dispute arose from a conflict of interest between the brand names "Burg" and "Bergo" in use on non-intoxicating, non-alcoholic, cereal, maltless beverages, sold as soft drinks.

The Popel-Giller Company did not put out its cereal beverage bearing the trade-mark "Burg" until the summer of 1918, more than a year after the Berghoff Company had entered the market with its widely advertised "Bergo," so that, on the face of the thing, there appeared no doubt as to priority of use. Here is where the equation of the nickname came in, however. It was urged, as an extenuating circumstance, that as early as March or April, 1916, the Popel-Giller Company had put out a cereal beverage christened "Burgomeister," and that no sooner did this appear on the market than a number of its customers acquired the habit of ordering the beverage under the nickname or abbreviations "Burg" and "Burgo."

PRIOR USE PARAMOUNT

In the final disposition of the case on appeal, the U. S. Commissioner of Patents, in making an award in favor of the Popel-Giller Company, was, confessedly, influenced not so much by the nicknaming as by the circumstance that the Popel-Giller Company had, since the year 1907, used the name "Burg" on beer. And beer and near-beer are held, officially, to be goods of the same descriptive properties. However, the injection of the nickname element

Digitized by Google

is interesting, to say the least, and a study of the evidence submitted at the Patent Office must inevitably leave the impression that the recourse of the public to nicknames in this instance would have had far more weight in establishing exclusive name rights if only the beneficiary had been at some pains to certify and proclaim the nicknaming.

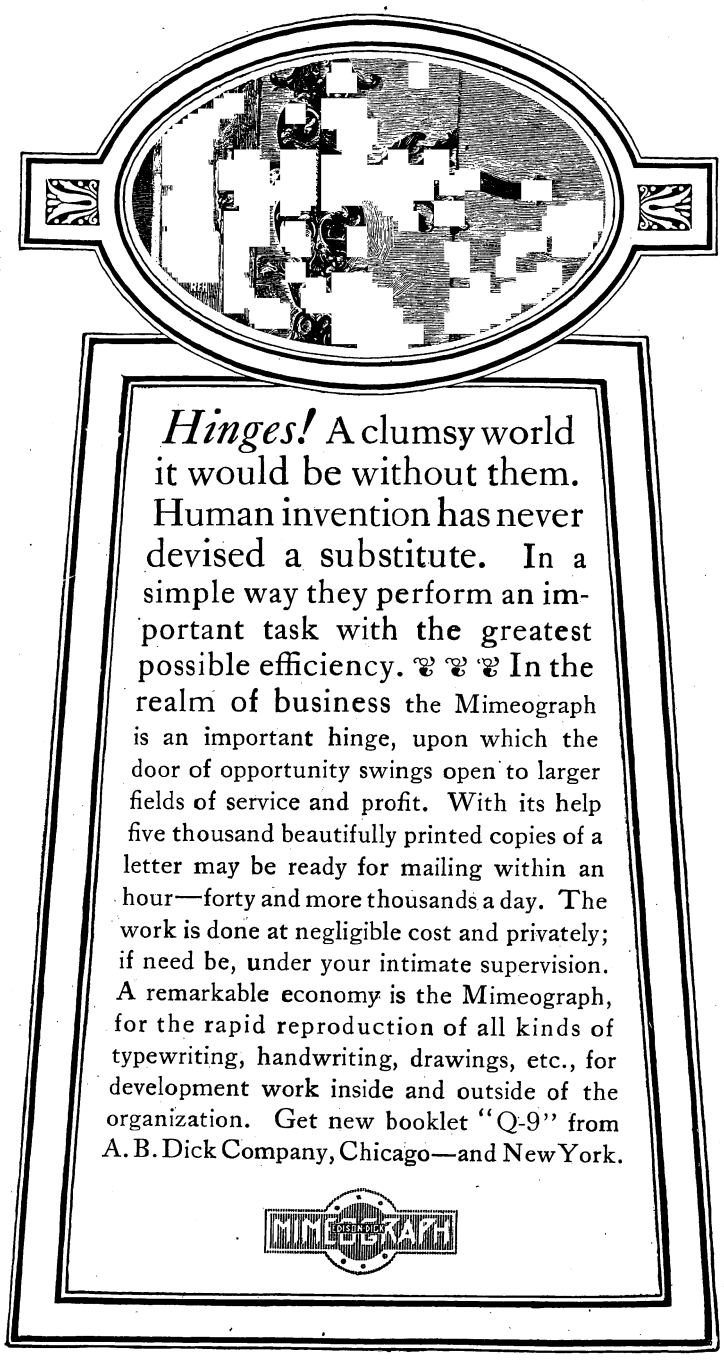
As it was, the principal evidence that the Popel-Giller Company mustered to support its claim to the nicknames bestowed upon its product consisted in the testimony of its own employees to the effect that "Burg" had been used "around the shop" to designate the soft drink sold as "Burgomeister." In its formal presentation of its case the Popel-Giller Company declared that its cereal beverage had been "ordered, called for, and sold under the abbreviations 'Berg' and 'Burgo' since 1916" but when it came to a showdown all that was forthcoming to carry conviction on this point was a couple of salesmen's orders in which so many cases of "Burg" were ordered. There could be produced, unfortunately, no early labels on which "Burg" appeared as a synonym of the more unwieldy name, nor any advertisements, such as afterthought might have dictated in which the public appraised that "Burg" was but a handy alternative for the full name.

Although the outcome of this trade-mark skirmish did not hinge, as it might have done, solely on the issue of the prerogatives that should be conferred by nicknames, there were advanced in the argument of the case several theories of possible significance to advertisers. It was argued, for one thing, that as a matter of general principle it is wrong for a trade rival to adopt the part of a competitor's trade name "that customers would naturally choose for abbreviation." In another connection the champion of the rights supposed to be inherent in a nickname reasoned: "The catch word of a trade-mark is the one which fixes the designation of the article and by which it is known to the trade and ordered by intending purchasers. Such a catch word must not be used in a way calculated to deceive customers."

Spokesmen for the Berghoff Products Company were enabled, however, to counter all the arguments of the competing firm for vested nickname rights by pointing to the fatal fact that the nickname had not been used "on the goods." It was possible to cite numerous cases in which the Federal courts have decreed that use of a trade-mark on the goods is essential as a foundation for the establishment of trade-mark rights and, accordingly, promulgation of a nickname by word of mouth and even the use of the nickname on sales slips, etc., went for nought in bestowing privileges of trade-mark registration, however much weight such considerations might have in a suit for unfair competition.

Precisely this same point of vulnerability was exposed under similar circumstances, a while ago, when the Western Clock Company, maker of "Big Ben," sought to prevent the registration by Sears, Roebuck & Co. of the name "The National Call." The Western Clock Company represented to the officials in Washington that such extensive use had been made in advertising of the slogans "The National Alarm" and "The National Call" that these phrases had attained the status of nicknames for "Big Ben" which the public might logically employ in specifying the Western company's product, if indeed such use had not already been made unbeknown to the manufacturer. Although in this case the nicknames had been coined by the advertiser and not by the public, Sears, Roebuck & Co. rested its defense on the fact that neither of the nicknames had qualified as trade-marks through use on the goods. It was contended that a nickname, however conspicuously exploited, acquires none of the privileges of a trade-mark so long as it is used only in advertising and not on the goods or their containers.

Digitized by Google



Hinges! A clumsy world it would be without them. Human invention has never devised a substitute. In a simple way they perform an important task with the greatest possible efficiency. In the realm of business the Mimeograph is an important hinge, upon which the door of opportunity swings open to larger fields of service and profit. With its help five thousand beautifully printed copies of a letter may be ready for mailing within an hour—forty and more thousands a day. The work is done at negligible cost and privately; if need be, under your intimate supervision. A remarkable economy is the Mimeograph, for the rapid reproduction of all kinds of typewriting, handwriting, drawings, etc., for development work inside and outside of the organization. Get new booklet "Q-9" from A. B. Dick Company, Chicago—and New York.

MIMEOGRAPH

Digitized by Google

How Vigilance Work Aids Advertising

Managers of Thirty Better Business Bureaus at Chicago Conference Discuss Ways and Means of Increasing Constructive Efforts—Richard H. Lee Says Constructive Work Creates New Advertisers

UNDER the direction of the National Vigilance Committee a conference of the managers of thirty Better Business Bureaus was held in Chicago on September 1, 2 and 3. The conference was given over almost entirely to a discussion of the scope and activities of the Bureaus and the National Vigilance Committee. Plans for future work put new and added burdens upon the Bureaus and the National Committee.

The constructive work of these organizations is to be brought to the attention of the public to show that advertising is truthful and that vigilance work is continued in so that it may remain truthful and may increase in volume and so help to lower distribution costs. The policy in handling various classes of cases involving unscrupulous, stubborn and stalling advertisers, reiterated at this conference, was one that called for constructive work. All legitimate advertising under this policy must be handled from the viewpoint of the advertiser. Prosecution will only be resorted to when an advertiser preys upon the public.

This policy of constructive work, Richard H. Lee, special counsel of the National Vigilance Committee, showed has not only increased public confidence in advertising and in business, but has created new advertisers. Time and again, Mr. Lee asserted, it has happened that manufacturers, who are not advertisers have come in contact with the truth in advertising movement and have seen advertising in a new light. The files at New York headquarters can show, according to Mr. Lee, that from the Vigilance work viewpoint, interest has been aroused with the non-advertiser and in many cases with the small advertiser, so that he has accumulated facts which have sold him to advertising generally, and have broadened his advertising viewpoint.

Another feature of constructive work engaged in for advertising was dwelt upon by H. William Nelle, of the San Francisco Better Business Bureau in a talk on "Censorship of Advertising Media." In this talk it was shown that it is possible to keep the new and inexperienced advertiser from becoming "unsold" on advertising by making clear to him the futility of using mediums such as worthless publications that come into existence over night, and which lacking reader confidence cannot bring results.

H. J. Kenner, secretary of the National Vigilance Committee, brought before the conference examples of abuses of trade marks and trade names. The National Committee intends to undertake a campaign to correct this evil.

Bureaus of Commercial Fraud, each bureau to be a part of a Better Business Bureau, will be established. These Commercial Fraud Bureaus will contain all the information which the national and local organizations have obtained on fraudulent business practices. This information will be open to all recognized public agencies.

It was estimated that over $300,000 is now spent annually in the work of Better Business Bureaus alone.

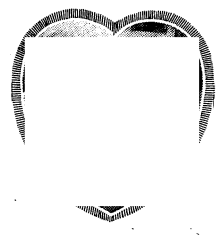
Merle Sidener, chairman of the National Vigilance Committe, presided at the conference. T. W. LeQuatte, a member of the executive committee of the Associated Advertising Clubs, and P. S. Florea, executive manager, were in attendance at the conference.

The next conference of the Bureaus will be held at Chicago during the second week in February.

Edward W. Hunter, who has been with the advertising department of the *Indiana Times*, Indianapolis, has been made business manager of the Indianapolis Advertising Club.

Digitized by Google

The Present and Future Advertising



prestige is a big factor with all advertisers. When mapping out your campaign keep in mind the Young Folks. Winning them over now insures a steadily growing list of customers. Their plastic minds well remember their first experiences—favorable or otherwise.

The over 200,000 Young People, who read YOUNG PEOPLE'S WEEKLY each week, will be the "Men and Women of Tomorrow" who should be acquainted with the merits of your product. This paper, for a great many years the standby and family Weekly in the home, is making a 1920 record to be proud of—already 3,000 lines ahead of last year's total, and with every line carried for the balance of the year to be added to this amount—Why! RESULTS.

The advertising importance of YOUNG PEOPLE'S WEEKLY, when covering the boy-and-girl field, is thus becoming known and recognized. In combination with THE BOYS' WORLD and THE GIRLS' COMPANION you are able to reach a Million Desirable Homes at a low Combination Rate.

Write for new rate card and further information

YOUNG PEOPLE'S WEEKLY

David C. Cook Publishing Co., Elgin, Ill.

WESLEY E. FARMILOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York
Chas. H. Shattuck, People's Gas Building, Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

COOK'S WEEKLY TRIO: A MILLION BOYS AND GIRLS

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

Digitized by Google

PHOTOPLAY

Belongs On

YOUR LIST

If yours is a product, sold nationally to the people who go to make up the average family:

people who have been accustomed to the good things of life, or have the tastes to desire and the money necessary to buy them;

and you want to spread your message where it will be *seen* and *read* by more than half a million of these people,

then—

PHOTOPLAY *belongs on Your List*

Digitized by Google

Photoplay is on sale on 32,000 newsstands in large cities and towns, where it is bought at 25 cents per copy, by devotees of motion pictures, to satisfy their natural desire to know all about the chief recreation of the American People.

Increase in advertising patronage of 2500% in the last four years, with practically every form of product represented—from a five cent drink to a five thousand dollar automobile—shows what leading American advertisers think of its advertising columns.

And these columns are open to you.

Let the name stick in your mind, it's imitated

PHOTOPLAY

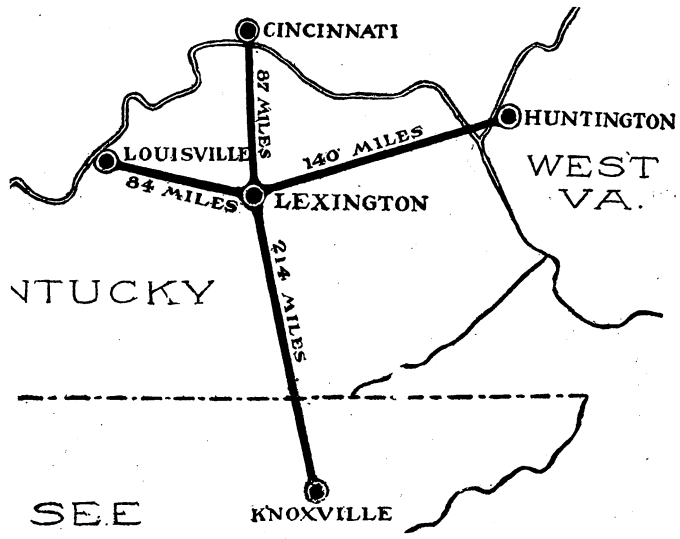
The Magazine of the Fifth Estate

JAMES R. QUIRK, PUBLISHER

W. M. HART
ADVERTISING MANAGER
350 NORTH CLARK ST.
CHICAGO

NEW YORK OFFICE, 25 WEST 45TH ST.

Digitized by Google



Be sure to advertise your food products and drug supplies in

Lexington Herald

Lexington is an up-to-date, live-wire city of 45,000 progressive people—the center of oil, coal and timber production in Eastern Kentucky, the heart of the world-famed Blue Grass, the richest agricultural section of America and a district renowned for its thoroughbred horses, hogs, sheep and cattle.

Advertising in The Lexington Herald covers like a blanket Lexington, a great jobbing, marketing and distributing center; and because of exceptional railroad, interurban, highway and truck service, its entire district.

For further information regarding the market for your product, write

THE LEXINGTON HERALD, Service Department, or
JOHN M. BRANHAM CO.,
Foreign Representatives

Chicago New York St. Louis Detroit
Atlanta Kansas City San Francisco

Digitized by Google

Hook the Newspaper Copy Up to the Telephone

A Form of Solicitation That the Frantz-Premier Company Found Profitable

By R. F. Baldwin

IN 1915 I was advertising manager of the Frantz-Premier Electric Cleaner Company. We had tried a dozen different methods of getting direct results from advertising and none of them had succeeded.

One day the boss came to me with a copy of an advertisement of a competing company. As an advertisement it looked rather poor, and I told him so. It was "circus" advertising, full of shrieking headlines in big, black caps, and the typographical arrangement of the body matter was very unattractive. The wording followed the general style used by the cheaper grade of department stores when offering some special bargain.

It was full of such phrases as "positively last chance"; "absolutely free trial"; "If you decide not to keep it the boy will call to bring it back." "Offer closes positively at 5 P. M., Thursday." "Easy monthly payments."

A week later the boss introduced me to Harry Brown, whom he'd carried off from the other company, in true Sabine fashion, to come and write his circus stuff for us. The following Sunday a Cleveland newspaper carried an ad for the Frantz-Premier company of the exact sort I had criticized the other company for using.

I didn't think much of Harry's ethics, and I didn't think much of Harry's copy, but it paid. At an advertising cost of about four dollars and a half we got a tremendous number of cleaners out into the homes of Cleveland housewives—and most of them stayed there.

During the first two weeks of this campaign I observed that a big portion of our inquiries came in over the telephone. I mulled this over in my mind for quite a while, and then one day said to the boss and Harry Brown: "Let's hook this campaign up to the telephone. We know already that a good part of our inquiries are coming that way, even though we have done nothing to encourage it.

"The average man or woman would rather answer an advertisement by means of a local telephone call than by a letter. Let's run this campaign in the hundred biggest cities in the country and hook it right up to the telephone.

"In ninety-one cities out of the hundred biggest in the country, our prospect has a telephone in her home on an unlimited contract. It costs her nothing to call us on the telephone. It's simply a question of making our advertising appeal along the line of least resistance."

"Meaning the telephone line," said the boss, and of course we had to laugh.

WHAT THE CHANGE EFFECTED

But we tried it out—and it paid. It paid big. The same advertisement that had produced inquiries at a cost of about four-fifty now brought them in at a little over three dollars. The only change we had made was to print the telephone number in big, black-faced type and to urge the use of the telephone in answering. The first advertisement had brought in three mail inquiries to one over the telephone—the proportion was now reversed.

We got only about half as many mail inquiries as we had been receiving, but we got almost five times as many phone inquiries.

The phone inquiries were more satisfactory than the mail inquiries, too. It may be hard to believe, but it is gospel truth that

Digitized by Google

1,121,790

A MUCH MORE THAN A MILLION "DAILY MAIL."

(GREAT BRITAIN.)

WHAT is to be done about the well-known little rhyme:

DAILY MAIL
MILLION SALE?

The paper is growing so fast that this statement has become out of date.

Politicians and advertisers, who are the persons chiefly interested in the sale of newspapers, should note that the figures given in the certificate hereon are "bought and paid for" figures.

These figures do not, of course, include the sale of the *Continental Daily Mail* published in Paris each morning.

* * * *

There are certain naughty newspapers which send out copies gratis to newsagents in the hope of catching a casual reader. They then include these copies in that vague word, "Circulation," whether such copies be sold or not.

* * * *

The statement on the opposite page represents the largest morning sale in the English language and twice the net sale of any American morning newspaper.

Our wonderful figures are achieve by the active co-operation of ou readers. They know that by suppor ing *The Daily Mail* they are upholdir a policy of Anti-Waste, Anti-Mil tarism, Aerial and Naval Progres Houses for all in need of them, Fu Reparation from Germany, Sympath with Labour, Road Reform, Pr gressive Agriculture, Women Rights, Development of Outdoo Sports, and, again we mention, abov all, the *National Economy* that alor will reduce the high cost of living.

* * * *

The Daily Mail, which has cham pioned a hundred unpopular causes since its beginning in 1896, wa banned and burned for its exposur of the shell tragedy, and its advocac of equal military service for all.

It will no doubt experience th same fate next time that it has to te unpleasant truths.

But the result in the end is tha the paper is completely independer of advertisers who do not like it politics, those of its readers who als dislike them, and politicians wh detest them.

* * * *

The gratitude of all connected wit *The Daily Mail* is extended to the vas army of readers who have done s much to help us to maintain the mo numerous daily newspaper in th English language.

The net result is a sale o **1,121.790** copies daily.

Digitized by Google

LONDON,
July 6th, 1920.

To LORD NORTHCLIFFE,

We certify that the average *net daily sale* of *Daily Mail* after deducting all unsold or free copies whatsoever for the periods set out below was as follows :—

For the month ended:

31st January, 1920	**1,020,532**
29th February, 1920	**1,049,706**
31st March, 1920	**1,061,023**
30th April, 1920	**1,082,036**
31st May, 1920	**1,101,554**
30th June, 1920	**1,121,790**

We are, yours faithfully,

LEVER, HONEYMAN & CO.,
Chartered Accountants.

E. LAYTON BENNETT, SONS & CO.,
Chartered Accountants.

ADVERTISING RATES.

The rates given below are based on the rate of exchange at the moment of compilation, *i.e.*, **$3.95** to the £, and will fluctuate accordingly.

TRADE DISPLAY

Run of Paper **$1.41** per agate line.
Leader Page—Position our Option **$1.41.**
" " " Specified **$1.70.**
Principal News Page, solus 56 lines x 2 Cols. **$237.00.**
Back Page solus 23 lines (2 ins.) x 7 Cols at foot of news pictures **$395.00**
Each Ear on Back Page **$39.50.**
Solus Half Page **$1738.00.**
Whole Front Page **$3160.00.**

FINANCIAL

Prospectuses, New Issues, Financial Announcements, etc., **$592.50** per Single Column and pro rata.
Balance Sheets and Company Meetings **$434.50** per Single Column and pro rata.

No Time, Space or Cash Discounts.
Agency Commission 10%

MECHANICAL REQUIREMENTS

Width of column	Front Page	11½ ems.	(1⅞ in.)	8 columns
" "	Leader "	15½ "	(2½ in.)	6 "
" "	Other Pages	13½ "	(2¼ in.)	7 "
Depth of column	Front Page,	287 agate lines	(20½ in.)	
" "	Other Pages,	308 "	"	(22 in.)

Screen required 60.
Can use matrices.
Space must be 7 agate lines or multiples thereof.

ırther information may be obtained from the "Daily ail" New York Business Office, Thirty Church St., N.Y.

Digitized by Google

Magazine Publicity in Great Britain

The Harmsworth Magazines:—

"The London Magazine" (Monthly)
"The Premier Magazine" (Fortnightly)
"The Red Magazine" (Fortnightly)
"My Magazine" (Monthly)

are the ***only*** group of Magazines published in England, of which the publishers are not afraid to disclose the

CIRCULATIONS

Write about it to

W. B. ROBERTSON,
Advertisement Manager,
The Fleetway House,
LONDON, E.C. 4., ENGLAND.

Digitized by Google

some of the women who answer an electric cleaner advertisement turn out not to have any electric connection in their homes. They want the cleaner hitched up to a battery or a magneto or a carburetor or something of that kind; they don't just know what.

When the inquiry comes in over the telephone it gives an opportunity for settling some of these knotty question, and in many cases saves the salesman a trip that would be hopeless.

In the later part of 1915 and early 1916 we ran these telephone campaigns for the Frantz-Premier in about thirty cities. Kansas City gave us the lowest cost per inquiry, and was almost the only one that was better than Cleveland. Boston was the highest—the inquiries there ran about nine dollars each, which was prohibitive. The general average for all the campaigns we used was around four dollars an inquiry.

Since my connection with this campaign I have made a thorough study of telephone possibilities in connection with advertising, and have unearthed some rather interesting facts.

Although the Frantz-Premier company was, perhaps, the first vacuum cleaner manufacturer to use telephone solicitation as a follow-up of newspaper advertising, the honor of originating this form of solicitation for vacuum cleaner sales should be given the distributors. In 1914 vacuum cleaner distributors were using the telephone to capitalize their newspaper advertising.

To-day, while inquiries that come in over the telephone do not represent in any great measure the full value that the distributor receives from newspaper advertising, yet the distributor still finds it highly profitable to use telephone solicitation. Most all dealers of the bigger type have girls—some use men—who do nothing but telephone prospects day in and day out.

Apart from the experience of the Frantz-Premier company and other vacuum cleaner manufacturers in using the telephone to hook up with their newspaper advertising, I have found that other companies look with favor upon this form of solicitation.

There are several companies in America (though fewer than one would expect) with branch offices in a majority of the hundred biggest cities, and listed in the telephone book of each city under their own name. Three or four of the largest tire manufacturers, one of the big adding machine manufacturers, and one or two others come under this classification.

I have discussed this question with many of them, and find that they get a big number of traceable inquiries over the phone, and that in fact they all regard it as one of the assets of their numerous branch offices that the telephone listings increase the effectiveness of their national advertising.

Rehearsing Successful Sales

Most successful salesmen about to interview or solicit business with some important personage, firm or company, mentally rehearse the scene beforehand.

They anticipate the likely argument to follow and taste the flavor (so to speak) of their own remarks and statements in rebuttal.

It is this subconscious quality of rehearsal that makes successful and convincing salesmen. They have studied and mapped out their line of defense know their part thoroughly, and when the occasion presents itself they do not have to grope aimlessly for replies or facts wherewith to complete their success.

The writer attributes to this word "rehearsal" *most* of the success that has attended his efforts. Try it yourselves.—"The Roneo Salesman."

Ralph Johnston with Mississippi Valley Association

Ralph Johnston, who for three years has been connected with the publicity department of the St. Louis Chamber of Commerce, has been appointed publicity director of the Mississippi Valley Association, St. Louis.

Mayglothling with Guenther-Law

Ernest Mayglothling, formerly with Doremus & Company, has become associated with the Rudolph Guenther-Russell Law, Inc., advertising agency.

Digitized by Google

Making a Product a National Issue

Advertising Campaign of the Sealy Mattress Company Makes Sanitary Features of Mattresses Subject of Legislation in Many States

THE story of the Sealy Mattress is one of the romances of American business. It is a story of problems. Tough, stubborn, exasperating problems. The first Sealy mattress was made the year before President Garfield was assassinated, in 1881. For thirty years the company struggled to put its mattresses on the market in a national way. Ten years ago it turned to advertising. Since that time obstacles of unimaginable difficulty have been overcome. The impossible has been achieved. That which could not be done has been done. Mattresses are now "manufactured" in quantity and have a national distribution.

See what this means to the reader. Your product or proposition is as unlike a mattress as paris green is unlike Paris. The difficulties of your business are as one to one hundred, though it seems the reverse, because your mind is more constantly on your difficulties. People, you think, will not think of you at the right time. They keep forgetting. Your story is involved, prolix and hard to tell. Your audience does not appear to listen. How can you get to them? How can you make your story so interesting they will want to listen? Is there any better way of finding out than by observing how some other man did it—how Sealy did it?

How are mattresses purchased? Sometimes by bride and groom, before the wedding. Such purchasers are not very discriminating. Hard to get them to remember anything beyond the date of the wedding, to say nothing of the name of a mattress. After marriage, it is as likely to be the woman as the man who will do the purchasing. Leaving the hotel and institutional buyer out of consideration, how are mattresses bought? The following is typical:

Lady enters furniture department and says she is interested in a bedroom suit or a bed only. After the purchase is made the salesman says, "Now, of course, you want a mattress for that bed."

"Oh, yes; how much are they?"

"We have them all the way from $10 up."

So at the fag end of the sale, when, in most case more money has been spent than had been estimated, a mattress is added. From the salesman's side there is always danger that the introduction of the mattress will unsettle the sale of the furniture. From the purchaser's side there is the reconsideration of a problem already thought to be settled and a temptation to get out of it as quickly and as cheaply as possible. In many cases the conclusion of the sale of the mattress is something like this:

"Oh, well, I don't want to pay more than $10 or $12 for a mattress. Pick me out a good one at that price and send it with the furniture."

PURCHASE OF A MATTRESS WILL WAIT

Or perhaps the customer decides to let the mattress go until a later time, or to use the old one.

Then again: Mattresses lie a long way back in consciousness. The population of the country does not hop out of bed in the morning with one burning issue in mind—one big, single thing to do that day—namely, to buy a new mattress. The mattress question is one, unfortunately, for the manufacturers, that keeps pretty well. It can most conveniently be deferred from day to day. So long as a mattress has no chestnut burrs in it or does not give off an objectionable odor, why make a fighting issue out of it when there are so many other interesting and diverting things to do?

Digitized by Google

The English Market

The Key to World Markets

THE strength of Britain rests on her wonderful export trade to her overseas Dominions and to foreign lands.

Her trade prestige is as great as ever: Export returns for the month of July, 1920, show a total of £137,000,000 sterling—a record compared even with pre-war days.

The fact remains that world trade is pivoted on England, and nothing that has happened has seriously affected it.

What reference has this to you—an American manufacturer or distributor? Just this, that the surest line to world trade is through England. Start with England and finish with the world.

In itself the English market is worth winning, and when won is yours for good. But, do not forget, that the approach and the handling of the English market is work best done by an English organization. To avoid making costly mistakes, you should have that counsel and guidance which comes from knowledge of the English psychology, trade and merchandising conditions, and the hundred and one idioms of business usage on the other side.

We invite you to ask us questions on all matters connected with advertising and selling in England—what prospects your goods have, what conditions are favorable or adverse, when and how they may best be introduced and distributed, and so on.

We are giving particular thought to American business, and believe our successful experience in English advertising should be utilized by enterprising firms who know and value well organized service.

If you happen to be visiting England, call and let us help you.

W. S. CRAWFORD, LTD.

Advertisers' Agents and Consultants

CRAVEN HOUSE, KINGSWAY, LONDON

ENGLAND

Digitized by Google

2

Two more booklets bound in INTERLAKEN

1

Printed and Bound by
No. 1 United Brethren Pub. Co., Dayton, O
No. 2 The Magee Brothers Co., Piqua, O.

The Jeffrey Mfg. Co., of Columbus, Ohio, bound their booklets, "The Jeffrey Carrier" and "Jeffrey Belt Conveyers," in INTERLAKEN Book Cloth. These booklets contain information that men interested in industrial transportation systems, need at their elbows. To make certain of durability in this ready reference duty, the Jeffrey Mfg. Co. selected INTERLAKEN Book Cloth for the binding.

HAVING your commercial literature presented to your prospective customer bound in INTERLAKEN Book Cloth is like having your salesman vouched for by a man of recognized standing.

Let our cloth-bound booklet, "Getting Your Booklet Across," explain the economy of gaining prestige and permanent sales representation with your booklet or catalog.

INTERLAKEN MILLS, Providence, R. I.

Interlaken Book Cloth *The standard since 1883*

Digitized by Google

Moreover, who will do the educating of the public to a keener appreciation of quality, comfort, cleanliness, better rest and health, to make it demand more and finer mattresses? Not the manufacturer until he has distribution, or his dealers won, or he is ready for a mail-order business. Not the dealer when the mattress question takes the mind of the purchaser off the more profitable subject of furniture. For the manufacturer to go into a national campaign of advertising, even with considerable distribution, is taking a long chance as long as the dealer keeps the mattress out of sight until the sale of the furniture is consummated.

RELATION OF MATTRESSES TO POETRY

The fascinating thing about the mattress business is that the closer you consider the subject the more interesting it becomes. Moreover, it is more intimately related to you than you even remotely suspected at the start. Why? Because it deals with sleep and rest and health. As the investigation progresses, a light begins to break over the investigator. Why have not manufacturers told us more about this side of the subject before? One-third of human life, not counting days and nights of illness, is spent in bed. Sleep has a melancholy as well as a happy side. The sleep trail ends in mystery. Robert Southey, the poet, could not sleep. He tried one scheme after another. He wrote:

"I listened to the river, and to the ticking of my watch; I thought of all sleepy sounds and of all soporific things—the flow of water, the humming of bees, the motion of a boat, the waving of a field of corn, the nodding of a mandarin's head on the chimney piece, a horse in a mill, the opera, Mr. Humdrum's conversation."

SELLING SLEEP AS AN ACCOMPANIMENT OF A GOOD MATTRESS

The above is a quotation from a recent Sealy advertisement. I have attempted to show the reader in one short paragraph how mattresses are related to poetry—how an ordinary, commonplace, said-to-be uninteresting article of household use like a mattress can be related, in the hands of the skilful advertising man, to things as big and broad as the sum total of human life or the full round of human needs. For does not life's efficiency rest, after all, upon sleep? And what is a man's work worth if he cannot leave it for a while to renew his faculties in the refreshing waters of slumber?

Sealy, Texas, was the first home of the Sealy mattress, which was named after the city in which it was born. Later the Sugar Land industries of Sugar Land, Texas, acquired the business, where the office, factory and plantation are now located. In the beginning hand work was employed in every process except that of mechani-

Digitized by Google

In America's 4th Largest City

THE Detroit News dominates the field in local, suburban, and total circulation both week days and Sundays. That, alone, is of the utmost importance to advertisers who wish to cover the rich Detroit market. The News, however, has still more convincing evidence of its superiority as an advertising medium—its unusual Want Ad Record. Week days, the News publishes three times as many classified ads as its nearest competitor and 65% more than all its competitors combined. Sundays the News publishes over twice as many want ads as its only Sunday competitor. Want Ad records are built entirely on the medium's ability to obtain results.

cally preparing and packing the cotton. The output at that time was from ten to twelve mattresses a day. To-day machines are used for every portion of the work and daily production runs around six hundred mattresses. Sealy mattresses are made by a secret mechanical process, both process and machinery being covered by patents.

The Sealy is a so-called "tuftless" mattress, a process original with this company. When the company started to manufacture them forty years ago they were unknown to the world, and it was felt that a guarantee was necessary in order to make a sale. A twenty-year guarantee was therefore placed on Sealy tuftless mattresses, and this guarantee was prominently featured in the advertising. Thereby hangs a tale.

The first effort at national advertising was made in 1910, which resulted in dealer distribution throughout the United States. Problems encountered at this time were of two kinds: manufacturing and merchandising. The line of mattresses offered to the dealer was not sufficiently varied to meet the demands of the trade, while sales and advertising efforts lacked co-ordination and standardization. Production and advertising were like a team of horses not pulling in unison. They were see-sawing each other.

Naturally, the manufacturing difficulties were solved first. They had to be. Instead of concentrating on one style of mattress, the highest in price of its class, it was decided to put out a line of seven grades of mattresses, each grade in six sizes, and in addition to manufacture "made-to-order" mattresses to fit the varied designs of bedsteads.

In order to solve many uncertainties in the distribution system branch warehouses were opened at Atlanta, Buffalo, Chicago, Denver, Detroit, Des Moines, Minneapolis, New York, Pittsburgh, and Tigard, Oregon. A branch factory for manufacturing has been opened in St. Louis. Others will be opened in Dallas, Oklahoma

Digitized by Google

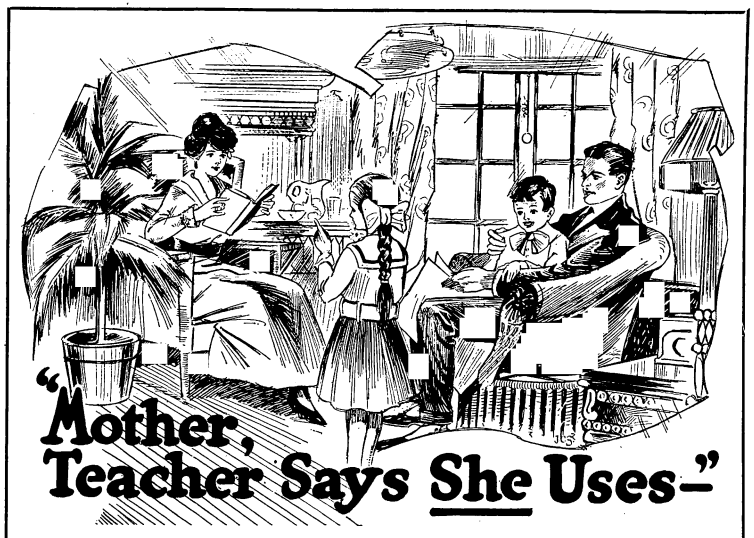
Announcing a BECK office in CHICAGO

An office of The Beck Engraving Company has been opened in Chicago at the address below. The purpose is to extend to our customers in the middle western territory a prompt and efficient service.

Mr. Charles B. Cooney
will be resident manager.

BECK ENGRAVING CO.
Garland Bldg–58 E. Washington St.
Chicago
Philadelphia New York

Digitized by Google



"Mother, Teacher Says She Uses—"

Thus it happens — time after time — in 20,000,000 homes.

The children, at their most receptive age, gather impressions regarding merchandise from their teachers and carry them home.

Thus the preferences of the Teacher are transferred into the actual purchases of the families of her pupils.

Normal Instructor-Primary Plans

is constantly influencing the preferences of half the School Teachers of America and transmitting them through the school children into 10,000,000 homes.

It is, consequently, a powerful medium for effective general publicity, in addition to the direct business it creates from the

150,000 Teacher Subscribers

who find it necessary in their work.

Data secured by us proves that 78% of the Teachers in our Public Schools are in the habit of making suggestions and recommendations to mothers regarding the use in their homes of clothing, foods, methods of hygiene, etc.

Rate, 80c per line. Circulation, 150,000.
Closing date, 25th of second month preceding.

F. A. OWEN PUBLISHING COMPANY
DANSVILLE, N. Y.

CHICAGO OFFICE
708 Republic Building
Phone Harrison 5844

New York Office
108-10 West 34th Street
Phone Greeley 3269

Digitized by Google

City and Kansas City. The plan of operating branch factories in various centres is designed to facilitate the "made-to-order" end of the business.

In organizing the present campaign of advertising a big fundamental "motif" was looked for. A mattress is used about as intimately as an article of clothing. It comes into pretty close contact with the human body. The materials of which it is made, the way it is made and the people who handle it during the process of manufacture are important to its cleanliness and hygienic quality.

GROPING FOR THE BIG APPEAL

It was decided, therefore, to concentrate on the health appeal. There were found to be many sides to the question. First, the matter of comfort to the well—preservation of health. Second, comfort to the sick, as an aid to the restoration of health. Third, the education of physicians and hospital authorities in the importance of mattresses made of antiseptically clean materials. Fourth, legislation for the enactment of sanitary mattress laws.

With a programme like this to put over by means of an advertising campaign there was scope enough for everybody. One problem was to interest the physician and to do everything to induce him to inspect bedding and have microscopic examinations made when he is in doubt about the sanitary condition of a mattress upon which a patient is resting. Physicians were in a fine receptive state of mind for an advertising campaign of this sort, as they know that disease is transmitted by unsanitary mattresses and illness prolonged by them, and that patients will not respond to treatment when held in lengthy contact with them.

A very important part of the advertising campaign, therefore, is being carried on in all the medicinal journals.

"Rest," reads an advertisement in an August publication, "is the first essential of health. One may sleep without resting. The qual-

EVERYDAY PERFORMANCE

MOLINE PLOW COMPANY,
MOLINE, ILLINOIS.

August 26, 1920.

STANDARD RATE & DATA SERVICE,
DETROIT, MICHIGAN.

Gentlemen:—

We are returning attached, the rate cards sent to us with your letter of August 13th.

Your service SAVED us about THREE TIMES its cost on this one item.

Yours very truly,
MOLINE PLOW COMPANY,
(Signed) W. M. CARRIGUS,
Advertising Department.

EVERY issue contains detailed rates, mechanical requirements and minute circulation analysis on—

—DAILY NEWSPAPERS
—GENERAL MAGAZINES
—WOMEN'S MAGAZINES
—AGRICULTURAL PAPERS
—TRADE, CLASS and TECHNICAL PERIODICALS

No confusing reference marks or abbreviated information. Easy to read or carry around. Dependable data revised to the minute.

There is no obligation in asking us to send you a copy of the current issue on ten days' approval. Write today while it's fresh in your mind.

Standard Rate & Data Service
The National Authority
154 West Fort Street, Detroit, Mich.

References Any Advertising Agency
National Advertiser
Publisher or Publishers' Representative

Insist on the "**Standard**"
It Is
The National Authority
Oldest—most reliable
monthly rate service

Digitized by Google

Louis Capobianco

is now a member of this organization.

Mr. Capobianco has made a life-long study of the hand drawn letter, and its proper relation to any decorative scheme, and in consequence is much sought after by those who seek distinctive typography and ornamentation in their advertisements, as well as distinctive illustration.

It is our privilege to offer a service that is personified by just such thorough craftsmen in all branches of advertising art.

Louis C. Pedlar, Inc.

Counselors in Art

246 Fifth Avenue

N. Y. City

ity of sleep depends upon the degree of rest it brings. The profoundness of rest depends, to a great extent, upon the qualities of the mattress. In the Sealy mattress every requirement of hygienic design and sanitary construction has been met. Only antiseptically clean cotton is used and the special air-weave process makes it a complete unit without tufting."

Copy in the general magazines and women's publications went after the health idea from a most unusual angle. One advertisement, entitled "An Alliance with Nature," begins in this delightful way:

"There is an old Persian legend about a sleeping-rug of enchantment which gave serenity to the soul, wisdom to the mind, poise and power to the body—all of which mean health."

Other advertisements iterate and reiterate the health idea thought, as the following captions show: "Sound Sleep, the First Essential of Health"; "Sleep More Vital Than Food"; "If You Would Sleep as Nature Intends," "Your Mattress," etc.

GETTING MEDICAL TESTIMONY

By way of supplementing the magazine campaign, and to put the weight of medical authority back of the health and rest idea, a physician was delegated to write a description of the factors that influence sleep. This little essay, by Dr. S. G. Deatherage, was printed in the form of a folder for distribution by the company's dealers.

The factors that influence sleep, according to Dr. Deatherage, are mental attitude, physical condition and the body-rest, or mattress.

E. H. Harriman, says the folder, under "Your Mental Attitude," died twenty years before his time because he did his thinking in bed. Disturbing thoughts are described. These make for wakefulness. The still, calm peace of the night brings composure and contentment. Under "Your Physical Condition," the salutary effects of fresh air, moderate exercise, a warm bath and a light

Digitized by Google

For the Manufacturer

of any product allied with sporting goods, there is no more helpful merchandising means than the advertising pages of — "the live one from CHICAGO" — SPORTING GOODS JOURNAL. Each month it reaches—by sworn statement—over 5,000 of the livest dealers and jobbers in the country.

Sporting Goods Journal

Published for the Trade Only

Published on the finest of stock—containing all the news each month, of the sporting goods industry—filled with business-building ideas—and illustrated with scores of big, red-blooded pictures—it makes an irresistible appeal to the retailer and jobber of sporting goods.

Write for Details to

Tradepress Publishing Corporation
542 South Dearborn Street Chicago, U. S. A.

EVINRUDE MOTOR CO.
DETACHABLE ROW BOAT AND CANOE MOTORS
MILWAUKEE

8-31-20

Sporting Goods Journal,
542 S. Dearborn Street,
Chicago, Ill.

Attention: Mr. Wm. D. Maxwell, Mgr.

Gentlemen:

We feel pretty good towards SPORTING GOODS JOURNAL this morning, having just closed an agency with a big retailer through an inquiry traceable to SPORTING GOODS JOURNAL. Their initial order is for five Evinrude Motors.

We are mighty glad to be able to inform you that SPORTING GOODS JOURNAL now stands highest among the dealer publications we are using. From the inquiries received we have been able to secure a number of very good dealers, which is going some considering the fact that we have been after dealers for the last two years.

Yours very truly,
EVINRUDE MOTOR COMPANY
H. Piersach
Secy. & Treas.

This Letter

Digitized by Google

LENS-ART STUDIOS
ASSOCIATED WITH
Bachrach Studios inc

has been organized to produce the highest grade of

Illustrative Advertising Photography

—the type which is most productive of results in exclusive merchandising.

Photography in business is increasingly recognized by the most successful advertisers and merchants as a valuable fac-simile in sales promotion and prestige.

As executed by Lens-Art Studios, photography combines the accuracy of science with the beauty of art. It is not an attempt to usurp the functions of the illustrator; it merely offers an accurate medium of expression.

Representative will call upon request by phone or letter.

Headquarters
124 Remsen St.,
Brooklyn, N. Y.
'Phone: Main 6871

BOSTON
647 Boylston St.

BALTIMORE
16 W. Lexington St.

Louis Fabian Bachrach
President

John S. Shirley
General Manager

Walter K. Bachrach
Treasurer

LENS-ART

Digitized by Google

meal are referred to. Also, to sleep well one must be physically tired. Both the mental and physical aspects of the question are discussed from the medical adviser's point of view.

Under the "Mattress," Dr. Deatherage says:

"I have studied and observed the effects of the ordinary mattress upon sleep attitudes, closely discerning physical conditions and mental moods in their relations to the kind of mattress used in the individual cases. Experiments with various kinds of mattresses show that the firmness or resiliency of the mattress is capable of making one comfortable or uncomfortable, and the sleeper's rest is enhanced or disturbed in corresponding degree. For many patients I order mattresses especially constructed to meet their physiological and anatomical characteristics."

As between the person who prefers a bed reasonably hard and another who demands the other extreme, his experience, says the doctor, decides for the mattress that is soft enough to conform to the resting figure so that every part of the body gets even, perfect support.

The wisdom of relating mattresses to medical science cannot be questioned. Many manufacturers might have overlooked the important link or failed to take full advantage of the opportunity. The claim of cleanliness and sanitation that has always been a part of the Sealy sales talk makes the testimony of the physician and the support of the medical fraternity a particularly effective part of the advertising campaign. A point worth pondering.

CASHING IN ON LEGISLATION

There are sanitary mattress laws in nineteen States. The National Association of Bedding Manufacturers, Chicago, performs a function very similar to that performed by the Vigilance Committee of the Associated Advertising Clubs of the World. It seeks to prevent misrepresentation in the sale of mattresses and pillows.

The Sealy company identified itself at once with the work of the N. A. B. M. and agitated the investigation of mattress advertising. It is a lamentable fact that many mattresses are not made under the best of conditions or of the most blameless materials, due principally to the fact that the public does not take the trouble to open the ticking of a mattress for an investigation within. Unless a mattress is properly pedigreed, certified and guaranteed, therefore, the purchaser may buy a number of things with the mattress that are not a part of his intention. Many mattresses come from doubtful sources.

The amendment to the New York State Bedding Law is quite explicit as to the conditions under which mattresses may be made and the material which may be put into them. Other States in which such laws are in effect are: California, Colorado, Connecticut, Illinois, Indiana, Iowa, Louisiana, Massachusetts, Michigan, Minnesota, Missouri, New Jersey, Ohio, Pennsylvania, Tennessee, Wisconsin.

Thus is the Sealy company making a national issue out of its product. It is performing two distinct public services in addition to making a good article; namely, cleaning up its own industry and preaching the doctrine of better rest.

The sanitary features of the mattress are given a place in every advertisement. In fact, the phrase "Sealy Sanitary Tuftless Mattress," has been adopted as an advertising slogan in addition to that admirable line, "A Pillow for the Body," which is a descriptive phrase of unusual effectiveness.

DEALERS VOTE TO ABOLISH GUARANTEE

An unusual situation arose over the Sealy guarantee. This guarantee was referred to in a preceding paragraph. Ordinarily, dealers are as eager to have a manufacturer place a guarantee on his goods as consumers are, because a guarantee is generally regarded as a pledge of good faith

Digitized by Google

PERSONNEL INKLINGS

is not a new name for an old-fashioned method.

It represents an entirely new way of approaching a very old problem.

It is, in fact, a co-operative personnel department, operating for the employer and supported by the employer.

Furthermore, it is devoted entirely to that phase of the personnel question which is most difficult to handle, the finding of men for executive, technical or other important positions.

PERSONNEL INKLINGS
INC.

340 Madison Avenue
New York City

and is a piece of commercial paper, like a promissory note, when the purchaser is dissatisfied. But Sealy dealers in many instances found the guarantee working out to their disadvantage.

Close study of the situation disclosed a tremendously interesting thing. Forty years ago the Sealy mattress was offered to the public. In the absence of national advertising the sales argument rested its full weight on the guarantee. The public had no knowledge of mattresses at all—nothing but what it could gather after taking a long look at one of them. In most instances it bought mattresses only in cases of dire necessity—the old one dropped apart on account of advanced age, or somebody stole it or burned it up. Then came the Sealy Tuftless—a new process, new idea, new everything, and a whole bunch of new reasons why the consumer should buy it. As a clincher, the Sealy pointed to its twenty-year guarantee of satisfaction.

Years passed, as the *Fireside Companion* used to say. The Sealy company became an extensive national advertiser. The sales resistance which the guarantee was designed to overcome transferred itself to unadvertised products. But the guarantee was allowed to remain. From time to time, a customer would notify a dealer that she desired to take advantage of the guarantee. Her old mattress was not giving satisfaction. She must have a new one. The dealer was obliged to send someone to inspect the old one. A report had to be made and passed upon by the dealer. If he decided to replace the mattress with a new one, there was a delivery exchange to be made, for which no charge could be made. The old mattress had to be packed, carted to the freight house and shipped back to the company. The whole transaction cost the merchant from $1 to $5 with no satisfaction in it anywhere to anybody. Moreover, few dealers were able to locate the sale record of the original mattress, which might be ten years old or forty, and in

Digitized by Google

Substantial Proof of Effective Advertising Service

THE DEMAND for scientific and comprehensive Advertising Service, beyond that which is ordinarily rendered, has brought into the "limelight" within the past few months, the intelligent advice and effort of this organization with a number of America's foremost and most discriminating accounts.

OUR SERVICE to one advertiser brought in, unsolicited, three additional accounts from the same locality, necessitating the expansion of our facilities.

IN ADDITION to the personnel and complete Advertising Agency equipment of our Chicago and London offices, we have been forced to create and establish a New York office, at 366 Fifth Avenue. Phone Fitzroy 815.

OUR CLIENTS are successful because the Service we give them is constructive and based on sound reasoning.

COMMUNICATE with us personally, or by letter, and we will show you logical and convincing proof of a better Advertising and Merchandising Service for you. No obligation to obtain some advertising advice that you will appreciate.

McCutcheon-Gerson Service

BEN F. McCUTCHEON SAM P. GERSON

64 West Randolph St., Chicago, Ill.

NEW YORK CITY: 366 Fifth Avenue
LONDON, ENG.: Associated with Cleaver & Co, 48 St. Martin's Lane

Digitized by Google

Announcement

THE NEW YORK GLOBE

takes pleasure in announcing,
effective September 6, 1920,
the appointment of

LORENZEN & THOMPSON, Inc.
AS SPECIAL REPRESENTATIVES

for General Advertising in both
the Eastern and Western fields.

EASTERN OFFICE
19 West 44th Street, New York City
Tel. Vanderbilt 777
M. R. THOMPSON
E. J. CULLEN
J. L. SYTHOFF

WESTERN OFFICE
419 Marquette Building, Chicago
Tel. Central 4292
A. F. LORENZEN
H. G. SCHRYVER
C. G. SHANNON

The Globe
MEMBER
AUDIT BUREAU
OF CIRCULATIONS

THE NEW YORK GLOBE
JASON ROGERS, Publisher

Digitized by Google

ninety-nine cases out of a hundred the mattress had not had reasonable care, such as an occasional airing in the sunlight.

Many Sealy dealers, therefore, began to petition the company to do away with its twenty-year guarantee. A letter was accordingly mailed out to all dealers in which the situation just referred to was described at length. Additional reasons were cited, such as the laws in force in many States making it illegal for purchasers of mattresses to return them for resale after they have been slept on. Thus the guarantee was apparently out of harmony with the spirit of the law, though returned Sealys had never been offered for resale. Moreover, a guarantee which contemplated the taking back of a perfectly good mattress was encouraging waste and putting a needless additional burden on transportation.

The letter to dealers was accompanied by a post-card ballot, asking this question: "Shall the Twenty-Year Guarantee to the consumer, given in connection with the Sealy Tuftless Mattress, be discontinued?" Spaces were provided for voting "Yes" or "No," and the name and address of the dealer.

After a sufficient amount of time had elapsed to permit all dealers to reply, a letter of announcement was mailed to the entire list, containing the following paragraph:

"Sixty-seven per cent of the votes returned favored discontinuing the guarantee; 33 per cent of the votes returned in favor of its continuance. We are assuming that those dealers who were not sufficiently interested to reply are in favor of its discontinuance, as it seemingly did not have any important bearing on their sales. Adding this 67 per cent to the number of dealers who did not reply, we have a total of 81 per cent of our dealers who favor dropping the guarantee. In view of this decision, the twenty-year guarantee will not be used on the Sealy mattresses constructed on and after January 1, 1919."

That is interesting, you say, but

WORCESTER, MASS.

Largest City in the State outside of Boston

The Evening

"GAZETTE"

"The Paper that goes Home"

A concentrated evening circulation—a paper built for the entire family

The **"Gazette"** has often demonstrated its ability to give greater Direct Returns than any other Worcester daily—and occasionally more than both other Worcester dailies combined by actual count

National Advertisers recognize that the known Result-Giving quality of the **"Gazette,"** coupled with the lowest advertising rate per thousand, make the **"Gazette"** their most profitable Worcester paper.

32,000
CIRCULATION

WORCESTER GAZETTE

The Julius Mathews Special Agency
Boston——New York——Chicago

Digitized by Google

Oakland Tribune HOME EDITION

SHIPYARD CARPENTERS OF BAY REGION VOTE TO RETURN TO WORK

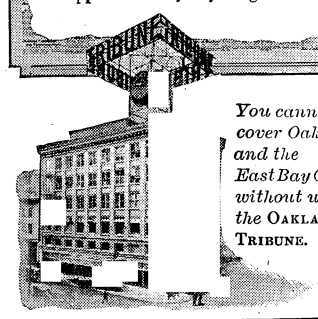
¶ Does a cat need two tails?

¶ No.

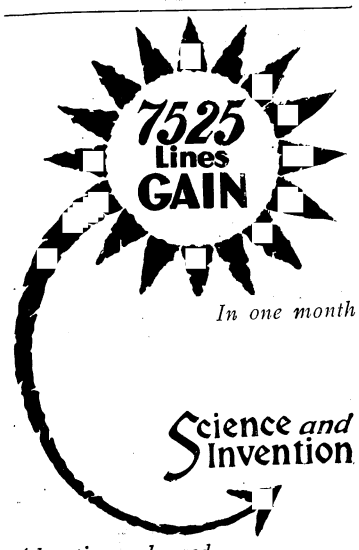
¶ Then Oakland does not need San Francisco papers —for every available news service is used by the

OAKLAND TRIBUNE
OAKLAND, CALIFORNIA

¶ The Tribune gives a news service equaling the combined service of all the San Francisco papers and unapproached by any single one.



You cannot cover Oakland and the East Bay Cities without using the OAKLAND TRIBUNE.



Advertisers showed
their approval of our new name and 16-page rotogravure section by using 23,670 lines of paid display advertising in September.
EXPERIMENTER PUBLISHING CO.
236 Fulton Street, New York City
Western Representative
J. B. FINUCAN, Hartford Bldg., Chicago

what happened after the guarantee was discontinued? The guarantee was withdrawn on January 1, 1919. Since that time there has been a decrease in the number of mattresses returned of 38.8 per cent. Certainly, every manufacturer using a guarantee will find abundant food for thought in this experience of the Sealy company.

National advertising has been confined to general and women's magazines, and the medical journals, until 1919, when a list of twenty-five newspapers through the Middle West, was used. The 1920 campaign comprises about thirty newspapers in addition to the groups of magazines mentioned.

G. D. Ulrich, president of the company, said:

"Advertising has not only secured us national distribution but enables us to market our product at a lower cost to the consumer than if we were trying to distribute it without the educational force of advertising."

The Sealy story is a most unusual chapter in advertising history. There are big lessons in it for everybody.

Decreasing Power of Dime Makes Magazine Change Name

The Five and Ten Cent and Variety Store Magazine, of Cincinnati, has been changed to *Variety Goods Magazine.*

The publishers in making the announcement of the change say: "Besides being considerably shortened, the name applies more closely to the field since high prices have knocked the five and ten cents out of most of the five and ten cent stores, and they are now carrying popular priced merchandise without retail limit."

Critchfield Agency Has Cigar Account

Critchfield & Company, Chicago, are handling the advertising account of the Shields-Stuart Miller Co., Cleveland, O., maker of cigars. A newspaper campaign will soon be placed.

A. J. Meister, recently national advertising manager of the New York *Evening Telegram,* has joined the executive staff of *The Journal of Commerce,* New York. Prior to his work for the *Evening Telegram* Mr. Meister had been with *The Sun and New York Herald.*

Digitized by Google

The Morning Record
Meriden, Connecticut

Has BOTH Quantity Circulation and QUALITY Circulation

25% more circulation *proved* than any other local paper claims.
90% of The Record's circulation *goes into the home,* and—
The uniformly high character of The Record's News, Editorials and Features assures it getting into

The Best Homes

Changed from 2 cents to 3 cents in July with loss of less than 2% in circulation, and that has already been regained.

ALL EASTERN Advertising handled from the home office direct.

GILMAN, NICOLL & RUTHMAN
Chicago
Western Advertising Representatives

A Market Newly Alive to the Good Things of Life

THAT YOU MAY REACH THROUGH MAILING LISTS OF

55,000 Southern Housewives
6,000 Women's Wear Merchants

Here are two mailing lists. Every name on them is a live one. The merchants are more prosperous than ever before; the housewives never had so much money to spend, nor such keen desires for the conveniences of life as they now have.

The consumer list is grouped compactly by towns and cities; the merchant list by states. The former was compiled by the merchants from names they are anxious to keep on their active lists.

The lists are in the form of addressograph plates in New York. We address and mail your advertising matter at market rates plus the rental charge.

For rates and information, address

JAMES McCURRACH
Room 710, 110 West 34th St., New York, N. Y.
Phone: Fitz Roy 3548

Discount to Recognized Advertising Agencies

Digitized by Google

Announcing

William Meade Prince

Mr. Prince, until recently with Lord & Thomas, has joined the staff of the Meinzinger Studios and is now available to you.

His notable contributions to such campaigns as Pepsodent, Quaker Oats, Van Camp's and Aromints, have won for him a national reputation, and are ample evidence of his ability as an artist.

MEINZINGER STUDIOS, INC.
Top of the Tuller *Detroit*

Digitized by Google

Advertising Makes Merchant of Electrical Manufacturer

Selling to the General Public, through Jobbers and Retailers, Has Required Manufacturers to Go to a New School—Courage Needed to Be a Merchant in the Modern Sense

THE electrical industry has at last been brought close to the great buying public. Prior to this change, electrical apparatus was a thing of mystery, a matter for technical experts. Now the part with which the public comes in contact is almost in the same familiar class as kitchen utensils and wearing apparel. Electrical goods have become merchandise.

This is true of not all electrical products, of course. Turbines, switchboards, meters and transformers are still apparatus, things of mystery to the man in the street. But the electrical devices which are offered for sale to him, and which he sees in the attractive show windows of the electrical stores, now so numerous, are shorn of their old-time mystery and are things he and his wife know all about, just as they do about furniture and books and things to eat.

This makes a profound difference to the electrical manufacturer. He has been heretofore a contractor and an engineer. Now he must become a merchant. He must study the methods of merchants who have served the great buying public for generations. His old methods, which were effectual in selling highly technical apparatus, are out of place and worthless in the merchandising field. He must readjust his ideas as to prices and discounts, as to the relation of price to cost, as to the relation of output to investment, and as to the matter of stocks.

As illustrating a few of these differences: In the matter of prices, the old-line products are priced to carry only a manufacturer's profit, while merchandise must carry also the middleman's

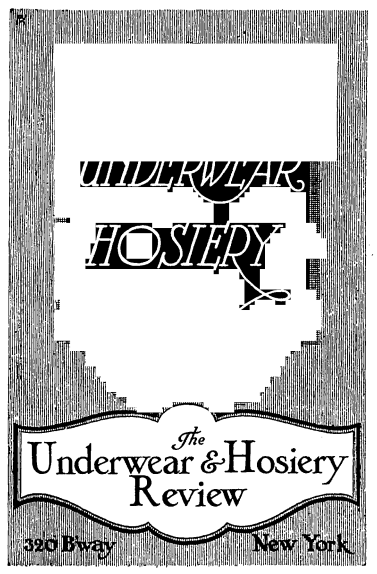
"The National Magazine of Medicine"
used by National Advertisers

WANTED

10 National advertisers of sick room conveniences.

Write for Rates

The American Journal of
CLINICAL MEDICINE
S. DeWitt Clough, Advertising Manager
4753 Ravenswood Ave., Chicago
H. R. Saunders, Eastern Representative
17 W. 42nd St., New York City
Telephone Vanderbilt 6759



Digitized by Google

WORLD SALESMAN

A Monthly Journal of International Trade

AMERICAN owned. Established 1917. Published in Yokohama, Japan. Circulates among business executives exclusively in Japan, Korea, China, Manchuria, India, Burma, Dutch East Indies, Straits Settlements, Philippines, Australia, New Zealand; and other parts of the world. Subscribers include importers, bankers, manufacturers, wholesalers, engineers; plantation, mining, estate managers and supply dealers. Foreign language sections printed every issue in Japanese, Chinese, Spanish and English.

Sample Copy 10c.

182 West Fourth St.
New York

A Graffco TRADE MARK REG. U.S. PAT. OFF.

Tab Tale

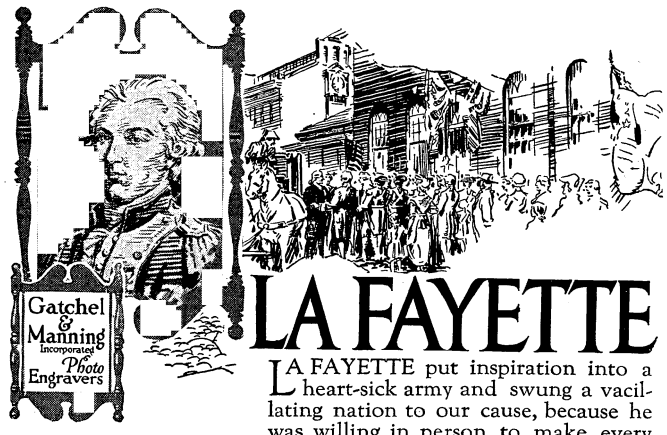
A set of Graffco Tabs on each of your bound books, loose leaf files and ledgers will find pages instantly for you; save time; save temper; save money. Graffco Tabs have steel frames with washable celluloid windows. They slip on easily, hold firmly, and do not budge, yet can be removed in a jiffy. Their faces are clear, handsome, and easy to read. May also be had plain. Several attractive styles. Send for details.

GEORGE B. GRAFF COMPANY
18 Beacon St., Somerville, Boston, 42, Mass.
Mfrs. of Time-Saving Office Devices.

profit for both dealer and jobber to cover their compensations for necessary functions in distribution; in the matter of cost and investment, merchandise has a more rapid turnover than larger and more technical apparatus, and the greater output for dollar of investment should justify steady maximum production against fluctuating demand, and even plant extensions, which would probably be rejected if judged on the standards of small profit and slow turnover obtaining in the manufacture of large apparatus; and in the matter of stocks, the manufacturer must be prepared to invest heavily in well-chosen stocks. "Goods well stocked are half sold" is an adage as old as business. In the matter of middlemen, the manufacturer must understand and respect the functions and the rights and the practices of the various forms of resale distributors, such as agents, jobbers, wholesalers, retailers and contractors, some wholly electrical and some not—a tangled and difficult but interesting problem.

Another thing that the electrical manufacturer must do in the merchandising field is to "take a chance." I do not mean to speculate, but to have the courage to support an opinion or a conviction by investment and expenditure, such as to put in a stock of goods, or to spend money on advertising or on a special sales campaign with only problematical returns in prospect. "Be sure you are right—then go ahead," is almost the eleventh commandment, its soundness being so generally accepted by everybody. For fear of being misunderstood, I hesitate, therefore, to say that in merchandising to follow that rule strictly would be fatal. If a merchant waited until he was sure he was right, he would go backward, for by that time his opportunity would have passed. Some more enterprising competitor would have acted before he was sure he was right. It might be amended to read "Be reasonably sure you are right, but go ahead." There are

Digitized by Google



LA FAYETTE

In Philadelphia stands a small building through whose doors have passed big people. In the passing of each is hidden a message for us.

LA FAYETTE put inspiration into a heart-sick army and swung a vacillating nation to our cause, because he was willing in person to make every sacrifice the situation demanded.

Today's business problems are solved from the point of view of service, only as the leaders in any organization give themselves unstintedly to their work.

Opposite Independence Hall

GATCHEL & MANNING, INC.
C. A. STINSON, PRESIDENT
Photo-Engravers
PHILADELPHIA

The Standard Paper for Business Stationery

Old Hampshire Bond

EVERY letter you write seeks to influence somebody, in some way or other. This is the soundest possible reason why you should write your letters on the finest business stationery.

Our New Book of Specimens is ready. Write for it.

Hampshire Paper Company, South Hadley Falls, Mass^ts

Digitized by Google

Nearly
TWO MILLION PEOPLE
Have Bought Dr. Marden's Books

EVENTUALLY these same two million people will read THE NEW SUCCESS, Marden's Magazine—the magazine edited by Dr. Orison Swett Marden, who is considered by many prominent men the greatest inspirational writer of his time.

THE NEW SUCCESS is more than a magazine. It is the mouth-piece of a world movement. It is the voice of inspiration. Its slogan is helpfulness, optimism, encouragement.

A Polish lady of title writes that when her Mother and family were murdered recently by the Russian Reds, Dr. Marden's writings alone saved her from suicide.

A Peasant in Chezco Slavia writes that Dr. Marden's writings translated into his own tongue and published by the Red Cross have given him new faith, new hope, new courage, changing his pessimism into optimism.

The Sales Office of one of the biggest Rubber and Tire Companies in the United States writes that they want their three thousand salesmen to read THE NEW SUCCESS because they believe it will make them better men and better salesmen.

This tremendous reader-interest is reflected in the unusual pulling power of THE NEW SUCCESS. It makes good on keyed copy. The average buying power of its readers is high. In actual returns from keyed copy, figured on the basis of dollar for dollar spent, THE NEW SUCCESS will compare favorably with your best medium. When you want to add a new, live magazine to your list, think of THE NEW SUCCESS.

THE LOWREY-MARDEN CORPORATION

CHARLES H. DESGREY,
Advertising Manager,
1133 Broadway, New York, N. Y.
'Phone: Chelsea 5110.

CHARLES H. SHATTUCK,
Western Representative,
Peoples Gas Bldg., Chicago, Ill.
'Phone: Harrison 7245.

Digitized by Google

too many variable and unknown quantities in every business equation for any merchant to be absolutely sure he is right: that is, right in the way that an engineer must be in designing and building structures or machinery, but the engineer's calculations are based on proved laws of physics and on known strength of materials, on fixed weights and measured time.

But in the commercial world the human element enters too largely for exact calculation. The whims and fancies of the buying public cannot be reduced to a logarithmic table. Even the weather is a factor, and who is ever sure about that? So, in the end, it comes to taking every known fact and every possible contingency into consideration, and then using your best judgment, and even then you may be wrong. But if that fact lays the cold hand of fear on your heart you are not a merchant and there is no wealth in you. A perfect record is incompatible with success. One of the greatest merchants in the country made the celebrated and much-quoted remark that it is necessary to be right only 51 per cent of the time. The main thing is to do something. Never do nothing. In business, inaction is death. It is really better to be wrong than dead commercially. If you are going to be a merchant, buy, sell, act.

Merchandising is simply being a merchant. It is a great and interesting field of activity and one for which an engineering training, such as most of our salesmen have had, ought to be the best of all if the engineering merchant can only readjust his point of view and realize that he is living in a real world where the unexpected happens oftener than otherwise.—John J. Gibson in "Westinghouse International."

J. L. Marshall Heads Iron City Engraving Co.

The Iron City Photo Engraving Co. has been organized in Pittsburgh with the following officers: J. L. Marshall, president; Herman Huff, vice-president, and Fred Campbell, secretary.

Furniture Publishers Form Association

As a result of the meeting of a number of publishers of home-furnishing publications at Chicago on August 23 and 24 an organization known as the Associated Furnishings Publications has been formed. The dues were fixed at a sufficient amount to insure a fund of several thousand dollars, which is to be spent in advertising the furniture publications, not only to manufacturers who are prospective advertisers, but especially to retail house-furnishings dealers.

The purpose of the association is to assist retailers and manufacturers, both as individuals and through their association, in the raising of the standards of business practices in the furniture and house-furnishings industry. Committees are to be appointed to co-operate with retail, wholesale and manufacturing associations to assist in every way in correcting trade abuses.

Arrangements were made to furnish to interested advertising agencies and manufacturers definite data as to merchandising, retail sales, etc. One purpose of the advertising campaign is to increase the reader interest in house-furnishings publications on the part of the retail trade and also to increase the number of such retailers who subscribe for and read one or more of these publications.

The members of the new association decided that hereafter "write-ups," reading notices and even news items that feature the names of manufacturers' products or brands should be entirely eliminated from the editorial columns of the furniture and house-furnishings publications.

The association adopted as a requirement for membership the Standards of Practice of the Associated Business Papers.

The following officers were elected to serve until the annual meeting in January: C. R. Francis, *Furniture Journal*, president; John G. Gronberg, *Good Furniture*, vice-president; P. S. Johnson, *Furniture Index*, vice-president. Advisory committee: O. E. Munn, *Furniture Record*; E. F. Tuttle, *Furniture News*; A. I. Boreman, *Furniture Merchants Trade Journal*.

W. G. Beard with "Fashion Art"

W. G. Beard has been appointed Eastern representative of *Fashion Art*, Chicago. His territory will be the New England States and part of New York City. Mr. Beard has for some time been engaged in advertising agency and newspaper work in Chicago.

Esmond Mills Account with Tracy-Parry

The Esmond Mills, Esmond, R. I., manufacturers of blankets, have placed their advertising account with the Tracy-Parry Co., Inc., Philadelphia.

Digitized by Google

Advertising and Sales Manager

***EIGHT YEARS** experience in Sales and Advertising, including*

***TWO YEARS** in Advertising Agency work, following*

***ELEVEN YEARS** with New York City Newspapers.*

For the last six years I have been with large manufacturers of specialty products, nationally advertised in a big way, and selling direct to the general industrial trade as well as to Auto, Auto Accessory, Hardware and kindred jobbers and dealers.

My work has included all details of Sales Management, market analyses, planning and direction of Sales and Advertising campaigns, copy, literature, dealer helps, house organs, etc.

WHAT I SEEK is a position combining permanence with opportunity for hard work in either Sales or Advertising—or both.

Age 39. Single. American.

C. C., Box No. 52
Printers' Ink

Choosing a Labor Policy

(*Continued from page 8*)

help anyone who is trying to decide on his own policy. Only the conditions of work in the particular shop under investigation and not deductions from other experiences will determine the right policy.

OPEN AND CLOSED SHOPS IN HARMONY

The American Rolling Mill Company at Middletown, Ohio, has attained a very high general efficiency. One of its large departments is run on the union, closed-shop basis. All the other departments are on the open-shop plan. There is no distinction in efficiency between the union shops and the non-union shops. They have never had a strike. During the steel strike their union men did not go out.

On the other hand, the unions are so entirely well satisfied with the conditions in the shops of the Endicott-Johnson Company at Endicott and Johnson City, N. Y., that they frankly say that it would not be worth while to attempt organization—that nothing could be gained by organization, and hence we have the surprising spectacle of the executives of this large company being on the best of terms with the union officers without the slightest effort on the part of the uninonists to effect, or even to ask for, organization.

In other parts of the country we find closed union shops operating at an absolute minimum of efficiency, and on the most approved lines of English unionism —which means that a day's work is not to be regarded as an essay in production, but rather as an endurance test to see whether it can be managed without the violation of some of the voluminous union statutes. In other places we find open shops running on a minimum of efficiency.

I am inclined to view the whole question of unionism as one dependent wholly upon the circumstances. Any individual case can be decided by putting down what

Digitized by Google

A *NEW* Concern in the Outdoor Field—

Associated with the O. J. Gude Company of New York, which is the largest outdoor advertising concern in the world.

THE entrance of the Harry H. Packer Company into the broad field of outdoor advertising is of more than ordinary interest. Mr. Packer, who heads the new organization and will actively direct its operations, is well known as former Cleveland manager of the Thos. Cusack Company.

With years of experience in outdoor advertising, with ample capital and a strong organization, the Harry H. Packer Company begins operations with one dominant idea—to render a *complete service* embracing every angle of outdoor bulletin work.

A 'phone call will bring a representative to your office who will divulge much of interest concerning Packer Service.

The Harry H. Packer Co.
Outdoor Advertising

1664 ANSEL RD. *Cleveland, O.* BELL—CEDAR 1991

Digitized by Google

WANTED

ONE OF THE LARGEST AUTOMOBILE MANUFACTURERS located in Detroit has an opening for a high grade territory man of mature experience. This is a permanent position of unusual opportunity. Please state experience, references, and salary expected in first letter. "R. M. X." Box 50, P. I.

Digitized by Google

the business wants to be and then endeavoring to discover whether its legitimate objects, which include the good of all concerned, can best be achieved by an agreement with a union, by an agreement with the employees, or by proceeding under no agreement whatsoever.

It may be said that this choice is not always present. Just as unscrupulous employers have, not knowing what business is, tried their short seasons of profiteering against their employees and the public, so also has the same type of man as a union leader instead of as an employer embarked on his season of profiteering.

When an unscrupulous employer meets an unscrupulous union leader, they are bound to take one of two courses—to engage in something akin to a gang row or to become partners in crime. Or, to put it another way, to become partners in the destruction of the business unit by making it of the least possible service to the public.

We might draw many excellent examples of this sort of thing from the woollen and cotton trades. The sweet waters just above the bankruptcy falls are dotted with the boats of these jolly souls. Some of them glide quietly on to destruction while the more exuberant spirits even insist upon rocking the boat as they go.

The real question to decide in any one case is: How may we best attain our objective? And this is a matter to be decided with all the cards on the table. To attempt an agreement under any other circumstances is only slightly to postpone the absolutely inevitable consequences.

GOMPERS RECOGNIZES DIFFERENCE

We find most labor troubles in unscientific industry — because then each season of work presents itself both to the employer and to the employee as a grabbing opportunity. For my own part, I find that the largest efficiency may often be reached with a union organization when as a preliminary to the arrangement, the old-fashioned union notion of a flat wage regardless of individual perform-

The Atlanta Journal

Atlanta, Ga.

Want Ads in the Journal for August averaged over

1,000 Ads Each Day

There were 31,225 separate Want Ads published in The Atlanta Journal during August.

Many classifications are strictly cash-in-advance and such charges as are made are restricted to people of established credit.

Advertising in The Journal Sells the Goods

SALESMEN
Accountants
Bookkeepers

Are you contemplating a change from your daily routine work?

We are looking for red-blooded, hard hitting men.

Requirements are, personality, integrity and grit.

Our Line:

Loose Leaf Accounting Systems
Loose Leaf Ledgers
Loose Leaf Binders
Manifolding Systems
Ledger Sheets
Special Ruling

Do not hesitate to answer this. If you are now employed; it will pay you to make a change.

Philip Hano & Company
806 GREENWICH STREET
NEW YORK CITY

Digitized by Google

Advertising Executive Available

Eight years' experience. I am capable of supervising general advertising, the compiling of catalogues, editing of house magazines, preparation of trade paper copy. I can write result-producing letters and handle correspondence courteously and intelligently, get up attractive direct-by-mail literature and supervise follow-up work. I am thoroughly familiar with the mechanics of advertising and the usual channels of distribution; a competent judge of commercial art and an executive who can organize and work in harmony with other departments. College man, sound judgment, clean cut, thirty-two. Not interested in connection with an agency or with a Jewish or Semitic company. Can demonstrate ability to earn at least $100 a week.

"H. W.," Box 55, PRINTERS' INK.

Do you know Sales Promotion?

A prominent concern in a city in upper New York State wants a capable man to act as assistant to the advertising manager—a man with ideas and experience in sales promotion. Salary to start $3600.00.

"P. R. D." Box 53

ance is abandoned. In the ordinary union negotiation the sole dispute concerns the amount of the flat wage. A uniform wage without a corresponding uniform production is a negation of industry, and it is now so recognized. Samuel Gompers, in an interview in *System* of April, 1920, acknowledged this point when he said:

"The union wage is a minimum wage, and it is arrived at as being in the nature of a safeguard against paying a man of a certain skill less than a certain amount for his day. But however erroneous may be some of the opinions on the subject, wages are paid out of the production and out of nothing else. Therefore, those who, in the name of unions, oppose the introduction of better methods of work, are catering to ignorance and not to union principles. . . . Having fixed upon the minimum amount of work, we are to take into account that all men are not equal, and there is no suspicion in the union doctrine that all men are equal in ability, and I should therefore arrange to pay my people in proportion to the amount of work they did above the standard—not at all in the way of a bonus, not as a gift, and not charitably, but with a mutual recognition of the fact that, if prices are calculated upon the man doing ten articles a day, if he then does twenty articles a day the employer can well afford to pay the worker who produces 100 per cent more, 100 per cent more wages, because the overhead expense remains just the same. This is a principle recognized by most industrial engineers, and it is perfectly fair to all parties."

Where one side, whether that side be the employer's or the unionist's, desires to get the most out of business, true business principles can be put into effect. Take the garment trade in Cleveland, where is in progress what I consider in many ways the most important of all our industrial experiments. It is founded on the basic principles of industry. The Cleveland situation was for many years a struggle between the union leaders on the one hand and the

Digitized by Google

Quality and Quantity

are the two factors which determine the value of a newspaper's circulation, and it is on this basis that the

Times-Union, Albany, N. Y.

sells its space to advertisers. In the city of Albany it has a circulation larger than the combined city circulation of the three other Albany dailies. In the prosperous suburban towns and villages it has a circulation which the three other Albany papers cannot duplicate.

SPACE AS PLACED IN ALBANY PAPERS

April, May, June, July, 1920

The Times-Union,
lines display 2,149,700; lines classified 500,961

Second paper,
lines display 1,224,733; lines classified 348,365

Third Paper,
lines display 1,132,336; lines classified 239,039

Fourth paper,
lines display 449,733; lines classified 88,696

The Times-Union carried nearly as much advertising as the other three Albany dailies combined, or to be exact, the Times-Union carried 43% of all the advertising carried in the Albany dailies.

MARTIN H. GLYNN, *Publisher.*

Foreign Advertising Representatives:
VERREE & CONKLIN, Inc.
New York Chicago Detroit

Digitized by Google

An Unusual Agency

with unusual service for unusual accounts, owing to rapid developments in size and number of accounts,

Requires Five Unusual Men

as follows

ASSISTANT PLAN CHIEF
For Investigations, Plans, Etc.

SERVICE CHIEF
For Service Supervision

PRODUCTION CHIEF
For Art, Copy, Plates, Etc.

ART DEPARTMENT CHIEF
For Direction All Art

PUBLICATION CHIEF
For Space, Forwarding, Checking

All of these men must have demonstrated, in agencies or departments, that creative ability which produces a profitable return to advertisers AND themselves by faithful, thorough service.

We offer and seek congenial, permanent, profitable association. Every applicant and his record will be closely scrutinized. If you come, you tackle a busy, heavy job. In return you will receive a worthy pay. If you demonstrate the proper success, there will be an opportunity to become part owner in this firm.

Present your qualifications quickly, in strict confidence. Convenient interviews will be arranged.

Address, A Cleveland Agency
Care Box 51, Printers' Ink

Digitized by Google

employers on the other. They had one very disastrous strike which lasted through the better part of the year, and for the time being broke the union. Since then, the open shop has obtained and in many of the shops a trades union member was not allowed to work. Several of the largest shops were far-seeing and they operated on scientific principles with fairly set piece rates and committee management. During the war the union influence grew and there was a strong possibility that at some future date another deadlock might be reached.

THE CLEVELAND PLAN

The unions and the employers arrived at an agreement of which the following is a part:

"In view of their primary responsibility to the consuming public, workers and owners are jointly and separately responsible for the cost and quality of the service rendered, it is agreed that co-operation and mutual helpfulness are the basis of right and progressive industrial relations and that intimidations and coercion have no proper place in American industry. To provide a means whereby the parties may co-operate, both to preserve peace in the industry and to further their mutual interests in the common enterprise, this agreement is entered into.

"On or about October first of each year, the referees shall take up the matter of wage-scales, and on or about November first shall make such changes in the then-existing scale as shall, in their judgment, seem advisable. The wage-scale thus promulgated by them shall be effective at a time to be fixed by the referees, which shall not be prior to December first of that year, and shall be the scale in force for the year next ensuing, except that four months thereafter the subject may be reopened for the purpose of making adjustments in conformity with changes in the cost of living, which adjustment shall be made on or about April first, and become effective at a date to be fixed by the referees, which date shall not be prior to May first; pro-

MAKING LETTERS PAY SYSTEM
Directed by Edward H. Schulze
a yearly service, founded 1914 and used by 3500 business concerns to increase the effectiveness of business letters.

Systems and services for developing business with the least waste effort and at the lowest possible cost.

The first part of either system will be sent FREE for ten days' use. No obligation except to agree to return the part if you cannot use it.

MAKING IT PAY CORPORATION
222 West 42nd St., New York

MAKING PRINTED MATTER PAY SYSTEM
Directed by Gilbert P. Farrar
a yearly service—devoted to increasing effectiveness of printed matter. Companion service to MAKING LETTERS PAY SYSTEM.

Printing Plant Superintendent

A quality printing concern, now doing business of $500,000 and rapidly expanding, is in need of a general superintendent.

The position calls for a man of highest executive ability and not only a practical knowledge, but good taste and experience in fine work. He must be able to take complete charge of production from composing room to bindery. He must shoulder big responsibility, and not "pass the buck." He must be old enough to have had experience and to command respect from a large force of employees; and young enough to be adaptable and ambitious. For the right man this is a real job. The man who can deliver the goods will get a liberal salary and a chance to have an interest in the business if he wants it. Preference would probably be given to a man already employed in a big job.

Tell the full story definitely in your first letter, give references and name of present employer. If your letter sounds like the real thing an immediate interview will be arranged. All correspondence strictly confidential.

"H. T. A.," Box 58, Printers' Ink.

Digitized by Google

Can You Use This Man?

Here's a man who has good, sound reasons for desiring to make a change at the present time.

—he was Eastern Manager of a leading technical publication for several years.

—he was Sales Manager of a trade paper for two years.

—he has had copy writing experience, actual selling work in the field, has hired and trained salesmen.

—he knows the advertising game in its relation to both the publisher and the manufacturer, and is particularly well acquainted with the industrial field and the products entering therein.

—he can prove these qualifications as well as actual selling results.

This man should make a fine publisher's representative for New York City.

This man should make a fine sales manager for a manufacturer.

His age is 31 years, technical university training, healthy and healthy looking, steady and dependable. Making over seven thousand now, but says income is second to opportunity.

If you are interested, or know anyone who should be, write:

"T. M. B.", Box 56

P.S.—This is the first time he has ever looked for a job.

Research

and Market Analysis Man Wanted Quickly

Largest publishing house in the Southwest is in immediate need of an experienced man to take charge of Research and Market Analysis work on large State farm paper and two daily newspapers dominating a rich agricultural State. Substantial man, 30 or under preferred who has had experience with agency or manufacturer. Location splendid city 100,000. Organization strong and progressive. Good starting salary and ample opportunity to develop. Sell yourself in first letter giving complete history of experience and qualifications. M. C. H., Box 59, care PRINTERS' INK.

vided, however, that the scale adopted for the year 1920 shall be effective as of January first of that year, and that there shall be no changes in that scale before December 1, 1920.

"The wage-scale shall be determined after thorough investigation of all ascertainable facts, with due regard to the public interest, fair and equitable wages conforming to American standards, and to the progress and prosperity of the industry. A united effort shall be made to promote all interests by increasing continuity of employment.

"Disputes between an employer and an employee in an individual shop, affecting a member of the Union, shall first be taken up between the employer or his representative and the worker concerned or his representative, who must be an employee of such shop, for the purpose of adjusting the differences between them. In case of failure to make satisfactory adjustment, the matter shall then be taken up by the manager of the Union and the manager of the Manufacturers' Association.

"Disputes of a general nature concerning such matters as hours of work, general sanitary standards, general wage-scales, and classifications in connection therewith, and so forth, shall be taken up directly by the manager of the Union and the manager of the Manufacturers' Association.

"If they fail in either case to make a satisfactory adjustment, the dispute shall then be arbitrated by the representative of the referees appointed for that purpose and vested with the full power of the Board of Referees, subject only to a right of appeal to the board from his decision on matters relating to principle or policy. This representative shall reside in Cleveland, and may be called upon at any time for the investigation or hearing of cases properly brought before him. No case shall be heard by him, or by the board, which has not first been taken up in the successive steps set forth above. The decision of the representative is final unless and until overruled or modified

Digitized by Google

The First Complete Record of the Electrical Industry

For the first time in the history of the electrical industry, there will be available a complete and accurate record of its progress, statistics and other data. This new volume will be ready for distribution early in 1921. Subscriptions and advertising are now being accepted.

The E M F Electrical Year Book

A combined dictionary, encyclopedia and trade directory of the electrical industry

Comprising 1500 pages, thus easily and clearly being the biggest electrical book ever published.

Manufacturers will find advertising in this new Year Book the most economical and productive way of laying their case before their customers and prospects at the time orders are to be placed.

Advertising rates and further information are ready. Send for full particulars.

Electrical Trade Publishing Co.
1018 South Wabash Avenue
Chicago

HOWARD EHRLICH, President — CHAS. W. FORBRICH, Vice-Pres. and Treas. — FRANK A. MERKEL, Secy. and Genl. Mgr.

Also Publishers of THE JOBBER'S SALESMAN

Digitized by Google

A Tip to Manufacturers

In a talk some time ago, one of the ablest merchandisers in the country said:—

"Few merchandisers realize that, based upon ease of access, purchasing power per capita, and volume of selling per dollar cost, the New England Market far outranks any of the other eight major Markets of the country. To illustrate, a certain manufacturer of soaps came into this New England Market, LAST, thinking it too hard to master,—and too expensive; his greatest sale on his publicity campaign,—including the New York, Philadelphia, St. Louis and Chicago Markets, was about ten carloads. But New England bought thirteen carloads on less than half the advertising cost! His second campaign totaled over FORTY carloads in New England while none of the other Markets had even reached his first sale here."

NEW ENGLAND

A Place for Trial Campaigns and for Regular Campaigns

Fifteen Fine New England Home Newspapers

WORCESTER, MASS., GAZETTE
Daily Cir. Six Mos. 30,155; Mar. 31,783
Population 190,000, with suburbs 250,000

PAWTUCKET, R. I., TIMES
Net Paid Circulation 23,369 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT. POST-TELEGRAM
Daily Circulation 46,730 P. O.
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER
Daily and Sunday Cir. 28,334 P. O.
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)
Daily Cir. over 10,640 A. B. C.—3c copy
Population 25,688, with suburbs 60,000

WATERBURY, CT., REPUBLICAN
Daily 10,992 A.B.C.; Sun. 11,425 A.B.C.
Population 91,410, with suburbs 100,000

PORTLAND, ME.. EXPRESS
Daily Circulation 24,300
Population 69,169, with suburbs 75,000

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,552 A. B. C.
Population 22,000, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER
Daily Circulation 25,375 A. B. C.
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL
Net Paid Circulation now 9,000
Population 41,013, with suburbs 150,000

LOWELL, MASS. COURIER-CITIZEN
Daily Cir. 16,975 P. O.
Population 114,366, with suburbs 150,000

LYNN, MASS., ITEM
Daily Cir. 15,504 A. B. C.—2c copy
Population 99,148, with suburbs 125,000

SALEM, MASS., NEWS
Daily Circulation, 18,811 P. O.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 49,692 A. B. C.
Population 100,000, with suburbs 250,000

TAUNTON, MASS. DAILY GAZETTE
Daily Circulation 7,909 A. B. C.
Population 38,000, with suburbs 53,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

Digitized by Google

by the Board of Referees, except where a member of the board, upon cause shown, shall deem it advisable to suspend execution of the decision of the representative, pending appeal. . . .

"The expenses of the referees and their representative in administering this agreement shall be borne equally by the union and the Manufacturers' Association by making such deposits to the order of the referees as from time to time may be required by them."

There is no longer any guessing about wages; there is no longer anything to compromise about. The employers and the employees have decided that the only mutually satisfactory joinder must be to gain production—it is not an elecutionary alliance; it is a producing one. And further the employers have guaranteed nearly a full year's work; that is, they have set themselves to taking the clothing trade out of the black list of seasonal industry.

But what did they decide about the closed shop? It was not necessary to decide anything. The shops are open. But since the unions and the employers are jointly paying for the entire cost of the reorganization of the industry, on a scientific basis, every employee will probably become a union member, for otherwise he would be a parasite.

The union is probably a passing phase of industry. When all parties realize what industry is, the union will no more be necessary than is a vigilance committee in a well-governed community. But it can be, as at Cleveland, a great constructive force. The point that I want to make is this:

It is always bad to commit oneself to any kind of a rigid policy that is designed to be of national application. The facts in the shop or small district will decide the policy. Let us be chary of perfection.

Sugar a Soap Premium in Canada

Pugsley Dingman & Co., Toronto, are taking advantage of the sugar shortage to advertise granulated sugar as a premium for soap wrappers.

PORTLAND, MAINE

Because it is a good city for results

Because it is a wholesale city—110 are located here.

Because it is the jobbing center—they supply the state.

Because it has a daily that is a cracker-jack. The

EVENING EXPRESS

is the only afternoon daily. It is head and shoulders over every other daily in the city. It leads in all kinds of advertising—and justly.

Member of Audit Bureau of Circulations

The Julius Mathews Special Agency
Boston——New York——Chicago

BRIDGEPORT CONNECTICUT

A Star City of the East

THE POST and TELEGRAM

Connecticut's largest circulation!

The Star Dailies of Bridgeport

Every advertiser should see to it that this city and these dailies are on this list.

Representatives

I. A. KLEIN
254 Metropolitan Tower
New York, N. Y.

JOHN GLASS
Peoples Gas Bldg.
Chicago, Ill.

Digitized by Google

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31 bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year. $1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, $100; half page, $50; quarter page, $25; one inch, minimum $7.70. Classified 55 cents a line, Minimum order $2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:
C. P. Russell — Albert E. Haase
Roland Cole — C. H. Claudy
Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, SEPTEMBER 9, 1920

Away with Indefiniteness in Advertising!

It is pretty generally agreed by sales executives that the salesman has gone stale on the job. Coincidentally, there has arisen a widely expressed demand that advertising shall come to the rescue. That the rescue can be effected thus and lagging sales stimulated there can be no doubt. And right in this fact is where many find ground for the conviction or belief that advertising is in for what almost could be termed a boom.

This certainly is cheering news for those who have merchandise to sell and for all interested in advertising. But if the thing is going to be done, some fanciful theories that have crept into advertising during the last three or four fat years will have to be eliminated. The presentation must needs be made on a basis of definiteness and earnestness.

It is interesting, indeed, to note how widely different is the advertising done when business is plentiful from that which is utilized when conditions are desperate and when business simply must be had. The one is likely to be of the charlotte russe variety —as one authority so aptly puts it. The other reminds one more of a concern facing stern realities and making a clean-cut plea about which there can be no manner of doubt.

Some people are allowing their enthusiasm to get away with their good judgment when they say that business to-day is on the sink-or-swim basis. Just the same there is nothing to be gained by trying to pretend that selling to retail stores in some lines has not reached a condition of near stagnation which makes it necessary that some strong advertising effort be expended at once.

This is being recognized by certain manufacturers to the extent of causing them to revise their advertising message to the retailer and to the consumer with the idea of talking more directly about the price and quality of their products. One big tailoring concern is very properly passing along this same kind of definiteness to the advertising done by the retailers handling its goods. With every bill of goods ordered now when orders are so sadly needed this company gives a thousand process-color printed folders for the retailer to send out to his trade. The folders are so forceful that they actually have brought in much business. This kind of advertising costs money and would not be thought of in ordinary times. But it enables the concern to sell goods—something it hasn't been doing in any satisfactory volume for some time.

Emergencies can either make a man flustered or cool, forceful and

Digitized by Google

unerring. Advertising right now seems to be taking the latter course.

Retail Conditions Demand Broad Selling Policy

Speaking generally, retailers in all principal lines are overstocked from the point of view of dollars and cents. There are many exceptions, of course, but the statement holds good of trade conditions generally. Goods which are now on the shelves were bought at abnormal price levels, some of which have already begun to recede. Credits must be watched with extreme care.

At the same time it is true that many retailers are actually understocked as regards assortments. To maintain stocks complete in the face of market conditions during the past five years has required more capital than they could muster. Lines have become broken and allowed to remain so perforce. Ranges of style and sizes are incomplete because higher replacement values made it necessary to stop somewhere. Some commodities have disappeared entirely from individual stores. In a word it may be stated that retailers generally own too much stock for safety and too little for a rapid and profitable turnover.

This anomalous condition calls for something above the general average level of salesmanship and deserves careful consideration in framing selling policies. Retailers should be urged to buy in smaller quantities and to buy oftener. Salesmen should be taught to talk merchandising instead of dwelling exclusively on the merits of their own line. They should be able to demonstrate to their customers the importance of prompt clearances, and to show them how lower replacement values and increased turnover may entirely offset losses incurred on paper. In brief, the manufacturer's salesman can well afford for a while to talk more about the retailer's business and less about his own.

This does not mean any sacrifice of self-interest. On the contrary, it is directly in line with the larger interest of the concern itself and of the individual salesman. For it is seldom possible to get more into a pot that is already full, and helping the retailer to move the goods he already has is the surest way to make room for the goods it is desired to sell. Furthermore, and perhaps more important still, there is no better way to win the lasting good will of the retailer than by showing him how to sell more goods and make more money.

Suffrage and Human Interest in Political Copy

Let us remember in this hour of the Nineteenth Amendment and in preparation of the new voters who will go flouncing and rustling to the ballot box next November, the advertising campaign of Eugene S. Wells. It is of tremendous importance to both great political parties. Mr. Wells was running for school treasurer on the Republican ticket in a part of the country which is often found in the "Solid South" column, and the ladies were voting in his district. He cut loose with a big advertising campaign written in the first person. The copy told in a human-interest way what the job would mean in the way of salary and prestige to a young man of twenty-seven. Mr. Wells is by no means hard to look at, and his picture both in civilian clothes and the uniform he had recently discarded, accompanied the copy.

The summing up of his last advertisement is especially worthy of study. It said: "This position means much to me, personally. It means much to a young fellow like myself. Do you suppose the office means anything to my wealthy opponent, other than what it will do for his bank? This is my last say before election. Missus, Miss and Mister Voter, now it's up to you—do you want me or a bank to be your School Treasurer?"

That is the kind of copy to interest the ladies—the new voters upon whom the national election

Digitized by Google

may depend—at least it worked like a charm in Mr. Wells' case. Although the Democrats registered 10,246 in the primaries against the Republicans 3,782, his copy campaign put him over the top with 9,107 votes!

The old political catch words will have to be brushed up quite a bit to interest the new voters, and human interest copy may make its appearance in a political campaign.

The Small Concern's Big Opportunity

We hear a great deal about the new enterprises which have sprung up since the beginning of the war, and the fortunes which have been made during the era of scarcity and high prices. And the account quite often ends upon a little plaintive note of regret that the shining opportunities have vanished, and the favorable conditions seem to be rapidly passing away. What chance is there for the small business, we are asked, if this swing toward lower price levels continues, and markets become more sharply competitive?

As a matter of fact, we believe that for the small business that is awake and alive, the chances are better than they have been for a long time past. So far from shedding tears over the plight of the little fellow, we think that the immediate future may well prove his hour of greatest opportunity. It is quite likely that the next few years will witness some striking changes in alignment, and some concerns which to-day are unquestionably acknowledged as leaders in their fields may find that leadership challenged from some quarter which as yet is unexpected.

For during the past five years, as we have already pointed out, attention has been chiefly fixed upon problems of production, and selling problems have largely taken care of themselves. There is nothing so hard to change as a habit of mind. There is nothing harder to restore than lost discipline and a lowered *esprit de corps*. Yet in large concerns the country over, habits of mind have been fixed in directions contrary to efficient salesmanship, and sales forces themselves have been allowed to relax, if not positively to disintegrate. It will take time to remedy these conditions (in some concerns it will take time even to realize that they exist), and that time marks the live and agile competitor's opportunity.

The small concern to-day which is equipped with a sales force that is on its toes, supported by adequate and accurately directed advertising, may well play David to some overshadowing Goliath. While the big, unwieldly machine is slowly regathering sales momentum, the smaller, more flexible organization can make rapid progress in the trade and in the public mind. The main thing needed is the ability to recognize the opportunity, and to act quickly, planting definite ideas in the public mind while the big concern is still rolling in the doldrums of a perfunctory advertising policy.

Advertising P. O. Clerks Discharged

The recent advertising campaign put on by the post office clerks of Chicago, designed to arouse public sentiment in behalf of a wage increase for clerks, has resulted in the discharge of ten of their number from the service. Postmaster General Burleson in issuing the order for the discharge gave as his reason that the men had been soliciting funds improperly for the propagation of their campaign and that they had made misleading statements calculated to reflect upon the post office service. Pearce Butler, president of the clerks' organization and one of the men removed, has taken a position on the reportorial staff of the Chicago *Evening Post*. He will devote special attention to post office affairs.

Swiss Find Watch Fair Profitable

The directors of the first exhibition of products of the Swiss watch and jewelry industries, which was held in Geneva during the latter part of July, state orders to the amount of about 7,000,000 francs ($1,400,000) were placed with the exhibiting firms according to American Trade Commissioner H. Lawrence Groves. The number of visitors at the fair was said to be about 25,000.

It has been decided, in view of the results obtained, to make the fair a regular event, the next one to be held in Geneva probably in late July, 1921.

Digitized by Google

Good Company

YOU know mighty well how your product *stacks up* alongside competition, but do your folders, booklets and other items of direct advertising place you *right* in the mind of the buyer?

Stubbs Offset Method printing welcomes comparison, and, if your product is of the same caliber, is nationally advertised, and you can effectively use color, it will be to our mutual advantage to get acquainted.

THE STUBBS CO.
OFFSET PRINTERS
Main Office and Works
Detroit

Chicago Sales Office
1420 Steger Bldg

Cleveland Sales Office
721 Engineers Bldg

Digitized by Google

SALES AND ADVERTISING MANAGER

with multiple of successes to his credit, seeks connection where strenuous campaign is desired; will guarantee results for any work will undertake; no question about experience, driving ability, initiative or capacity; possess record as organizer and leader; good education, poise and personality; know thoroughly, sales, advertising and national territorial conditions commercially, industrially and financially throughout United States and Canada; seek opportunity only, not job; have responsible position; record indicates wide experience, broad gauge and national reputation; age 40. Let's talk matters over confidentially. "E. J.," Box 60, care Printers' Ink.

Los Angeles — The largest city in the West

IN LOS ANGELES

IT IS THE

LOS ANGELES EVENING HERALD

MEMBER A. B. C.

Government Circulation Statement April 1, 1920

134,686

The Home Paper of Southern California

REPRESENTATIVES

New York: Lester J. Clarke, 604 Times Bldg.

Chicago: G. Logan Payne Co., 432 Marquette Bldg.

Mail Order ADVERTISING

An advertiser found that his advertisements were failing him. He came to us for counsel. We omitted four words and added three to fill the gap. Records show over 320% increase in business traceable to that revision. It took us years to learn what to do in minutes. Write, phone or call, 220 West 42nd St., N. Y. City. Phone Bryant 5907.

SCOTT & SCOTT

Motion Picture Field to Have Vigilance Committee

President William A. Brady of the National Association of the Motion Picture Industry has appointed a vigilance committee for the protection of the good name of the motion picture art and industry. The committee will work under the direction and jurisdiction of the association's executive committee. Its scope will be broad, and it may, if it deems necessary, investigate stock selling schemes, improper advertising, fake schools for acting and picture writing, and various other sundry evils which have cropped up.

The committee appointed to handle this work is as follows: James R. Quirk, editor *Photoplay Magazine*, chairman; Paul Gulick, retiring president, Associated Motion Picture Advertisers, Inc.; Nathan Vidaver, chairman, Legal Committee of the National Association; Martin J. Quigley, publisher, *Exhibitors' Herald;* Lesly Mason, editor, *Exhibitors' Trade Review;* Fred J. Beecroft, advertising manager, *Motion Picture News;* and George Blaisdell, editor, *Moving Picture World.*

Robel & Bryant Agency Has Cleveland Office

Robel & Bryant, Inc., advertising agency, Chicago, has opened an office in Cleveland, O., under the direction of Frank B. Rae, Jr.

The following new accounts are being handled by this agency:

The P. A. Geier Company, Cleveland, manufacturer of Royal Vacuum Sweepers. Trade papers, newspapers, women's magazines and national magazines will be used.

Ward Love Pump Corporation, Rockford, Ill., manufacturer of "Warlo" orchard and agricultural sprayers and pumps. The bulk of the appropriation is to be placed in agricultural papers.

Julius L. Andrae & Sons Company, Milwaukee, Wis., electrical supply dealers. Newspapers will be used.

W. S. Preston Joins Critchfield Ageney

William S. Preston, formerly publicity manager for Marshall Field & Company and later associated with Green, Fulton, Cunningham Co., has been appointed director of production for Critchfield & Company, Chicago advertising agency. His assistant will be Miss E. M. Parent for five years in charge of advertising for the Cornell Wood Products Company and later engaged in agency work in Chicago.

F. H. Pinkerton with Ingersoll

Frederick H. Pinkerton, formerly assistant advertising manager of the International Motor Company, and lately with the Dominion Asbestos & Rubber Corporation, doing sales promotion work, has joined the mail sales department of Robt. H. Ingersoll & Bro., Ingersoll Watches, New York.

Digitized by Google

Do you know—

That three of the first five stores Woolworth opened were failures?

That Wrigley's fortune was swept away three times, that his factories burned down twice?

That Willys took hold of the Overland Company in the panic of 1907?

That Frick was a clerk in a flour mill when he started building a one hundred and twenty-five million dollar fortune?

That Armour and Company make their sales force see the value of advertising from the merchants' standpoint, and that they consider knowledge of the big things that count in merchandising more important than a mere talk on the product? That they expect the salesman to hold himself responsible for what the retailers in his territory know about advertising?

Do you know why there are buttons on the sleeves of a man's coat?

That men's shirts used to cost $250 apiece?

That the Wallace Company manufactured more than five million dozen spoons before they ever put their name or trade-mark on a single spoon?

That a tame Mandarin duck will sink to the bottom unless his feathers are oiled?

Do you know what linoleum is made of or what selling problems have been conquered in its merchandising, or that real Indians make "phoney" scalps to sell the white man?

The facts above and scores more can be found in only seven of the 27 feature stories in September PRINTERS' INK MONTHLY.

Are you interested in letters, courage, art, merchandising growth, the unusual in business? In lettering, color, the sales value of a good design, training salesmen, or do you want them all and more besides?

The September issue of PRINTERS' INK MONTHLY is sure to hit you right.

Don't miss this issue, it might be an expensive oversight.

Printers' Ink Monthly

Advertising forms for October will be closed September 20

Digitized by Google

Up Again!

With print paper still soaring you are losing money unless your advertising copy is *advantageously placed* in the present stuffy book or crowded page.

Millions of dollars yearly are lost to the National advertisers of this country because of poor placement. Whatever your proportion of loss, let us help you save it.

Beginning with the November Number Extension Magazine will inaugurate a radical departure in displaying your ad from the old methods now employed by all magazines.

Attention

Every inch of space used in our magazine will obtain for you a tremendous increase in attention from our readers because of an efficient plan we have devised to center their fire on your ad.

If you would take advantage of the newest and best way to place your ad before millions of readers—if you would like "extra preferred position" at the price of "ordinary," instead of being buried—write us today for particulars.

EXTENSION MAGAZINE
F. W. HARVEY, Jr., Manager
180 North Wabash Avenue, Chicago, Ill.

Digitized by Google

SEPTEMBER MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES

(Exclusive of publishers' own advertising)

Standard Size

	Pages	Lines
Review of Reviews	152	34,048
World's Work	142	31,991
Harper's Magazine	115	25,760
Scribner's	114	25,617
Atlantic Monthly	107	24,072
Century	84	18,956
Munsey's	42	9.480
St. Nicholas	32	7,252
*Current Opinion	23	5,259
Wide World	19	4,296
Bookman	11	2,524

*Reverted to standard size.

Flat Size

	Columns	Lines
American Magazine	448	64,124
Red Book	271	38,856
Cosmopolitan	259	37,163
Sunset	176	25,254
McClure's	145	24,808
Metropolitan	138	23,547
American Boy	114	22,954
Physical Culture	159	22,758
Photoplay	149	21,416
Hearst's	107	18,343
Motion Picture Magazine	126	18,039
Boys' Life	86	14,724
Success	101	14,495
Everybody's	96	13,734
Boys' Magazine	35	6,020

WOMEN'S MAGAZINES

(Exclusive of publishers' own advertising)

	Columns	Lines
Vogue (2 issues)	849	130,767
Ladies' Home Journal	527	105,585
Harper's Bazar	362	60,890
Good Housekeeping	420	60,082
Woman's Home Companion	296	59,200
Pictorial Review	294	58,888
Delineator	223	44,718
Designer	164	32,826
Fashion Art	192	32,385
Holland's	155	29,365
McCall's	133	26,646
Modern Priscilla	131	22,340
People's Home Journal	109	21,930
Woman's World	106	18,149
Fashionable Dress	62	11,142
People's Popular Monthly	58	11,095

More business executives have been developed since 1915 than in any two decades of our history.

New conditions of life have been opened up to these men. They are shouldering greater responsibilties in connection with bigger business. The doors of their minds have been opened to bigger thoughts.

In most cases these executives are young men, alert and energetic, and to continue a successful career they must keep abreast of the times.

CURRENT OPINION appeals especially to this type of mind. Our circulation department is constantly reaching scores of these new executives and the paid-in-advance subscriptions from this class represent a high percentage of the big increases now being made in the quality circulation of CURRENT OPINION.

You should be presenting your story to these young executives through the advertising pages of CURRENT OPINION. They represent the cream of the purchasing power of today.

CURRENT OPINION

48-50 West 47th St., New York, N. Y.

Chicago Office, Peoples Gas Building

Digitized by Google

In

New Haven

Connecticut's largest city, the

Register

TOPS
all newspapers
in its field

The EVENING REGISTER'S circulation is nearly as large as that of any TWO other New Haven papers COMBINED.

The CITY CIRCULATION (alone) of the Evening Register is larger than the ENTIRE circulation of any other New Haven paper.

91% of the Register's circulation is within 10 miles of New Haven City Hall.

The SUNDAY Register's circulation is four to five times larger than any other New Haven Sunday paper.

At the TOP
in
Circulation,
Advertising,
Equipment.

New Haven Register

The Julius Mathews Special Agency
Boston——New York——Chicago

	Columns	Lines
Mother's Magazine	65	11,050
Needlecraft	57	10,773
*Today's Housewife	49	9,966
Green Book	53	7,620

*Aug.-Sept. issue.

MONTHLY MAGAZINES CARRYING GENERAL AND CLASS ADVERTISING

	Columns	Lines
Motor	518	87,024
Motor Life	448	70,784
System	404	58,013
Vanity Fair	306	48,432
Country Life	271	45,538
Popular Mechanics	189	42,448
House & Garden	218	34,034
Arts & Decoration	182	30,666
Popular Science Monthly	174	26,499
Science & Invention	154	22,670
House Beautiful	136	20,905
Theatre	104	17,590
Field & Stream	115	16,550
National Sportsman	93	13,385
Asia	75	10,394
Outdoor Life	70	10,124
Forest & Stream	69	9,867
Extension Magazine	58	9,860
Illustrated World	43	9,684
Outers'-Recreation	65	9,428
Association Men	62	8,680
Rotarian	49	7,208
Outing	53	7,660
*International Studio	45	6,370

*August issue.

VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

	Columns	Lines
MacLean's (2 Aug.)	241	43,295
Canadian Home Journal	149	29,915
Everywoman's World	132	26,428
Western Home Mo. (Aug.)	119	22,285
Canadian Magazine	67	15,176
Canadian Courier (2 Aug.)	82	14,950
La Canadienne	65	13,100

VOLUME OF ADVERTISING IN AUGUST WEEKLIES

August 1-7

	Columns	Lines
Saturday Evening Post	444	75,642
Literary Digest	241	36,712
Town & Country	160	26,969
Collier's	91	15,552
Forbes'	52	8,889
Life	62	8,761
Scientific American	46	7,915
Leslie's	45	7,681

Digitized by Google

When Consumers Are Salesmen

Why are PHYSICAL CULTURE'S readers the greatest bunch of boosters in the world?

Ask anyone who reads and knows the magazine.

You tell them, readers.

"Because P. C. readers are enthusiasts, fans, natural boosters. Health is their religion. They overflow. And so they pass on everything good, whether found in editorial or advertising pages."

There is something gripping about the PHYSICAL CULTURE appeal. It gets under the skin. That is why P. C. Readers are not merely consumers, but consumer-salesmen. Read the magazine, and you'll know why.

PHYSICAL CULTURE

"The Magazine That Makes Good on Keyed Advertising"

119 West Fortieth Street, New York City

O. J. ELDER, Business Manager

Sam. M. White, Advertising Manager

Western Representative
CHARLES H. SHATTUCK
770 Peoples Gas Bldg., Chicago, Ill.

New England Representative
METZ B. HAYES
Little Building, Boston, Mass.

Digitized by Google

	Columns	Lines
Outlook	37	5,456
Christian Herald	24	4,050
Churchman	23	3,306
Independent	22	3,184
Judge	18	2,523
Youth's Companion	10	2,180
American Legion	11	1,583
Nation	8	1,175

August 8-14

	Columns	Lines
Saturday Evening Post	459	78,177
Literary Digest	209	31,919
Town & Country	112	18,852
Collier's	65	11,036
Life	56	7,923
Christian Herald	41	7,056
Scientific American	39	6,635
Outlook	33	4,864
Leslie's	28	4,767
Youth's Companion	15	3,190
American Legion	22	3,152
Independent	19	2,849
Churchman	12	1,819
Nation	7	1,078
Judge	7	1,048

August 15-21

	Columns	Lines
Saturday Evening Post	432	73,502
Literary Digest	235	35,855
Town & Country	93	15,755
Collier's	79	13,568
Forbes'	60	10,252
Leslie's	47	8,100
Scientific American	40	6,806
Life	37	5,315
Christian Herald	26	4,555
Youth's Companion	20	4,120
Outlook	25	3,705
Independent	14	2,085
American Legion	12	1,941
Churchman	11	1,627
Nation	8	1,185
Judge	8	1,150

August 22-28

	Columns	Lines
Saturday Evening Post	456	77,661
Literary Digest	197	30,094
Collier's	88	14,996
Leslie's	34	5,787
Outlook	36	5,390
Scientific American	31	5,338
Life	35	5,005
Christian Herald	21	3,697
Youth's Companion	16	3,321
Independent	20	2,918
Churchman	15	2,133
Judge	11	1,670
American Legion	11	1,584
Nation	9	1,310

Totals for August

	Columns	Lines
Saturday Evening Post	1,794	304,982
Literary Digest	885	134,580
Town & Country	366	61,576
Collier's	324	55,152
Life	192	27,004
Scientific American	157	26,694
Leslie's	154	26,335
Outlook	132	19,415
Christian Herald	113	19,358
Forbes'	112	19,141
Youth's Companion	64	12,811
Independent	77	11,036
Churchman	63	8,885
American Legion	57	8,260
Judge	45	6,391
Nation	33	4,748

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

	Columns	Lines
1. Ladies' Home Journal	527	105,585
2. Motor	518	87,024
3. Motor Life	448	70,784
4. American Magazine	448	64,124
5. Harper's Bazar	362	60,890
6. Good Housekeeping	420	60,082
7. Woman's Home Comp.	296	59,200
8. Pictorial Review	294	58,888
9. System	404	58,013
10. Vanity Fair	306	48,432
11. Country Life	271	45,538
12. Delineator	223	44,718
13. Pop. Mechanics (Pg.)	189	42,448
14. Red Book	271	38,856
15. Cosmopolitan	259	37,163
16. Rev. of Reviews (Pg.)	152	34,048
17. House & Garden	218	34,034
18. Designer	164	32,826
19. Fashion Art	192	32,385
20. World's Work (pages)	142	31,991
21. Arts & Decoration	182	30,666
22. Canadian Home Journal	149	29,915
23. Holland's	155	29,365
24. McCall's	133	26,646
25. Popular Science	174	26,499

Challis Gore with Albert Frank Agency

Challis Gore, who for the last five years has been with *Scribner's Magazine,* New York, has resigned as manager of the financial department of that publication, and has joined Albert Frank & Company, New York. Before joining *Scribner's Magazine* Mr. Gore had been circulation manager of the Philadelphia *Public Ledger.*

Digitized by Google

You Cannot Start Too Soon

A habit once formed is hard to break.

Don't expect to revolutionize the public's opinions or its buying habits by a burst of advertising.

The way to bring about a change is by consistent advertising over a period of years.

The time to make the start is before opinions and habits have been definitely formed—in the younger years of a man's life.

A boy is more eager to learn, and has more time to learn then, than he ever will have again. The favorable impressions you make upon him then will never need to be undone later on.

Through BOYS' LIFE, the Boy Scouts' Magazine, you can reach thousands of boys of the highest type—mentally, morally and physically—who are in their formative years.

Start now to give them distinct and favorable impressions of you through this, their own publication.

BOYS' LIFE

THE BOY SCOUTS' MAGAZINE

BOY SCOUTS OF AMERICA, Publishers

Member A.B.C.

200 FIFTH AVENUE
NEW YORK

203 SO. DEARBORN ST.
CHICAGO

Digitized by Google

"PRINTERS' INK'S" FOUR-YEAR RECORD OF SEPTEMBER ADVERTISING

GENERAL MAGAZINES

	1920	1919	1918	1917	Total
American	64,124	45,749	25,807	24,028	159,708
Cosmopolitan	37,163	32,306	21,186	25,494	116,149
Review of Reviews	34,048	30,903	18,864	24,310	108,125
Red Book	†38,856	†32,428	†17,371	11,067	99,722
World's Work	31,991	26,509	17,076	21,487	97,063
Harper's Magazine	25,760	24,696	18,067	18,104	86,627
McClure's	24,808	23,755	10,965	19,093	78,621
Metropolitan	23,547	23,180	12,400	16,654	75,781
Scribner's	25,617	21,947	12,381	12,762	72,707
Atlantic Monthly	24,072	22,407	12,260	11,356	70,095
Sunset	25,254	19,195	13,477	11,334	69,260
Hearst's	18,343	16,845	13,724	15,056	63,968
Physical Culture	†22,758	†21,131	†11,199	8,589	63,677
American Boy	22,954	20,765	10,338	9,189	63,246
Century	18,956	17,362	8,946	11,601	56,865
Motion Picture Magazine	†18,039	†16,053	†11,259	5,092	50,443
Photoplay	†21,416	†16,054	†8,524	3,617	49,611
Everybody's	†13,734	†12,040	†6,424	11,067	43,265
Boys' Life	14,724	9,456	7,149	6,287	37,616
St. Nicholas	7,252	8,344	6,435	7,800	29,831
Munsey's	9,480	6,746	5,310	4,209	25,745
Boys' Magazine	6,020	7,580	3,428	4,942	21,970
Current Opinion	*5,259	3,005	2,166	4,140	14,570
	534,175	458,456	274,774	287,278	1,554,683

†Changed from standard to flat size. *Reverted to standard size.

WOMEN'S MAGAZINES

Vogue (2 issues)	130,767	125,820	88,683	93,839	439,109
Ladies' Home Journal	105,585	88,770	45,909	37,954	278,218
Harper's Bazar	60,890	55,138	36,319	37,760	190,107
Good Housekeeping	60,082	58,963	29,473	32,218	180,736
Woman's Home Companion	59,200	43,005	25,000	17,705	144,910
Pictorial Review	58,888	39,835	25,063	18,861	142,647
Delineator	44,718	32,150	20,170	13,744	110,782
*Designer & Woman's Mag.	32,826	24,019	15,205	11,826	83,876
McCall's Magazine	†26,646	†18,853	†15,072	10,580	71,151
People's Home Journal	21,930	18,828	11,723	10,400	62,881
Modern Priscilla	22,340	15,692	13,894	8,474	60,400
*Mother's Mag. & Home Life	†11,050	†9,567	6,546	8,661	35,824
Needlecraft Magazine	10,773	7,938	4,835	6,217	29,763
	645,695	538,578	337,892	308,239	1,830,404

†New page size. *The two magazines now combined.

CLASS MAGAZINES

System	58,013	68,159	49,043	58,006	233,221
Vanity Fair	48,432	41,949	28,472	35,567	154,420
Popular Mechanics	42,448	37,632	25,422	29,443	134,945
Country Life	45,538	34,814	22,154	29,379	131,885
Popular Science Monthly	*26,499	*22,845	16,932	22,092	88,368
House and Garden	34,034	24,176	10,232	18,376	86,818
Field and Stream	16,550	17,160	10,856	14,151	58,717
House Beautiful	20,905	15,815	7,027	14,608	58,355
Theatre	17,590	16,598	9,854	12,506	56,548
National Sportsman	*13,385	*15,015	7,511	10,386	46,297
Outing	*7,660	*10,174	*6,587	6,116	30,537
†International Studio	.....	4,458	5,426	4,019	‡13,903
	331,054	308,795	199,516	254,649	1,094,014

*Changed from standard to flat size. †September issue delayed. ‡Three-year total.

WEEKLIES (4 AUGUST ISSUES)

Saturday Evening Post	304,982	*320,725	*147,204	113,269	886,180
Literary Digest	134,580	*137,006	*87,089	73,590	432,265
Collier's	‡55,152	*‡54,703	*45,329	57,968	213,152
Town & Country	†61,576	†48,354	†34,560	†44,332	188,822
Leslie's	26,335	*44,354	*32,647	*34,299	137,635
Scientific American	‡26,694	*‡33,684	*31,023	23,274	114,675
Life	27,004	23,245	*14,923	*21,012	86,184
Outlook	19,415	20,016	15,654	*23,120	78,205
Christian Herald	19,358	*25,071	12,745	*12,917	70,091
	675,096	707,158	421,174	403,781	2,207,209
GRAND TOTALS	2,186,020	2,012,987	1,233,356	1,253,947	6,686,310

‡Smaller page size.
†3 issues. *5 issues.

Digitized by Google

The Best Informed Man Obtains Results Most Easily

For the salesman of advertising space or products

THE STANDARD ADVERTISING REGISTER

is a mine of valuable information

The Cost

compared to the service afforded

is Inconsequential

Let us demonstrate

NATIONAL REGISTER PUBLISHING CO.

R. W. FERREL, Manager

1901 TIMES BUILDING NEW YORK CITY

Digitized by Google

The Little Schoolmaster's Classroom

SOME months ago the Schoolmaster and his wife were moved by an appeal for funds for a relief project, the appeal having been printed in the advertising columns of the New York newspapers. They sent a modest check, which was promptly and gratefully acknowledged, whereupon they forgot about it, never mentioning the matter to their left hands.

The other day the postman brought an envelope bearing the corner card of this relief organization. "That's the worst of subscribing to these funds," said the Schoolmaster to his wife as he tore open the envelope, "you get on a begging list for life."

What was his surprise on unfolding the letter, to find no appeal for funds, but a nice letter, commendably brief, reading:

"Dear Mr. & Mrs. Schoolmaster:

"I wish you could read some of the reports that are coming into our office from overseas and moreover had participated in our annual conference of state workers and national leaders at Ocean Grove, where you would have heard from some of our returned personnel the life-saving message made possible through the united efforts of the American people.

"Our 229 orphanages housing 54,600 orphans and aiding over 56,039 others; our 63 hospitals and 128 clinics, our 11 homes sheltering and protecting girls, rescued from Moslem harems, bear eloquent tribute to the work that you have done.

"In behalf of the national committee I want to thank you for the life-saving and perhaps nation-saving work in which you have had a large share."

The letter was signed by the general secretary. The Schoolmaster realizes that this is just a form letter, and that it means that later on he will be approached for another contribution. But, nevertheless, it made an excellent impression.

It is brought to the attention of the Class as an example of the fact that even a charity can be conducted on a modern business basis, building good will for itself as it goes, and winning admiration by the human way it is advertised (for the ad was a very human one) and the business-like way it is administered. Any member of the Class who ever has anything to do with a fund-raising campaign can profit by the example of this organization.

* * *

Anent the articles upon airplane travel which have appeared in PRINTERS' INK, the Schoolmaster was interested in running across the following newspaper item:

PASSENGERS BY AIR

(Special to The Eagle.)

London, Aug. 24—Carrying passengers by air is now so well established as a business that London newspapers carry numerous ads of competing companies under a classification "Aerial Transport." The following were clipped from the London Times of today:

AIRCO EXPRESS. To PARIS DAILY in 2¼ hours; two services daily from Croydon, 9:30 a.m. and 4:30 p.m.; motorcar connections for passengers. Express collections and deliveries Mails and parcels. Daily service also to AMSTERDAM.—Aircraft Transport and Travel, Ltd., 27 Pall-mall, S.W.1.

INSTONE AIR LINE—The famous Vickers-Vimy Pullman Saloon Aeroplanes now regularly on London-Paris Service, leaving London every Monday and Thursday at noon. Apply for booklet, 22 Billiter st, E.C.3, or usual booking agents.

LEPAERIAL TRAVEL BUREAU, CRITERION CORNER, PICCADILLY-CIRCUS, W.1.
Paris single, £10 10s., return £18 18s.
AMSTERDAM, twice daily, £15 15s.
BRUSSELS, three times weekly, £10 10s.
TAXIPLANES (two passengers), any journey, per mile 2s. 6d.

TO PARIS, BRUSSELS, AMSTERDAM—HANDLEY PAGE AIR SERVICE. Mails, passengers, freight. Special Joy-rides from Cricklewood, August Bank Holiday, 80s. each. Hampton Court, Harrow, etc. Hampstead 7800, and usual agents.

When a new form of transportation gets to the classified advertising stage it begins to look significant.

* * *

The idiosyncrasies of advertising copy writers was brought to the attention of the Schoolmaster

Digitized by Google

Your Name in Raised Letters of Light

AN Oplex Electric Sign will put your name on the street in raised letters of light—snow-white, raised letters, almost as attractive by day as when the lights are on, at night solid letters of light standing out of the darkness. Among the other points in which Oplex Signs excell are greatest reading distance, lowest upkeep cost, most artistic designs, and the fact that any trade-mark can be perfectly reproduced in the raised Oplex Characters.

Let us send you a sketch showing how *your* Oplex Sign will look.

The
Flexlume Sign Co.
1439-46 Niagara Street
Buffalo, N. Y.

Pacific Coast Distributors
Electrical Products Corp.
Los Angeles, Cal.

Canadian Factory
The Flexlume Sign Co., Ltd.
Toronto, Ont.

Digitized by Google

I Solicit Advertising

I wish to add one or two A-One journals—trade, class, or technical—to my list. Only best ones. I might give full time to one publication if scope or inducement prove satisfactory. A-One references.

R. IGO
553 Peoples Gas Bldg., Chicago, Ill.

More Than 6,500 Dealers
in cigars and tobacco in the Philadelphia territory subscribe to the
RETAIL LEDGER
Twice a Month; Sub. $1.00 a Year

ALBERT R BOURGES
CONSULTING PHOTO ENGRAVER
FLATIRON BUILDING NEW YORK CITY
DAY GRAMERCY 586 — NIGHT AUDUBON 9560-3120
A Personal and Emergency Service limited to non-competitive clients

ADDRESSOGRAPH EQUIPMENT
A complete system of model "C" addressograph equipment for sale by a large publishing house. The equipment consists of graphotypes, card and envelope addressing machines, one large wrapper cutter and printer and a large quantity of metal stencil trays and oak cabinets. These machines are in serviceable condition and can be purchased at a very reasonable price.
Address "P. I. D.," Box 57, P. I.

Advertising Electros
Ask for Prices
General Plate Co.
Terre Haute, Ind.
Marquette Bldg. Chicago

not long ago when a man, who is well acquainted with many of them, gave away state secrets of the profession.

One copy man, a very brilliant fellow, does his best work while on a train. He seems to be able to write better material in a Pullman than anywhere else. He will pay a visit to a factory and, on the way home, dash off really inspired material for the coming campaign.

Another equally well-known advertising writer does his really inspired composition to and from work, on a suburban train. He has half an hour only in which to work, with all the attendant commuter bustle and hustle, but he fairly revels in rounding off sentences under this astounding pressure.

A man who has written consistently well for a great many years and who is identified with some conspicuously successful campaigns writes all of his copy after everyone else has left for home, and nobody remains behind in the agency offices but the janitor and the scrub-boy. Something in the darkness and the solitude and the memory of the day's conflict appears to fire his imagination.

Copy you have often read and secretly admired is the output of a chap who does all of his writing, not at his agency office, but at home, in a strange little attic room he has fitted up, much to the disgust of his wife, who does not feel that cobwebs and dust and stuffy air are at all essential to fine writing. This man has a certain desk, a certain colored paper, a certain brand of very soft pencil, and a certain old slouch hat. The latter he has kept for this one purpose for years. He admits that his moods are a part

FOR SALE!
Trade Journal (monthly) of high reputation. Established over fifty years and paying. Published in New York City. Terms reasonable. Larger interests demand owner's full time elsewhere. Address:
A. M., Box 54, care Printers' Ink.

Digitized by Google

admixture of superstition and habit.

And still another clever writer—a genius, he is called—is absolutely helpless without his time-honored stub pen. He always smokes a pipe when he creates his copy, and the locale of his inspiration is a certain restaurant table, in between meals.

We would like to give the name of one well-known advertising manager, who writes much of his own copy, and who does it, piecemeal, on little slips of paper not much larger than half a dollar bill. He claims some of his cleverest work is thus jotted down while on New York's packed surface cars. How is that for mental concentration?

* * *

It is difficult enough to give the atmosphere of a personal message to a form letter—but to get it into a printed postcard might be considered next to impossible.

The Millis Shop, on Fifth Avenue, New York, recently sent out to its mailing list a postcard that did the trick. On this postcard was reproduced a message, the original of which was written in feminine long hand. It was printed in blue ink which was an imitation of the fountain-pen variety. This idea is not a new one—but it has not been used so generally that it is not a novelty to the average layman.

Mr. Manufacturer-Sales Mgr. or Advertising Mgr.

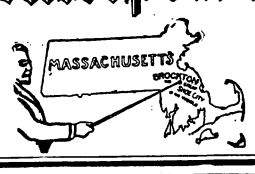
I have had six years' experience in Advertising, Sales and General Management, Space-Buying and Production Work. I now want to devote my time and study to one line. At present employed. Salary commensurate with qualifications. Box "T. M.," Box 61, care PRINTERS' INK.

Personalized Letters
Latest and Most Effective Form of Direct Advertising
GEORGE SETON THOMPSON CO.
608 So. Dearborn St., Chicago

AMERICAN CUTLER
Official Organ of American Cutlery Mfrs., 6,500 copies monthly, reaching hardware dealers and jobbers. Sample on request.
15 Park Row New York

POSTAGE
The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. $1; 1 year $2.
POSTAGE 18 East 18th St., New York City

Population 66,138 Trading Centre for 100,000
Brockton, Massachusetts. The Great Shoe City filled with workers and winners. Earning millions in wages. Paper established 1880
Brockton Daily Enterprise
Printing 19,000 Daily
Flat Commercial rates 6½ cts. per line, 91 cts. per inch
Afternoon Paper, Sells for 2 cents
Averages nearly 2 pages of want advertisements



"GIBBONS Knows CANADA"
TORONTO MONTREAL WINNIPEG

Digitized by Google

There are 100,000

Farm Bureau Members in Iowa, and our Iowa circulation exceeds 80,000. Any significance? And our total circulation exceeds 150,000—all just as good.

CORN BELT FARMER
DES MOINES, IOWA

P. S.—Include December in your fall list.

A Printing and Production Expert Available

A man thoroughly experienced in all phases of printing, engraving, paper and production work, now superintendent of a large printing concern, has desirable experience to offer a large advertiser or agency as printing buyer and production man. Minimum salary $7500. Can show reduced costs and increased results from your present expenditures the first year. Address H. F. R., 833 Peoples Gas Bldg., Chicago, Ill.

Market News

A Monthly Trade Paper

FEATURING 5¢ TO $5.00 MERCHANDISE

What have you to market that can be retailed from 5c to $5.00?

Glad to work with you on merchandising and advertising possibilities. We reach only well-rated merchants.

458 BROADWAY, NEW YORK CITY

GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000	4-page Folders, 3¼x6¼ in.	**$10.00**
	Each additional thousand	**3.50**
1000	4-page Folders, 4x9 in...	**12.50**
	Each additional thousand	**4.50**
1000	4-page Folders, 6x9 in...	**16.00**
	Each additional thousand	**6.00**

FREE—our large package of samples

ERNEST A. FANTUS CO., Printers
525 So. Dearborn St., Chicago

It was the copy itself, however, printed in imitation of handwriting, that got over the personal message. The postal read:

MY DEAR:

Here's a bit of confidential news for you.

I heard that the Millis Shop at 450 Fifth avenue is going out of business, and their selection of frocks and wraps will be sacrificed at less than half their regular prices.

Meet me there to-morrow, for "The Early Bird Catches the Worm."

Sincerely,

ANNA.

The Schoolmaster's wife received one of these postals and when he came home one evening she showed it to him. "I haven't any idea which Anna sent me this," she said, "but I think I will drop in at the Millis Shop anyhow and find out what this postal is all about."

J. J. Hartman with Sherman & Bryan

J. J. Hartman, recently with Ruthrauff & Ryan, has joined the Sherman & Bryan advertising agency, New York. Mr. Hartman was at one time with the Charles William Stores and the American Druggists Syndicate.

H. Lubet, Advertising Manager, Bloomingdale Bros.

H. Lubet, recently advertising manager of the J. S. Bailey Company, Brooklyn, has been made advertising manager of Bloomingdale Bros., New York.

RAPID ELECTROTYPE CO. OF CANADA, LIMITED

CHARLES J. HIRT, Managing Director

ELECTROTYPES, STEREOTYPES and MATRICES

Save Duty, Time and Expense

Head Office: 185 RICHMOND ST. WEST - TORONTO, ONT.

Plants at: MONTREAL, TORONTO, LONDON, WINDSOR

CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & LIMITED

TORONTO MONTREAL

Digitized by Google

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

WANTED — COMMERCIAL ARTIST FOR ADVERTISING WORK. Submit samples and give full particulars in first letter. Tacoma Engraving Co., Tacoma, Wash.

COPY WRITER WITH EXPERIENCE IN AUSTRALASIA WANTED BY AGENCY. Give full particulars and salary required. Box 768, care of Printers' Ink.

SOLICITOR WANTED

A resourceful "self starter" is needed by a leading class magazine. Adequate salary to start; unusual prospects for future. Box 791, Printers' Ink.

CIRCULATION MAN WANTED FOR CLASS PUBLICATION. Excellent opportunity for man who can get results. Transportation World, 18 East 41st Street, New York.

Circulation Manager

Unusual opportunity for capable promoter of circulation. Box 825, care of Printers' Ink.

Advertising Solicitors wanted by a leading established oil trade publication, in important cities; part or full time. Good proposition; commission basis. Leads furnished and close co-operation given. Write fully, stating experience. Box 802 Printers' Ink.

PUBLICITY MANAGER

A live and rapidly growing engineering and sales organization requires experienced all-round man for publicity department. Mechanical engineering knowledge desirable. Must have ability to lay out and write forceful copy, prepare bulletins and circulars from material available. Now advertising in twenty engineering publications. Excellent opportunity to become executive of department with bright future. State age, qualifications and salary desired. Box 785, P. I.

We wish to put a client in touch with a man who can handle the details of layout, composition, specification, engraving, and purchasing of advertising printing, and the set-up and plate-work for magazine and newspaper advertising. The Company produces some of the finest work in its field, and a sound man, with a real conception of fine typography and printing, and ability to secure it without stuntiness, is desired. A young man with a good basic technical knowledge, and the capacity for development and getting things done, might fit in. A good organization to be connected with, where intelligent and full co-operation is assured. Agency production experience desirable. Location, New York City. Mention the salary you are now receiving, or that for which you will change.

H. E. Lesan Advertising Agency,
440 Fourth Avenue, New York.

Artists—First-class Creative Man on Advertising Designs, Booklet Covers, etc. Also high-grade Mechanical Retoucher on Catalogue Work. Submit samples. Advise salary. Bickford Engraving Co., Providence, R. I.

Advertising agency in Times Square district has opening for woman capable taking charge clerical staff. Exceptional opportunity; advancement. Start $35. Give full particulars. Application will be held confidential. Box 803, Printers' Ink.

Advertisement writer wanted by progressive New England Department Store. Salary $60 to $75 per week. Submit a few specimens of work and give information as to positions held which will be considered confidential pending interview. Box 800, P. I.

A progressive, recently organized Advertising Agency offers wonderful opportunity to some ambitious young man with limited capital and one or more national accounts of medium size, straight commission basis to start with a view to eventually including such party as a member of the firm. Box 780, Printers' Ink.

Wanted—Circulation Manager to act as Assistant Circulation Manager on three large publications, morning, evening and farm paper. Combined circulation of over 200,000. Must have full knowledge of Country circulation, capable of handling men, mail-order promotion and office management. Wanted executive with original ideas who knows how to use them. Give age, past records, complete list of references of present and past employers. State whether married or single and salary expected. Address Box 771, care of Printers' Ink.

THE DALLAS MORNING NEWS
THE DALLAS (EVE.) JOURNAL
THE DALLAS SEMI-WEEKLY FARM NEWS
THE GALVESTON DAILY NEWS
THE GALVESTON SEMI-WEEKLY FARM NEWS

THE LEADERS OF TEXAS

Young newspaper men, preferably those reared in Texas or nearby territory, who desire to connect themselves with a first-class institution should write us—provided they have capacity, dependability, the right kind of record, and provided they are looking for a *permanent* connection with a concern of the first class. Otherwise, they would be wasting time in writing. We don't want drifters or "fly-by-nights." If you are of the right sort, send for an application blank and get in line. We are a going and a growing concern and have occasional openings for young fellows of the right calibre. Address A. H. Belo & Company, Publishers (Department D), Dallas, Tex.

Digitized by Google

Assistant wanted by Advertising Manager of a New York Electrical Manufacturer. Initial salary small. Give experience and minimum salary acceptable. Box 830, Printers' Ink.

An established New York City Advertising Agency is interested in opening a branch office in some progressive city. An unusual opportunity is offered the man who controls active accounts of sound financial standing. Only one with character, ability and a following will be considered. Give all necessary information in first letter. Confidential. Box 778, P. I.

ADVERTISING SOLICITOR with several years' experience on a first-class New England suburban city paper, to broaden out with a National publication in a Special field. Permanent connection, only, considered; when leads will be furnished and follow-up assistance given. State essential particulars, once, with assurance of strictest confidence. Address Box 829, Printers' Ink.

Wanted--Circulation Mgr.

A well-established, rapidly growing, nationally circulated farm paper, A. B. C., headquarters in big city, Central West, desires man capable handling department; preferably one having experience in Subscription Contest work. Advancement and permanent position for right man. Please make letter complete, giving age, experience, salary desired to start, etc. Box 784, Printers' Ink.

Wanted—A man with pep, sense and perseverance to increase country circulation on the leading paper in its locality. Paper now leads in city circulation, and right man can make it lead in country circulation. It is an afternoon paper. We don't want an office desk man. We want a man who will work out in the territory where the subscribers are to be secured. Fine position for the right man. Paper leads its competitors in advertising and city circulation. We seek a man who can make our suburban circulation relatively as great as our city circulation. Address Raynesford, Box 822, Printers' Ink.

FACTORY MANAGER

A position is open for an executive to take full control of a factory manufacturing advertised foods, and employing about 200 people. Factory situated in Pittsburgh district.

Please tell us your age—executive experience for the past ten years—salary expected and all about yourself in first letter. Box 779, Printers' Ink.

WANTED—A young man with ability, tact, and initiative to assist a Special Representative to develop business. Excellent future for the right man. Selling experience and acquaintance among the advertising agencies desired. Box 798, Printers' Ink.

Advertising and Editorial Assistant—There is a good opening with a large house in Detroit for a comparatively young man with advertising experience, particularly on house organs. Must write accurately and entertainingly, and must have had layout and typographical training. Write at once, giving full particulars; also state salary expected. Box 775, Printers' Ink.

YOUNG MEN WANTED TO SELL ADVERTISING SPACE IN DAILY NEWSPAPERS

The young men we are looking for have a good education, probably are university or college graduates. They have perhaps no advertising experience, but possess the qualifications that make for salesmanship—clear thinking, courage, ambition, integrity, good appearance, personality, willingness to work hard—and a genuine desire to learn and become real salesmen.

Write fully, giving age, nationality, education, what selling or business experience you have had, if any, whether living with parents, and why you think you are qualified to follow the line of work designated. Address G. R. K., Box 807, Printers' Ink.

Real Salesman Wanted

Manufacturer of nationally advertised, high-grade product has opening for a man of wide merchandising experience. Applicant must be able to show worth-while record in sales and advertising work and back it up with gilt-edged references as to personal integrity.

For such a man there is a place in a sales organization that has accomplished much in the past, with bigger things still in the offing.

Application should contain full information. It will be held in strictest confidence. Address Box 788, Printers' Ink.

Digitized by Google

Advertising Manager wanted by successful machinery manufacturer of highly specialized product. Must be experienced in compiling catalogs, supervising retouching photographs and printed bulletins. Must be creative and willing to apply himself. Such a man is offered a most excellent opportunity. State experience and salary. Box 809, P. I.

A REAL OPPORTUNITY

We want a big man on our soliciting staff; one who can handle the largest national accounts as an executive. An exceptional service to back up his solicitation and accounts. This is a real opportunity for a live, progressive advertising salesman. Apply in person or with details to GEO. S. DYER, Brown Advertising Agency, 110 West 40th Street, N. Y. C.

MISCELLANEOUS

IN THE MARKET FOR MIEHLE NO. 3 OR LARGER SIZE PRESSES. BOX 782, PRINTERS' INK.

Industrial and Technical copy layout and photographic service. Can handle large or small accounts. Catalogues and booklets. Free Lance, Box 769, care of Printers' Ink.

ARTIST

Easel room available for a free lance artist. Some work guaranteed. Apply Room 208, 229 West 42d Street, New York.

PUBLISHERS' OPPORTUNITY

Printing plant, 45 minutes from City Hall; every facility for issuing publications; has opening for 2 or 3 monthlies. Address W., Box 774, P. I.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

If you are an expert printer and can command any work, can give you a pointer where you can get the use of a good printing plant at reasonable rate. Call, write or phone to News-Letter, Tel. 101, Hasbrouck Heights, N. J.

SALESMAN

SELL AN IDEA AS A SIDE LINE

If you are a high-class salesman and can sell a merchandising idea to the best store in each town you travel, you can readily earn on commission over $100 a week on the side with a spare hour a day. No samples. Address Box 827, care of Printers' Ink, giving full particulars as to the line represented, territory covered, months on the road, etc.

$5000 (terms) buys controlling interest in old-fashioned (19 years) printing business, money-maker, paying more than $3000 per year. Owner retiring, 65 years old. Livest southern city, 78,000 pop., 114% gain last ten years. Unusual chance for ambitious young man. WASHINGTON DANENHOWER, President Knox Ptg. & Pub. Co., Knoxville, Tenn.

POSITIONS WANTED

Wanted—Position by reporter, or publicity work with reliable concern. Familiar with advertising. References furnished. Address C. R. Sayre, 990 Langley Road, Hampton, Va.

House-organ Editor and Publicity Manager, now with $13,000,000 company, seeks broader opportunity, preferably in the East. Address Box 811, care of Printers' Ink.

Artist—Girl artist, experienced in line and color work, wishes connection with small advertising firm or trade journal. Available in one week. Box 826, care of Printers' Ink.

YOUNG MAN WANTS AGENCY POSITION. Taking Columbia Advertising course evenings to make himself more valuable. Address Box 824, care of Printers' Ink.

Woman—Successful publicist and feature writer, some editorial experience, wants connection where enthusiasm and integrity count. Magazine preferred. Box 821, Printers' Ink.

"Make-It-Pay" Copy Writer and Artist contemplating a change. Open to a Trade Journal proposition. Long, successful experience. Box 817, care of Printers' Ink.

Seasoned advertising man, house-organ, editorial, trade-paper, direct-mail and executive experience. Alexander Hamilton training. Seeks connection, Middle West or South. Address Box 804, P. I.

CUB ADVERTISER—Young chap, 18, two years' advertising experience, makes layouts; visualizer, writes copy. Seeks connection with an agency or manufacturer. Address Box 794, Printers' Ink.

Young Man—21, high school education, wants position with New York advertising agency. Initiative, advertising ability. Two years' merchandising experience as buyer of toilet goods. Box 823, P. I.

ADVERTISING MANAGER, plus business executive, seeks opportunity with big future with manufacturer or publisher. Any location. Age 30; married. S. F. E., Box 770, P. I.

SALES MANAGER

AVAILABLE NOVEMBER 1

Nine years with leading concern in its field having national distribution. Thoroughly experienced sales executive. Have organized and trained sales forces which produced results. Desire connection with growing concern where ability and results will be recognized. Will consider district managership. Age 32. Married. Address Box 795, Printers' Ink.

Digitized by Google

RESEARCH MAN—38, long experience, desires to establish and operate research department for representative firm; preference given permanent connection offering good future. Box 815, P. I.

POSITION WANTED

TYPOGRAPHIC EXPERT (prize-winner) as **EXECUTIVE** or **LAYOUT**; New York only; knowledge of cost and estimating; $70. Box 816, Printers' Ink.

Copy writer; college graduate; original, forceful copy; understand rates, space buying; layouts; six months' experience. Opportunity more than financial consideration. New York preferred. Box 812, Printers' Ink.

Experienced copy writer and executive—college graduate—at present advertising manager for large corporation. This is well worth the investigation of a progressive organization. Box 790, Printers' Ink.

Some advertising office or agency in the 42d Street district needs a competent business woman to take charge of books and records. Expert accountant; bond furnished; eight years' experience; $40 to start. Now employed. Address Box 781, Printers' Ink.

ADVERTISING SOLICITOR—Fourteen years in general, trade and export fields, including advertising and branch office manager, open for engagement. Wide acquaintance New York and Eastern territory. Thoroughly reliable; best credentials. Box 805, Printers' Ink.

ART DIRECTOR

wishes position in small, growing New York agency. Eight years' experience on magazine and trade paper editorial staffs. Some advertising copy writing. Studied Chicago Art Institute, architecture at Harvard. Rapid sketching and visualizing. Box 808, Printers' Ink.

He Is Ready To Work For You

He is a young man—23. He writes punchy copy. He has been two years in the advertising business. He wants a worth-while job with a growing agency or manufacturer. Box 797, care of Printers' Ink.

FINANCIAL

Copywriter and advertising man whose ads during the past year have placed hundreds of new accounts on the books and whose originality of treatment has evoked much favorable comment from investment houses and banks, is open to a proposition in that capacity. Now connected. Addres Box 786, Printers' Ink Pub. Co., 833 Peoples Gas Bldg., Chicago.

ADVERTISERS ATTENTION

Young advertising salesman wishes permanent position as advertising manager with a reputable concern. He is a college graduate. He has advertising sense, ginger, and personality, and he will locate wherever the best opportunity presents itself. Best of references. Box 813, care of Printers' Ink.

PURCHASING AGENT—Nine years' experience buying printing, paper, office supplies. Knows printing from A to Z, including layouts, type faces, engraving, etc. Can buy for trade prices. Thoroughly understands paper, their sizes, weights, qualities and market prices today. Box 814, Printers' Ink.

Efficiency from Three Angles: Practical "visualizer," who is IDEA—LAYOUT—COPY Man, seeks job where qualifications will count most—with New York Advertising Agency or New York Newspaper advertising department. Has record of successful advertising, local and national magazine, and newspaper campaigns. Box 818, Printers' Ink.

SALES AND ADVERTISING MANAGER seeks a job where real constructive sales and advertising knowledge are essential requisites in securing maximum sales results. Now employed, but desires change because of limited production facilities of present employer. Address Confidential, Box 801, Printers' Ink.

Assistant Sales Manager

Available Immediately

Qualified to plan and direct sales and local advertising. Ten years' Drug and Dept. Store Trade experience. Can show successful sales record covering entire U. S. Age 30, medical education, Christian and American. Box 789, P. I.

Experienced Business Woman wishes responsible position. Twelve years' experience purchasing and national organization work. Extensive travel in States and abroad. Capable directing working forces. Thorough knowledge compiling general and technical mailing lists. Excellent credentials. Available Sept. 15. Salary and commission. Box 796, Printers' Ink.

THE TIME, THE PLACE—AND THE MAN

If in your organization you can use a live publicity and newspaper man who has successfully promoted campaigns, written for and edited well-known magazines, and is capable of "selling" you or your product to the public, give me an interview. Box 799, P. I.

AGENCY-TRAINED MAN, 28, with a background of selling experience, wants job as right hand to an executive. You can depend on him. He gets things done. He can write terse, down-on-earth, human stuff with merchandising in it. He makes a strong, sensible layout a printer can follow. Can take hold and direct correspondence. Can get out a house-organ that will be read—full of news and humor and sound selling talk. A college graduate. People like him—and he wears well. It will be a responsible job with a future to it that will take him away from the small agency in a large Eastern city where for the past fifteen months he has been copy and contact man. Have you that job? Address Box 773, Printers' Ink.

Digitized by Google

ADVERTISING MAN employed as assistant production manager in agency, understands purchasing engravings, printing, laying out of booklets, ads, etc., desires to obtain position as assistant to advertising manager or similar agency connection. Box 777, Printers' Ink.

Assistant Sales Manager. At present in such position with large corporation. Previously had several years' steady growth with largest maker of electrical equipment. A practical salesman, age 40, native American, healthy, married and in good standing; willing, conscientious worker, accustomed to detail and responsibility. For family reasons desire a change. Salary $3500 and opportunity. Box 793, Printers' Ink.

Young Production Expert desires to make connection with Advertising Agency or an Industrial. Knows paper, printing and allied trades, but seeks further opportunity along creative lines. In the decade elapsed since graduation from college, has acquired the background of broad business experience plus the intimate knowledge of the printing craft. At present employed by a house of national reputation in the direct advertising field. Available October 1. Address Box 820, P. I.

A WOMAN WITH BUSINESS ABILITY— PLEASING PERSONALITY

wants job as "contact man" with agency or manufacturer who needs some one with sales promotion ideas; tact; education and refinement. Experience with national advertisers. At present employed, but wants greater opportunity. Minimum salary $4,000. Write Box 806, Printers' Ink.

TO PROPRIETARY MEDICINE MANUFACTURERS

A thoroughly experienced and successful executive who stands very high with the wholesale and retail drug trade in all parts of the country, and is familiar with all angles of marketing, distributing and selling proprietary remedies, desires to make connection with a first-class concern. Proof of ability and record of results achieved for others submitted. Interview requested. Address X. Y. Z., Box 772, P. I.

To the Advertising Manager Who Needs a Real Helper

I want to work with an advertising manager handling a national account, either as secretary-stenographer or assistant—the important thing is an opportunity to do constructive, interesting work. Have had eight years' experience in just this line of work, and have both bought and sold printing. Can take full responsibility for department details. Former employer has credited me with "intelligent discrimination, unfailing accuracy and good judgment, real conception of advertising, ready for any emergency." Are you interested in a woman of my ability and training? Box 819, P. I.

I AM "OVER 21," AND MY FIRST VOTE GOES TO THE MAN WHO ELECTS ME HIS SECRETARY, with chance to write copy. Thoro knowledge of word values. Ability to read and write Spanish. Eight years' experience as teacher. At present filling good position as secretary. But my first, middle, and last interest in life is Advertising. Woman, Box 792, Printers' Ink.

Assistant to Advertising Manager or Sales Executive—Young man 25 years of age, of character, good breeding and personality, college education. Experienced as advertising man, mail order and correspondent. May be relied upon to accept responsibility and relieve employer of details. Now acting in same capacity with an organization but advancement is limited. Box 787, P. I.

DO YOU WANT A GOOD COPY AND LAYOUT MAN?

Not one who grabs a few obvious facts, then thinks up tricky phrases to conceal the meagerness of ideas, but one who will dig, learn the product, then write about it sensibly and humanly.

I know how to produce good advertising. I know art work and engravings. I can handle the entire production department if desired. Somewhere along the Atlantic Coast preferred. Box 783, P. I.

AN EXECUTIVE

with broad manufacturing, sales and banking experience in important managerial capacities with large industrial, and New York banking house, desires to join a reliable out-of-town manufacturing, selling or banking organization in official or executive capacity. A young man particularly successful in getting the co-operation of others. He has the experience to improve old methods, the initiative to develop new ideas and the enthusiasm so necessary for results. Would make an able organization head, general or sales manager or assistant to busy executive. College education, pleasing personality and splendid references. This advertisement prompted by a desire to get away from New York City. Salary not so important as the future, but should be about $12,000 per year. Wish permanent connection with clean, high-grade organization in happy, wholesome environment in which to raise family. Box 828, P. I.

On Oct. 15 or Nov. 1---

The Advertising and Business Manager of daily paper in city of 45,000 wishes to make a change. Twelve years' experience in writing and selling advertising, including department store and agency copy writing. Age 32; first-class salesman; facile writer. Would be ideal man to take charge of advertising on second or third daily in city with keen competition between papers. Salary $85 a week. Address Box 810, care Printers' Ink.

Digitized by Google

Table of Contents

PRINTERS' INK, September 9, 1920

Choosing a Labor Policy.....*W. R. Basset* 3

How the Tire Industry Is Readjusting Itself.....*Edward S. Babcox* 10

Fish Firm Finds Big New Seller in Housewives' Old Dish..*Edward T. Tandy* 17

The Proper Forms of "Release" from Photographic Models..... 20

Milline—A New Term for the Measure of Advertising..*Benjamin Jefferson* 25

Co-Operative Advertising to Sell a New Variety of Wheat..... 28

Sampling in Export Selling.....*Walter F. Wyman* 33

Some Antics of Old-Time Advertising.....*Frank D. Boyd* 41

A Flat Expense Account for Road Salesmen.....*Richard Walsh* 49

How National Oats Came to Adopt a New Trade-Mark....*F. Harvey Morse* 57

The Neglected Little Brother of the Business Family.....*Henry Burwen* 65

Are Contests Successful To-day?.....*R. L. Burdick* 73

Another Effort to Teach Consumers Cost of Doing Business..... 85

Overreaching Jobbers at Fault for Loss of Paying Lines..*Carlisle N. Greig* 88

Campaign Based on "Money-Back" Offer Gets Talked About..*S. C. Lambert* 93

A Mexican Miner's Dinner-Pail and Its Relation to Production..... 101
Chester M. Wright

Visualizing the Magnitude of a Business with Chart Illustrations..... 107
Raymond D. Newton

Advertisers Must Learn How Consumer Acceptance Operates..... 113
George A. Nichols

London to Have International Exhibition of Advertising....*Thomas Russell* 122

What Legal Rights Have Commercial Nicknames?..... 129

How Vigilance Work Aids Advertising..... 132

Hook the Newspaper Copy Up to the Telephone.....*R. F. Baldwin* 137

Making a Product a National Issue..... 142

Advertising Makes Merchant of Electrical Manufacturer..... 161

Editorials..... 178
Away with Indefiniteness in Advertising!—Retail Conditions Demand Broad Selling Policy—Suffrage and Human Interest in Political Copy—The Small Concern's Big Opportunity.

Summary of Advertising in Magazines for September..... 185

"Printers' Ink's" Four-Year Record of September Advertising..... 190

The Little Schoolmaster's Classroom..... 192

Digitized by Google

EFFICIENT SERVICE

The proper presentation of outdoor advertising requires unusual care in space selection, design, execution, construction and maintenance. That advertisers may be assured of efficient country-wide service, plants are maintained by the Thos. Cusack Co., at

CHICAGO
PHILADELPHIA
CLEVELAND
NEW ORLEANS
BUFFALO
MINNEAPOLIS
ST. PAUL
DENVER
LOUISVILLE
ATLANTA
BIRMINGHAM
MEMPHIS
NASHVILLE
YOUNGSTOWN
DULUTH
SUPERIOR
ST. JOSEPH
OKLAHOMA CITY
HARRISBURG
PUEBLO
LINCOLN
ASHTABULA
ALTOONA
LORAIN
SOUTH BEND
NEW YORK
ST. LOUIS
PITTSBURGH
WASHINGTON
MILWAUKEE
KANSAS CITY
INDIANAPOLIS
ROCHESTER
TOLEDO
OMAHA
COUNCIL BLUFFS
DAYTON
HARTFORD
SPRINGFIELD
WILMINGTON
ATLANTIC CITY
CAMDEN
AKRON
JACKSONVILLE
ST. AUGUSTINE
DAVENPORT
ROCK ISLAND
MOLINE
BALTIMORE
ELKHART

Thos. Cusack Co.

Chicago New York

Digitized by Google

Color Monopoly

Color is used by advertisers to make their appeals distinctive. The more color there is in a publication the less distinctive is any one color ad.

Out of the hundreds of ads in the mammoth Chicago Sunday Tribune not more than three can be in color. These three occupy dominating space in a section of practically universal appeal.

Four advertisers are now using color in The Chicago Tribune on alternate weeks. During 1921 eight more can be added as follows:

Four at $35,100 each — *for 13 double-page spreads in 4 colors in the "Blue Ribbon" fiction section of The Chicago Tribune.*

Four at $15,600 each — *for 13 inside back covers in 2 colors in the "Blue Ribbon" fiction section of The Chicago Tribune.*

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Tribune Bldg., Chicago—512 Fifth Ave., New York—406 Haas Bldg., Los Angeles

Digitized by Google

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXII, No. 12 NEW YORK, SEPTEMBER 16, 1920 10c A COPY

A Big Idea In The Candy Industry

THEY'RE right on their toes—those business folks in Chicago. Always broadening their business vision and chock full of courage to back their own ideas.

The Schutter-Johnson Candy Company had a real live idea. They put themselves in the position of the consumer and did some thinking. They found out that the candy lover would appreciate the purity and freshness of candies in sealed packages at popular prices.

And they decided to give the candy lover what he wants: good candy, sealed in an inexpensive package, and sold at a popular price—30 cents a package.

The Schutter idea has been signally successful from the start. It is based on sound merchandising principles and backed by good advertising. Rapid growth is the inevitable result of these forces.

It has been our privilege to work with the Schutter-Johnson Candy Company from the beginning.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK BOSTON CLEVELAND CHICAGO

GENERAL LIBRARY SEP 20 1920 UNIV. OF MICH.

Digitized by Google

Almost One Billion Passengers Annually

THE world's greatest railroad, The Interborough Subway and Elevated System, carried 955,133,110 cash fare passengers for the 12 months ending June 30th, 1920. By the month of March, 1920, the daily average had reached the amazing total of 2,941,849 passengers. A billion a year is truly in sight!

Could anything be more convincing of the great, dominating power of Interborough Subway and Elevated Car Card and Poster advertising?

These interesting, full-colored cards and big, striking posters surround New York City's enormous buying public. No other medium so persistently compels attention; no other advertising is so pleasing to New York's picture-loving public; no other medium reaches so many prosperous people, 2,900,000 daily—"a billion a year in the world's greatest market."

ARTEMAS WARD

Trading as Ward & Gow

50 Union Square **New York City**

Digitized by Google

PRINTERS' INK
Registered U. S. Patent Office

Issued weekly. Subscription $3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXII NEW YORK, SEPTEMBER 16, 1920 No. 12

Would Better Merchandising Solve Most of Our Problems?

Most Businesses Could Get on a Much More Solid Foundation if They Would Discard Temporary Expedients for Sounder Principles

By Roy Dickinson

IN a large Eastern city there is a successful wholesale concern in the field of women's ready-to-wear goods. The present head of the concern is an old man. Everybody in his line knows and likes him. It is his personality and his fair business methods—his habit of putting out honest merchandise and treating his customers fairly which have placed his firm on a good financial basis. During the last four months "business has been rotten"—geting worse all the time. The buyers come in, look over the line, ask the price, place a small, a very small, order on one or two styles, and spend the time usually employed in purchasing fall stocks in discussing why the public stopped buying; asking how garments can be produced more cheaply with labor continually demanding more money, and in generally spilling large portions of gloom around the premises.

A member of the third generation, the old man's grandson, had the not too cheerful job of showing the line and listening to the gloom, and as the thing gradually got on his nerves he started doing a little thinking and investigating. Most of the buyers blamed labor for the whole trouble, talked about the vicious economic cycle until it all looked hopeless. How the rapid transit company couldn't exist if it raised wages to meet living costs, and how if it did get the right to increase its fare, it would cost people more to live, so they would demand another raise and so on until we all go broke and chaos reigns, and how the labor situation is even worse in the cloak and suit industry. So young Ed (that was the grandson), just five years out of college, decided to look into the labor situation in his own plant.

They were paying the workers about $75 a week. The big volume of business comes in the first months of the season. Then by rapid creation of styles, fair production could be maintained for a few additional months each season. For almost five months a year the business practically took a vacation. The operators were laid off, but executive and overhead expenses had to be maintained during these dull seasons.

As he figured it, the operators in his place actually worked about thirty-two weeks of the year at $75 a week, or received a total wage of $2,400. He talked to several of them about it: heard their side of the other twenty weeks at no pay and what they thought about a business that ran by hops, skips and jumps. He went out to lunch with a few of them and asked them if $60 a week and a guaranteed employment for fifty-two weeks this year and next year would sound better to them, and most of them said it would. It was decided that if the firm would sign a bond to employ its labor for fifty-two weeks every year, the men he had talked to would guar-

Table of Contents on page 190

Digitized by Google

antee to convince the rest of the force that it was a better deal for them—and they implied that they wouldn't have so much difficulty in doing it.

"Think what that would mean in our business," Ed said to me last week. "We could reduce the price of every suit, stick to staples, and all we would have to do is get some kind of a steady demand. I talked to a man in the advertising business, and he told me we have a real proposition and a big opportunity to trade-mark and advertise a line in the good class of merchandise we put out.

"But when I talked to the old man he said it can't be done because styles change too often. He says if we advertise our leading styles in publications that go all over the country, they'd be out of date before the customer reads the ad, and besides that the department stores insist on having their own labels in the garment. But I'm going after him some more. I'm working nights on a brief. I'm sure you don't have to make a selling appeal on specific styles alone in this business; I think we only need a little nerve to force the issue on labels with the big stores, and I'm beginning to think that unless a man can guarantee to hire his labor for a full year, he'd better get out and let somebody else run the business who can."

He acted much like a man who has made a new discovery, and I hope he keeps the attitude. He may put one over in an industry that needs real merchandising and advertising like a baby needs shoes.

Style, the bugaboo, lack of contact with the public, a total misapprehension of what people want, of how to distribute, disinclination to draw distinctions between temporary expedients and the solid facts of good merchandising, the force of advertising—these things are causing a lot of trouble in industries far removed from the cloak and suit business, but run by men with the same type of mind.

The one I mean won't learn lessons from other industries. Take the automobile industry on the style question. It isn't very hard to remember when "something new to show 'em at the show" was the great objective: new features and the new yearly model with some extremely noticeable change to make last year's buyer ashamed of his car. The factory men thereafter told the sales department that quantity production to cut down costs, and new "do-funnies" every year, with expensive changes in design, were policies that didn't mix well.

"STYLE" ELIMINATED BY DODGE BROTHERS

The Dodge Brothers have been given credit for taking the yearly model or style policy out of the automobile industry to the everlasting good of the industry. When they brought out their first car it was advertised without reference to models or the "new yearly model," and it is yet. And the Dodge Brothers didn't exactly go broke by having the courage to buck the style or the "it's always been done that way" bugaboo.

Same way in adding machines. Selling new models to old users seemed like the best kind of business—30 per cent of the gross sales were that kind. It looked good to everybody until the advertising department discovered that competitors were selling the new users and thus taking them out of the market. Worse than that, the old customers began to think the company was putting up a job on them. They said the company was changing its models on purpose to get them to buy again. So the style idea has had to be conquered in other businesses in the interests of better merchandising. Teaching the old user and helping him use well the equipment he has, until he really needs better equipment, has been found to be a better sales policy in this and kindred lines—and think of the economic waste it stopped as a by-product.

How about food products? Here is the big apple glut we have been reading about in the papers. Yet I have talked to many people

Digitized by Google

Saving 250,000 Men

For 41 years the Bowery Mission has been a haven of escape from the vicious things which exist in the densely crowded Bowery section of New York—where tens of thousands of homeless men are packed together, with masses of new immigrant population on all sides.

This remarkable home for the homeless has saved more than 250,000 men; pulled them out of poverty, drunkenness, degradation, crime; put them on their feet—made real men of them.

"It would be impossible for me or any other man to estimate the great good that grows from this institution," said Governor Smith of New York recently.

The Bowery Mission Brotherhood has over 35,000 members living in New York today—sound, able, hard-working American citizens. And there are gold stars on its war service flag for some of the supposedly most hopeless cases the Bowery police had ever known.

The Bowery Mission is another of the Christian undertakings which the 300,000 generous and prosperous Christian Herald families have supported by contributions totaling many millions of dollars.

THE CHRISTIAN HERALD
GRAHAM PATTERSON, Publisher
New York

Digitized by Google

who eat apples raw or use them in cakes and pies, and they haven't noticed that the glut makes it much easier to get plenty of apples at a reasonable price. There are thousands of children, said a doctor, literally starving for apples in New York City. Twenty miles away they rot on the ground. The trouble, so an expert on the situation tells me, is that the big wholesale buyers are afraid. Due to the exchange rate, few apples will be exported this year. They think there is really over-production. They say they are not satisfied the demand for apples will keep up, so they don't want to buy them and store them in a gamble on future demand. They seem to think it is cleverer to let them rot to restrict the supply.

EASTERN APPLE GROWERS LACK MERCHANDISING FORESIGHT

A little better merchandising might help here. But the Eastern apple growers apparently don't want to learn from the California fruit growers, the walnut growers, cranberry growers or any one of the number of outstanding successes in the field which have pointed the way. It has not occurred to them that by telling people how to use more apples, what apples will do for the health and the score of real selling ideas they could carry over to the public by advertising they could take the gamble out of future demand. Then the wholesalers wouldn't control the market either, and the farmer wouldn't be at the big buyer's mercy. We can add all sorts of food products to the timely apple situation. Farmers in Maryland are going to plow their tomatoes under for fertilizer.

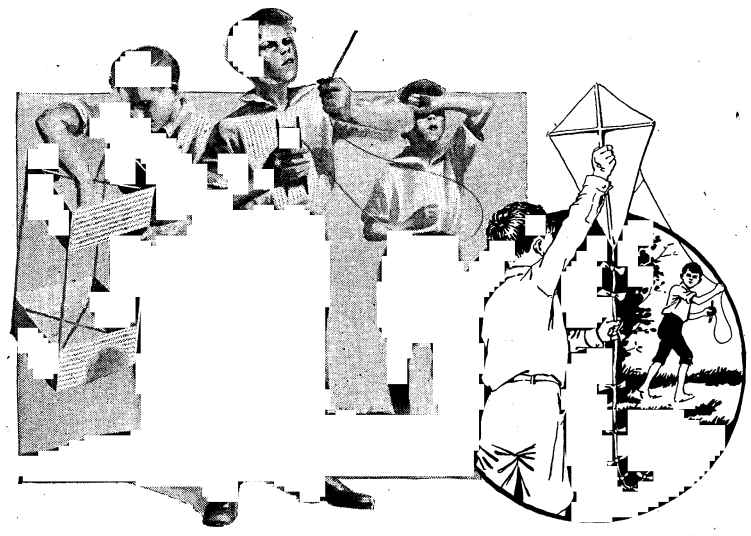
Most of the men in businesses which are kicking about conditions, moaning of the hard times they fear, some of whom are throwing men—the potential consumers of other men's products—out of work, and so out of the class of consumers, are victims of bad merchandising.

Here is a manufacturer who sells grade goods to a converter, who sells to a jobber, who sells to the garment manufacturer, who sells to another jobber, who sells to the retailer, who eventually sells the ultimate buyer and final user. He gets caught in a speculation and loses money. He curses the hard times, but usually refuses to profit by the experience of another manufacturer in a different line who has had the same problems to solve.

New markets always can be built by men with courage and vision, no matter how involved they may seem to be in a mass of technical business tangles, due mostly to ancient habits and minds closed to new ideas. Corduroy used to be sold by four makers, all of whom went after business on the same plan. Cut quality, cut price, anything, but get the orders. And after getting all the makers to cut quality to make a price, the orders were given. Only they weren't really orders when analyzed. Thirty-four qualities were made. When delivery time came, the customer would demand a different quality from the one delivered and cancel. Advertising put "All-Weather" corduroy in a different position. Instead of seeking the garment manufacturers to sell them, the manufacturer started to seek them to buy the particular trade-marked quality his customers, the public, had been told about.

At the mills it was known exactly what was to be made. They didn't have to run on speculation. They were working to fill definite orders instead of vague promises. Advertising reduced the number of qualities from thirty-four to eight, and it is hoped by the company heads that the quantity will be further reduced to two. The company advertised not merely its material, but the garments made from it. By talking about the value of the boys' suit made of "All-Weather" corduroy, it has jumped over that no-man's land between, so mysterious and fearsome to some manufacturers, and touched the consuming public. Mrs. Johnson, on Main Street, doesn't think of this company as a great impersonal trust, but as the

Digitized by Google



When father was a boy—

the difference between his home-made kites and the modern box kite was almost as wide as between Langley's "flying bird" and a Caproni biplane.

Boys are buying more manufactured products than formerly. No less ingenious than his father, nevertheless the boy today is able to make more use of his time. The many improvements in his work and play tools enable him to go considerably farther in enjoying and profiting from his work and play.

Advertising has assisted the development and profitable distribution of many products for boys. And advertising to boys has proved its value to manufacturers of an increasingly wider variety of goods which the whole family enjoys.

THE AMERICAN BOY has been one of the most important single factors in the development of the boy market. As a publication exclusively for boys it has built up a great and important following of interested boy readers. Its influence in its field has expanded in its more than 20 years until today more than 500,000 active, progressive American boys read it every year. These boys average 15½ to 16 years old. They are of the age when their influence on the family's life and purchases is greatest.

THE AMERICAN BOY
"The Biggest, Brightest, Best Magazine for Boys in All the World"

THE SPRAGUE PUBLISHING CO., DETROIT, MICH.
(Member A. B. C.)
Branch Offices:—286 Fifth Ave., New York—1418 Lytton Building, Chicago

Digitized by Google

A campaign that roused public officials to a long-standing menace

Creating a sentiment that extends all the way from the factory laborer to those in high places

THE danger existed—lives were being needlessly sacrificed—property was being destroyed. In factories, in office buildings and in homes, the old-fashioned *exposed* knife switch was taking its toll of lives year after year.

Yet men gambled that the "lightning" would not strike where their interests were concerned. Persistent sales effort often failed to change this attitude.

This was the unusual situation that confronted the manufacturers of the new Square D Safety Switch in the Fall of 1919.

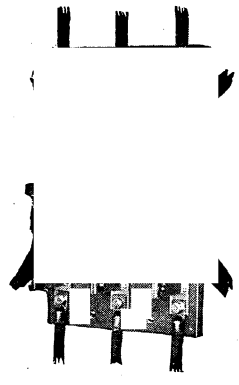
True, in two states, Illinois and California—and in various cities, laws and regulations had been passed restricting the use of the dangerous exposed switch. In these communities, sales of the new Safety Switch were large.

But where no such laws existed—throughout the country as a whole—the market presented serious difficulties.

The old type of exposed switch had long been a standard part of electrical installations. Supply houses sold it as a staple. Since many of these dealers were also contractors, they naturally selected the least expensive type of switch that was acceptable under existing fire and safety regulations.

Clearly a change in these old regulations would be helpful

Digitized by Google



The old-fashioned exposed switch

The Square D Safety Switch

From all over the country, protest is going up against the needless waste of life and property caused by exposed knife switches

in creating new favorable territories for the Square D Safety Switch. Much could be gained by altering the attitude of State Fire Marshals and of Safety Officials—by bringing into play all the slow machinery of public opinion and law.

Could this great task be profitably accomplished by advertising?

In February, 1920, a national campaign was released that served not only as popular propaganda, but also as a direct appeal to one large class of users—manufacturers.

Already from all parts of the country has come evidence of a rapidly growing sentiment against the old exposed switch. Fire Marshals in four additional states—Indiana, Michigan, West Virginia, Kansas—have ruled against it. The whole electrical industry has become interested and affiliated with the campaign.

In addition, sales of Square D Safety Switches both to manufacturers and to dealers have shown a marked increase.

In working out the problems of selling and advertising this product, it has been the privilege of the J. Walter Thompson Company to co-operate with the manufacturer.

J. WALTER THOMPSON COMPANY

NEW YORK CHICAGO BOSTON CINCINNATI LONDON

Digitized by Google

concern that made Johnnie's last pair of pants—the ones that wore so well. And as the public got to know the product, the garment manufacturers using the cloth were mighty glad to use the label and advertise that they sold "All-Weather" goods. Here again better merchandising and advertising has made a concern the master of its own business, has redeemed it from being at the mercy of a few big buyers, and of most importance, has enabled it to figure ahead with ease and certainty.

WHY ACCUMULATE UNSALABLE GOODS?

The American Woolen Company, in its recent full-page advertising stating the reasons for its merchandising troubles, says, "To have continued to manufacture and accumulate unsalable goods would have been not only financial suicide, but would have insured a depression in the entire woolen industry from which it would have taken many weeks, if not months, to recover by universal shutdowns, with widespread disorganization and unemployment."

This follows a statement that cancellations amounted to $40,000,000 after the Government indictment.

The question arises whether, if Mr. Wood had more carefully studied the merchandising experience of other firms, he would have been "accumulating unsalable goods."

He, too, is up against the style bugaboo—yet a total change of merchandising policy on the part of one staple, say, a new type of serge suit of unusual qualities, is possible. It is within the realms of possibility based upon the experience of other businesses that an advertising campaign on a new type of great coat or jacket made from this cloth, trademarked on the reverse side, would eventually bring about a decided change in the method of selling for the whole factory output.

Here again the style handicap comes in to make the problem more difficult, but perhaps not too difficult, for style, unless something can be done to offset its jumps and hectic changes, is a poor expedient. Style was started as a business servant. It has become master, and the industries in which it is master are the ones which are suffering and predicting dire things. New styles create business, but too many styles clog up the wheels of distribution. The shoe business had a style spree for several years. Comfort and wearing quality in shoes, however, are preferred by enough people to make advertising and good merchandising of shoes a paying business. Yet one maker of women's shoes showed 1,577 distinct styles last fall. Both manufacturer and retailer have to gamble on future demand in this condition. The ones who guess right reap a harvest, but the percentage is as much against them as in any other gambling game. The time, energy and money wasted in surplus samples, excess baggage and what not is a tax on the consumer. The alternate feast and famine at the factories, caused by the deferring of orders for future delivery, disturb the established system of production. Labor is alternately worked overtime and laid off and higher costs in production and distribution are inevitable.

There is no business in which style rules more than in millinery. The life of a style is not over thirty days in many cases. For two months each season the trade takes a vacation. Operators are laid off and can't buy other men's merchandise. A small army of pirate manufacturers, it is said, neither create nor construct, but copy. The big fellow's defense is newer and better styles, which merely further mess up the fundamentals of production and distribution.

In this field some of the leaders, not averse to learning from other businesses, are starting to build up good will and creating demand by advertising trademarked millinery sold on the exclusive agency plan. The whole trade is watching the new plan

Digitized by Google

CHICAGO

The Central Location for Printing and Publishing

Printing
and
Advertising
Advisers

Day and Night
Service
All the Year
Around

One of the Largest and Most Completely Equipped Printing Plants in the United States.

Whether you have a **Large or Small Catalogue or Publication** to be printed, it is our opinion you have not done your duty by your firm or yourself until you have learned about the service Rogers & Hall Company give, and have secured prices.

You Secure from Us

Proper Quality—Quick Delivery—Right Prices

We ship or express to any point or mail direct from Chicago

Make a Printing Connection with a Specialist and a large and Reliable Printing House.

Business Methods and Financial Standing the Highest
(Inquire Credit Agencies and First National Bank, Chicago, Ill.)

ROGERS & HALL COMPANY

Catalogue and Publication

PRINTERS

Artists—Engravers—Electrotypers

Polk and La Salle Streets **CHICAGO, ILLINOIS**

Telephone: Wabash 3381—Local and Long Distance

CHICAGO

The Central Location for Printing and Publishing

Digitized by Google

because here, also, it was always said advertising could not be applied to the business on account of complex style conditions and the fact that nearly 75 per cent of the demand now is for custom made goods.

Yet advertising has already helped standardize style in the men's clothing field, which still has its style competition, but to a less degree than before. You remember when the West wanted wide-flaring trousers and the East wanted the tight, narrow style. Advertising by a pioneer during the second year produced unusual results. "Why can't we get those smart styles advertised in the magazines?" said the retailers who at first thought the concern was crazy. It took that long for the customer to make his wishes felt on the retailer. After all, the public is judge and jury on the case. It will always demand individuality in wearing apparel. We punish prisoners by making them wear the stripes of absolute sameness. But an organization can and does take itself out of the gambling class when it keeps its mind fixed on the ultimate customer and what he or she is thinking. Comfort, wear, economy are big motives to-day. And even that terrifying bugaboo, style, can be overcome.

It is a recognized fact that advertising to the people has enabled the leaders in the men's clothing field to regulate fundamental style tendencies and take a large part of the guess and gamble out of the business. The women's ready-to-wear man who said it couldn't be done might well, if he won't take an example from any other field, remember how in the case of the Goldman Costume Co., the nationally advertised Betty Wales line, a specialty, kidnapped the whole line. It was another example of how advertising, plus the exclusive agency plan, can change the whole complexion and position of a business. Standardization, quantity purchase of material, quantity production, work well even in the style field, though there is much room for further progress. By consistent advertising this company made certain simple and conservative designs *stay* in style.

Thus in many widely divergent fields standardization has been brought into industries where it "couldn't be done" by better merchandising and advertising. And with this better merchandising have come results important to every citizen: Lower prices to the consumer; steadier employment for labor; better and sounder profits to both retailer and manufacturer, and a great economy in materials and time.

Is it not almost time for manufacturers in other fields where "it can't be done" is a business slogan, to start a little thinking on their own account? These questions are fundamental with all of us. It is time we stopped crying aloud for Utopia and insisted on some better merchandising. We need it just as much and it is entirely possible. It *can* be done.

"Eagle A" Increases Advertising Staff

L. B. Springsteen, who for a number of years has been superintendent of printing of the Strathmore Paper Company, has been placed in charge of the printing production of the "Eagle A" advertising department of the American Writing Paper Company, Holyoke, Mass.

Strang & Prosser Have Paul's Jams Account

The account of the Puyallup & Summer Fruit Growers' Canning Company, Paul's Jams, has been placed in the hands of the Strang & Prosser Advertising Agency, of Seattle. A list of magazines and newspapers will be used, starting in the early fall.

Vitagraph Account with Lesan Agency

Vitagraph, Inc., New York, producer of motion pictures, has put its account in the hands of the H. E. Lesan Agency. Orders are now being placed in a list of newspapers.

Louis Fancher Leaves Pedlar Organization

Louis Fancher has resigned from the vice-presidency of Louis C. Pedlar, Inc., New York. His plans for the future have not been announced.

Digitized by Google

Watch the Greater Independent

100,172

Net Paid Circulation

Average first six months 1920

Member of A B C

1914	51,000
1916	75,335
1918	80,810
1920	100,172

Page rate, 7 x 10¼ - - - $375

The Independent

311 Sixth Avenue

New York

Digitized by Google

Collier's
THE NATIONAL WEEKLY
5¢ a copy

Make the Basement Beautiful and Livable

Over 25% of the cost of a building goes into the basement, yet 95% of basements are damp, crude, unattractive places. Transform your basement with the

New IDEAL *Type "A" Heat Machine*

This finely finished, dust-tight, smoke-free boiler inspires new ideas in attractive, livable cellars.

The Type "A" scientific heat circulation and automatic control guarantee a 30% annual fuel saving.

Send for illustrated catalog giving the cost that operated actual economy and service.

AMERICAN RADIATOR COMPANY

Makers of the world famous IDEAL Boilers and AMERICAN Radiators

Department D, 816-832 South Michigan Avenue, Chicago, Illinois

Digitized by Google

American Radiator Company and Collier's

The American Radiator Company has used more space in Collier's than in any other general publication.

The new product of the American Radiator Company announced in Collier's frees new livable space in the modern home. It is an important innovation.

Collier's
THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

Digitized by Google

What's The Matter With Lard Substitutes in the Baltimore Market?

ONLY three brands of lard substitutes were found in the course of an investigation into the distribution and sale of such products in the Baltimore market. Not one of the three has reached more than a fair percentage of distribution and sales. Even the leader, though far in excess of the other two, is pronouncedly below the average of what could be attained considering the size and possibilities of this market.

Here then is an indisputable opportunity!

Baltimore has over 730,000 possible buyers, to say nothing of the ten thousand suburban families who are supplied through this city! What manufacturer is going to educate these buyers to use his lard substitute? If he goes after them through a powerful intensified newspaper campaign in Baltimore's great afternoon paper, The NEWS, and co-ordinates this aggressive advertising with active sales efforts, he can't help but increase the distribution and sale of his product to an amazing extent!

In Baltimore there are 120,000 homes: 90,000 of these are occupied by White people who speak English, and of its total circulation of little more than 100,000. The NEWS sells 87,000 copies every afternoon in Baltimore city.

Our report on Lard Substitutes gives detailed information, including the leader, percentage of sales and distribution, activity ratings, reports of wholesale firms and retail grocers, etc., etc. If interested write us for a copy on your business stationery.

The Baltimore News

Goes Home and *Stays* Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Digitized by Google

Selling Small Dealer First for Wider Distribution

William I. Goodwin, Sales Manager, Franklin Baker Company, Philadelphia, Believes Merchandising from Rim to Centre Most Effective

By Roland Cole

A SHORT time ago the Franklin Baker Company began a movement to break into some new territory. The salesmen were routed into a list of towns and advance advertising sent out. The company enjoyed a fairly wide distribution throughout the United States except in certain localities in the Middle West, where for one reason or another it had been impossible to secure a foothold.

The territory referred to had been worked before. On every previous occasion a competitor's salesman had covered the ground one lap ahead of the Baker man, and each town he called on found the dealers loaded up. It seemed to be a simple case of "out-of-luck" for which there was apparently no remedy except to get into the field before the other fellow next time.

The next time came in due course. Omaha was one of the towns in the group. It was a big, important market and a very desirable one from the company's point of view. William I. Goodwin, the company's sales manager, sat back, with more than ordinary interest, to watch developments—resolved to break into Omaha or know the reason why.

The salesmen arrived in Omaha. They had been told to report conditions by wire upon arrival and await instructions. The telegram came as follows: "Dealers all sold. Town worked last week. Advise."

Evidently competition had beaten them to it again. Determined to find out to what extent he had been forestalled, Mr. Goodwin wired his men to stay in Omaha for three days and work the smaller dealers in the outskirts. This advice was not calculated to make the men in the field feel any too good, as no salesman enjoys going over ground already covered by a more enterprising competitor and having the dealers smile at him commiseratingly as they say, "Oh, you're too late. Why didn't you get around last week?"

But Mr. Goodwin had had a hunch. It struck him that there was a reason why his men had been beaten to it this time as well as others. For the territory had not always been worked the same way, and unless competition was getting secret information from the inside, there was no reason why luck should not be with Baker once in awhile. To this sales manager's mind there was only one explanation: Mr. Competitor was working too fast. He was rushing his men into the territory and hitting the high spots—getting at the one or two big dealers quickly, taking their orders, and rushing to the next town. Hence Mr. Goodwin's instructions to his men to stay and work the little fellows on the edges.

The hunch proved to be well authenticated. At the end of the first day the men wired the results of their work. Dealers in the outskirts had not been worked by the competitor at all, and outside of three or four leading down-town dealers, no others in Omaha had been called on. A number of orders from small dealers had been secured by Baker salesmen, and while the orders taken were small, the interesting thing was the number of dealers sold, not the money total of the sales made.

NUMBER OF SALES, NOT AMOUNT, IMPORTANT

"Right there is where many sales managers deceive themselves, I believe," said Mr. Goodwin. "It

Digitized by Google

is not enough to know what sales have been made in dollars and cents. That never tells me anything. What I want to know is how many dealers have been sold.

"For example, it means absolutely nothing to me to know that my men sold $780 worth of goods in Omaha yesterday, while their sales in Kansas City the week before were $180. On the face of it, it might look like much better business in Omaha. But if that $780 was all sold to one or two big dealers, the town, in my estimation, has not been worked at all. On the other hand, if I know that the $180 sold in Kansas City was made to twenty-four dealers, I feel that Kansas City has been thoroughly covered."

As the result of the first day's work in Omaha each one of the Baker men had called on and sold from six to twelve small dealers. True, the sale to each dealer had averaged one case of Baker's coconut. A few of the larger dealers purchased two or three cases. At the conclusion of three days' work every dealer had been called on and a sale made in almost every case.

"The surprising thing to me in this experience," continued Mr. Goodwin, "is what we learned about working a town. The usual way is to get the big fellows first. When you've got a nice, fat order for a dozen cases or a gross snugly tucked away in your order book, you have a most effective argument to use on the little fellow. That's the theory, but it doesn't always work out that way. The closing of the big order has a soothing effect on the salesman's ambition. With a gross order in his pocket running into some hundred dollars and all done in an hour or two, the rest of the town looks pretty small to that man. He may linger for a day or two, but his thoughts are on the next town and the big order waiting for him there. By and by, he gets a high fever thinking about somebody else beating him to that order. Before he has made many towns like that his itinerary has degenerated into a stampede.

"But work it the other way and see what happens. Your men simply follow the original programme laid out for them at the beginning of the campaign. They go into a town prepared to do a lot of soliciting. They know that you want small orders from many dealers, not big orders from a few, and they are all set for that kind of work.

SMALL DEALER MOVES GOODS MORE QUICKLY

"Besides, as a matter of effective distribution, the plan of working from the outside to the centre has it all over the other method. I would rather sell one case of coconut to every small dealer in a town than sell a gross to one or two big dealers. Moreover, it is not only more logical to get the small ones first; it is much easier. My theory of working a town is to do it on the military plan of capturing an enemy position by first subduing adjacent territory and gradually surrounding the central stronghold. It is the siege method. No matter how long the siege lasts, the smaller dealers are working for you all the time, selling your goods and helping to multiply calls from customers of the big dealers. When the latter finally surrender they are better sold—there is less chance of the goods sticking on the shelves and much more enthusiasm for the product.

"I have also found that the small dealer moves his goods more rapidly than the big dealer. His capital is generally limited. His store is smaller and the case of coconut takes up more room in it. He personally sees it many times during the day, and consequently is forced to think every once in a while of the money tied up in it and how he can get it back. So he has an ever-present incentive to open it right up and set it out where customers can look at it.

"The big dealer, on the other hand, is not much concerned over a new lot of goods coming in. Chances are the cases first go into the storehouse. They may lay there a long time, until the floor man or the window man is ready

Digitized by Google

for a display. Eventually, of course, they come in for attention and pushing. But the point is, the big dealer isn't quite so anxious to get his money back. This is particularly important in introducing a new article or breaking into new territory."

It is notoriously harder to get co-operation from the larger dealer than from the smaller, for the very obvious reason that the former has a great many more things to think about and is less concerned over the amount of money invested. But the smaller dealer needs close attention and careful coaching or he does not become a repeater. His value to the manufacturer lies in reordering with monotonous regularity. He does not reorder unless the stuff sells. The stuff must be good to sell—so good that customers will keep coming back for more.

The stuff may be good, but customers may not know how to use it or how extensively they can use it. Take coconut, for instance. The average small dealer orders one case to begin with. National advertising has at least driven one thought home to the consumer about it—it is fine for cake or icing. When a housekeeper sees it displayed in the dealer's store, she should be ready to buy it. She takes it home, therefore, for a cake or pie.

She opens the can and perhaps uses only half of the contents for her pie. Right here there is a chance she will put the opened can away in the pantry, thinking to use the rest of it for another pie in a week or so. She must not do that. If she does, the coconut will dry up and be unfit for use. She will be disappointed and hesitate to buy any more. Bad business for the manufacturer. How can the consumer be taught to use up the contents of the entire can soon after she opens it?

Certainly not by telling her to use more than she needs for her pie or to make a pie big enough to use up a can of coconut. Certainly not by telling her on the label where she can read it before she buys that it should all be used at once. That might make her hesitate to buy, fearing a can would be more than she could use.

It could be accomplished, however, by telling her on the label a number of things for which the coconut could be used, such as cakes, pies, candies, custards, salads, ice cream, macaroons, and as an addition to fruits, cereals, sandwiches and preserves. But that does not do much good unless a number of recipes could be given, and there is certainly a limit to the amount of printed matter that can be placed upon a label.

The back of the label represented a splendid place upon which to print a number of palatable recipes. A special style of label was therefore devised which could be tipped on to the can and cut off. This additional space permitted the printing of eleven excellent recipes, each one of which was selected with great care and with special regard to suggesting several new and novel uses for coconut.

In addition to this, the company had an illustrated recipe book prepared, printed in colors, containing over fifty new and unusual recipes for the use of coconut. This recipe book was advertised on the label as follows: "Free! Request our new recipe book, illustrated in colors."

Very few women know of more than two or three ways in which coconut may be used. There is not much space in advertisements for printing recipes. As a plan, therefore, to get the recipe books into the hands of women, the company devised the following method:

Every case of Baker's coconut contains a printed sheet about eleven by fourteen inches in size. On one side of this is printed a message to the grocer. It contains two or three suggestions that will help his coconut stay sold and give satisfaction. Following this:

"Here is Free Advertising of the Better Kind.

"Send us a list of twenty-five select customers on reverse side, giving addresses so we can mail

Digitized by Google

each a novel and attractive recipe booklet, illustrated in colors, with your compliments. They will appreciate this attention—don't delay."

On the reverse side are spaces for the names of twenty-five women customers. These sheets are sent to the home office of the company and the recipe books are mailed direct to the women, under one-cent postage.

As a result of this plan about 50,000 of the recipe books have been distributed to date.

ADVERTISING IN THE JOBBER'S SALESMAN'S PRICE BOOK

The jobber's salesman is a much occupied individual. Yet he is an important link in the chain. It is always a difficult problem for the manufacturer to make sure of keeping him posted on prices, brands, sizes and other details.

Many schemes have been devised by manufacturers in various lines to get their price lists into the jobber's salesmen's hands, but none more effectively than the method recently devised by the Baker company.

Full information about Baker's coconut, with pictures of the packages, all details as to sizes, prices and payment of freight is printed in true price list style on sheets 8½ by 11 inches. The price list form, however, is printed in a space 3¾ by 6¾ inches in the centre of the sheet. It makes no difference what size the jobber's salesman's price book may be, down to 3¾ by 6¾, he can always trim these sheets down to fit it. If the price book is in loose-leaf form, and most of them are, holes may be punched in the margin of the form to fit the rings of the binder. By this means Baker is practically sure of representation in the price books of the jobber's salesmen.

Making Baker salesmen present the advertising campaign to dealers was another problem that produced an unusual solution.

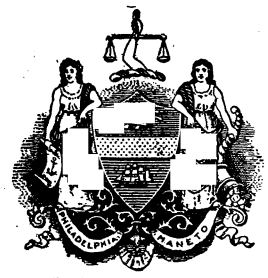
"We have at last devised a way to make our own salesman carry our advertising portfolio," Mr. Goodwin said. "It has always been a problem on account of its bulk. These documents are generally made up in a size to take a full page magazine advertisement and must be carried flat if they are to be kept presentable. As a rule, the salesmen crowd them into their sample cases in inconvenient places and not in the space designed for them. They soon lose their freshness and after they become dilapidated the men either throw them away or only bring them out as a last resort.

"Our advertising portfolio is put up in a limp leather cover with binding edge at the top, legal style. Each advertisement is mounted on heavy linen, on one side only, thus displaying but one piece of copy at a time and concentrating the dealer's attention. The limp leather cover, therefore, enables the portfolio to be rolled into a very small bulk with absolutely no damage to the advertisements. By securing it with a rubber band it may be dropped into any convenient corner of the sample case, is always handy and never fails to come out sunny side up whenever the salesman needs its help.

"Another method we have adopted with good results is the use of a Boston bag instead of a salesman's sample case. Our men experienced the usual trouble in entering a dealer's store with a grip too much resembling the kind of sample case that dealers have learned to spot a mile away. The Boston bag is much smaller than the case our men formerly carried and it took considerable figuring to reduce the load to fit it. By making a number of economies like the use of the rolled advertising portfolio and a few reductions and eliminations, we got together a collection that fits without overcrowding.

"Boston bags are coming into wider and wider use and spreading to all parts of the country. When one of our men enters a dealer's store carrying such a bag a dealer is unable to tell whether he is a salesman or a customer, and therefore hesitates to go into temporary retirement before making sure. Our men like them far better than the cases they formerly carried."

Digitized by Google



Seal of Philadelphia

Club Life in Philadelphia

The Corn Exchange National Bank of Philadelphia in its monthly publication says: "No city, not even London, the mother of clubs, surpasses Philadelphia in the variety and excellence of its clubs, and they comprise a civic asset of real importance to our well-being.

"When business men 'talk Philadelphia,' they often lay all the stress upon two points—first upon our incomparable history and second upon our immense industries.

"But there is a great talking point in Philadelphia clubs Our clubs make Philadelphia a most delightful domestic city. They promote what is best. They are, as a rule, wide awake and so instil a spirit of civic enterprise.

"From Benjamin Franklin's day to this, the club idea has always been strong in Philadelphia. There is scarcely a field of human activity which does not possess its club in Philadelphia.

"So we have a great variety of Social Clubs, Business Clubs, and Literary Clubs. Musical Clubs, Art Clubs, Engineering Clubs, Advertising, Rotary, Kiwanis, and other Civic Clubs, and Political and Social Clubs of all kinds from the big Union League down to the College and Women's Clubs."

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

Net paid average circulation for the six months ending April 1, 1920, as per U. S. Post Office report: 466,732 copies a day.

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

500,000,000 coins were made last year at the U. S. Mint in Philadelphia. Five-sevenths of the Nation's coinage.

Digitized by Google

SCRIPPS NEWSPAPERS

The Evansville Press

The city of Evansville, Indiana, is, of course, the most important part of the Evansville market.

The Press has more carrier-delivered city circulation than both the other Evansville papers combined.

The Press also has more total CITY circulation than both the other papers combined. The Press reaches 88% of Evansville's English-reading homes BY CARRIER.

Evansville is the second city in the state of Indiana in population and manufacturing.

The Press regularly carries a larger volume of local display advertising than either of the other two papers, six days a week.

The following figures show the volume of advertising carried by the Evansville Press for the first six months of 1920, compared to the same period of 1919.

	1919 Lines	1920 Lines	Gain Lines
Local display	1,881,894	2,473,317	591,423
Classified	254,436	359,415	104,979
Foreign	379,720	507,143	127,423
TOTAL	2,516,050	3,339,875	823,825

It is estimated that 182,000 lines of advertising were omitted during the first six months of 1920 on account of lack of space due to paper shortage.

PUT THE EVANSVILLE PRESS FIRST ON YOUR LIST

Digitized by Google

SCRIPPS NEWSPAPERS

ONE million American families read Scripps Newspapers daily. This reader-following is entirely voluntary.

Scripps Newspapers do not use premiums, contests or other devices to secure readers.

The twenty-two Scripps newspapers are:

Akron Press	Memphis Press
Cleveland Press	Oklahoma News
Cincinnati Post	Portland (Ore.) News
Columbus Citizen	Sacramento Star
Covington (Ky.) Post	San Diego Sun
Dallas Dispatch	San Francisco Daily News
Denver Express	Seattle Star
Des Moines News	Spokane Press
Evansville Press	Tacoma Times
Houston Press	Terre Haute Post
Los Angeles Record	Toledo News-Bee

Scripps Newspapers

Foreign Advertising Department

Union National Bank Building, Cleveland, Ohio

New York Office: MARBRIDGE BLDG. *Chicago Office:* 1ST NATL. BANK BLDG.

Digitized by Google

August Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of display advertising for the month of August, 1920.

Books - - - - - - - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 4,591 lines.
Next highest score, 3,254 lines.
6 days against 7

Churches - - - - - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 3,099 lines.
Next highest score, 260 lines.
6 days against 7

Clothing - - - - - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 172,553 lines.
Next highest score, 129,509 lines.
6 days against 6

Department Stores - - - - THE DAILY NEWS **FIRST!**
The Daily News, 364,769 lines.
Next highest score, 284,235 lines.
6 days against 7

Out of the Loop Stores - - THE DAILY NEWS **FIRST!**
The Daily News, 38,989 lines.
Next highest score, 13,584 lines.
6 days against 7

Foodstuffs - - - - - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 39,763 lines.
Next highest score, 28,308 lines.
6 days against 6

Furniture - - - - - - - - - THE DAILY NEWS **FIRST!**
The Daily News, 52,406 lines.
Next highest score, 30,191 lines.
6 days against 6

Household Utilities - - - - THE DAILY NEWS **FIRST!**
The Daily News, 8,988 lines.
Next highest score, 5,164 lines.
6 days against 7

Musical Instruments - - - THE DAILY NEWS **FIRST!**
The Daily News, 24,775 lines.
Next highest score, 22,601 lines.
6 days against 6

Total Display Advertising - THE DAILY NEWS **FIRST!**
The Daily News, 986,215 lines.
Next highest score, 625,018 lines.
6 days against 6

In Nearly Every Important Classification

THE DAILY NEWS

***FIRST* in Chicago**

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers.)

Digitized by Google

Flabby Salesmen? Oh Yes—the Other Fellow's!

Right Down to the Retailers' Clerks, Sales Managers Admit a More Spirited Brand of Selling Is Demanded

By William A. Wolff

IT is not only salesmen, the men who are meeting customers face to face, who have failed to wake up to the overturn in selling conditions that began with the downward crash of prices last spring. Many executives are still wandering in a tangled maze in which they cannot distinguish cause from effect. They are attributing diminished volumes of sales to every cause but the right one. Or, what is still more menacing to their concerns, they are trying to delude themselves and others into the belief that everything is still for the best in the best of all possible worlds.

No less than a dozen sales executives, who were asked to read the article on flabby salesmen in PRINTERS' INK for September 2 and to comment upon the facts presented and the conclusions drawn, replied, substantially, like this:

"Why—ye—es, there may be something in that. Not with us, of course. We're having no trouble in selling our goods. But I have heard that other people are having trouble along that line."

Some were a little more frank. It was true, they said, that their salesmen were falling off. But there were any number of reasons for that—it wasn't fair to assume that any loss of punch in the selling force was to blame.

"Money's tight," they say. Or: "Retailers and jobbers don't want to buy in a falling market. They postpone ordering as long as they can."

That statement about the falling market was repeated to one man whose eyes were wide open.

"Of course!" he said. "But what's going to stop the market from falling? Good selling. Good selling all along the line. You don't want to stop at wholesale salesmen—the men who sell the retailers. Get after the retail selling forces, too. They're salesmen—and in the last analysis the manufacturer's salesman, and the jobber's, are dependent on the retail selling force.

"And it's right there, at the point of contact with the consumer, that we've got to start correcting the trouble. For years retailers have been treating customers as if they were doing them a favor. They haven't meant to discourage them from buying, of course, but that's what they've done in effect, isn't it?

RETAILERS, TOO, NEED REVIVAL OF SELLING GUMPTION

"Clerks in shops have been indifferent about sales. They've known that in certain lines they couldn't hope to meet the demand. And now things are turned around. They're finding it difficult to move things from the shelves.

"Well—it's no use expecting the selling forces of the manufacturers and the jobbers to do it all. A good salesman can go into a department store in a small town to-day, I suppose, and sell a big bill of goods. An order taker would walk out and accept the merchant's word for it that he was fully stocked. But as retail selling is going right now the good salesman is only postponing for himself and his house the evil day that's come to the order taker already."

Retailers confirmed that view—reluctantly, some of them, with enthusiastic, although worried, agreement, in many cases.

"It's a hard thing to say," one of them said. "But we are finding that we've lost, for the time being at least, a certain contact with our customers that used to

Digitized by Google

be one of our biggest assets. They used to depend on us—to know that we were anxious to serve them and to please them. Our salespeople haven't been showing that spirit in the last few years.

"We do everything we can to maintain it, and to restore it when it seems to be lost. But it isn't easy. Salespeople have grown used to being unable to give customers what they want. Discipline has slackened, in some cases, because, for a time, it was almost impossible to get competent people. Breaches had to be overlooked that in the old days would have involved instant dismissal. Yes—there's no doubt about it, flabby salesmanship extends to the retail seller.

"And I don't mean just the clerks in the bigger shops. The worst offender, against himself and against business in general, is the man who runs his own small store. He has become used to dominating the situation. He can't get over the idea that he's still a sort of autocrat. He can't get into the way of going after business again. Instead of getting busy and hustling to get new customers and to persuade those he has not to restrict their buying, he sulks and talks about hard times."

A sales executive whose product depends for its sales greatly on carefully planned display in retail shops nodded his head to that retail point of view.

"There was a time when I had a perfectly useless sales force on my hands," he said. "For about ten months we were apportioning what we could get from the factory—giving our customers as much of their orders as we could, and trying to be fair to all of them. I kept instructing salesmen to work on retailers—to keep their good will, for one thing, and to give them advice on handling *their* customers, for another.

"And I know that right now, when a lot of my salesmen are having trouble, the ones who are making good, the ones who are doing better than they did last year, are the men who are spending a lot of time coaching retailers, and jacking up their selling methods. Naturally—they know they can't sell goods unless the retailer does. They're filling them full of pep and confidence—and they're getting results."

This particular executive was one of those whose eyes were wide open—and had been open long enough to see the storm coming before it broke.

"I warned my salesmen," he said. "I did everything I could to keep them from being too satisfied with themselves. But I made one serious mistake. I ought to have followed my instinct and fired the whole lot when we didn't need them. They'd be better off and they'd be better salesmen to-day if I'd done that. If I had I'd have given them what they needed—something to sell. That was why they were getting rusty—because they weren't working at their trade—selling. And if I'd fired them I'd have forced them to sell themselves in a market that was overstocked with salesmen!"

FORTUNATE THAT THEY HAD NO SELLERS' MARKET

One group can truthfully declare that its selling forces are not flabby. That is the group of concerns that have never experienced the enervating prosperity that has been so widespread in the last few years.

"We've always had to sell our goods," said the sales manager of one such concern. "There's never been a time when we couldn't fill all our orders—or when we couldn't have filled even more orders than we were getting. I can say this much, though—I'm having trouble with some of the new men we have taken on lately. Experienced men, men with good selling records in other lines, seem to be discouraged too easily.

"We sell, principally, to grocers. And these new men come back and report all sorts of reasons for failing to get orders. I judge they must have been getting away with excuses lately. We know sales can be made—and we know that they can't be made without work.

"The cases aren't exactly on all

Digitized by Google

fours, I'll admit. But, as a matter of fact, we're benefitting from the trouble some other houses are having. Their lines aren't competing with us directly, but one of our salesmen wouldn't have so good a chance to sell a big order to a man who had just bought one of them heavily as if he had been first on the ground—do you see? And some of those lines are represented now by salesmen who for the last three or four years have dropped in and told retailers how little they would have to get along with.

"Well—they've got to overcome that retailer's knowledge that his trade has been educated to the point of doing without that particular product. It's a handicap. I'm glad we don't have to fight it!"

"Lily Cups" with Richards Agency

The Public Service Cup Company, Brooklyn, maker of "Lily Cups," has appointed the Joseph Richards Company, New York, to handle its advertising.

Death of Garret P. Hynson

Garret P. Hynson, head of the advertising department of the S. D. Warren Company, Boston, died on August 27, aged forty-nine years. He had been with the Warren company since 1914, having previously served with the Strathmore Paper Company and the Forbes Lithograph Manufacturing Company.

Sprywheel Tractor Account with McCann Agency

The advertising account of the Sprywheel Tractor, Boston, a small hand-guided tractor for truck gardening and for other miscellaneous uses, has been placed with The H. K. McCann Company.

W. N. Hartshorn Dead

W. N. Hartshorn, president of The Priscilla Company, publisher of *The Modern Priscilla*, Boston, died in Duxbury, Mass., on September 3, in his seventy-seventh year.

New England Representative of "Leslie's Weekly"

Harry H. Johnston has been appointed New England representative of *Leslie's Weekly*. Mr. Johnston will have his headquarters in Boston.

The
George L. Dyer Company
42 Broadway
New York
Western Offices
76 W. Monroe St.
Chicago

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

Digitized by Google

Travel by Air Now Being Promoted

Aero Limited Takes First Step in Advertising Air Transportation as an Established Fact—Rates Quoted for Various Trips and Scenic Beauty of Routes Emphasized

A DISTINGUISHED looking gentleman is seated at a desk in the lobby of the Waldorf-Astoria these days. Over his head, suspended from the ceiling, is a miniature airplane. If you approach his desk he will hand you a little folder that will make you smile, or cause you to become thoughtful, depending upon how seriously you look upon the airplane as a potential means of transportation.

In the May 27 issue of PRINTERS' INK appeared an article entitled "The Airplane and Advertising of the Future," which took a forward look into the possibilities of air navigation and touched on the subject of advertising the airplane *now* to begin to arouse public interest and confidence.

The man sitting at the desk in the lobby of the Waldorf promoting the interests of Aero Limited, New York, might be said to be the advance guard of the army of airplane service advertisers that are likely to develop in the years to come. This company's message is printed in an inexpensive little folder, and for circulation they have selected the lobby traffic of a famous hotel frequented by the wealthy traveling public.

A paragraph or two of the copy in the little folder will undoubtedly interest our readers.

Read the opening paragraph, for instance, and get a taste of what airplane copy of the future is going to read like:

TRAVEL BY AIR—over New England's rock-hewn coast to Bridgeport, New Haven, New London, Newport and Boston. Travel by air over the hostoric Hudson to Poughkeepsie, Newburgh and Albany, or over New York Bay and the Atlantic Highlands to Atlantic City; view the earth from the sky with its novelty, its sense of power, and the sensation of surveying a wide panorama from aloft from a comfortable seat in one of the specially adapted Aero Limited flying boats, with the every assurance of safety and reliability afforded by this latest transportation facility of science.

Notice how your mind rises to that copy—how refreshing it is! And yet how quickly your imagination accepts it!

Now glance at the following list of sub-heads, with the high spots in the accompanying paragraphs:

Twentieth Century Method—It is the modern way of traveling—clean and wholesome, sure and swift.

Absolute Safety—The machines used are strong, safe and stable, a factor of safety of more than eight times than is necessary being maintained throughout the structure.

Comfort—You ride in a comfortable seat equally as well appointed as your private car, and at all times have a clear view of the earth beneath.

Service—A daily service now in operation to various points.

Commuter's Service—For business men who live at many resorts on Long Island Sound, the shores of New England, or the Jersey Coast.

New York-Atlantic City Air Line—Regular service; 90 minutes flying time.

Then follows a list of Aero Limited's achievements, such as the first flying salesman, first aerial freight delivery squadron, and the carrying of 2,200 passengers "in safety and comfort." Another page is devoted to schedules of operations, giving flying time between important points in Northern and Southern districts.

Finally, a definite price list as follows:

New York to Boston	$150
New York to Bridgeport	35
New York to New Haven	45
New York to New London	65
New York to Newport	85
Commuter's Service	45
New York to Albany	100
New York to Newburgh	45
New York to Poughkeepsie	55
New York to Atlantic City	75
(Special rates to parties of three or more on any of the above rates.)	
Aerial Sight Seeing Tour of New York	25
(30 minutes over Manhattan and New York Bay.)	
Special Cloud Flying	50
Regular Course of Flying Instruction, under ex-United States Navy Instructors	500

Speaking figuratively, the airplane is already beginning to throw a faint shadow over the field of advertising.

Digitized by Google

Own Your Own Home

is the advice the JOURNAL has been giving its readers these many months.

As a service, it assists any interested reader with house plans, and advice about building materials, heating systems, plumbing, decorating, furnishings and everything essential to the making of a comfortable home.

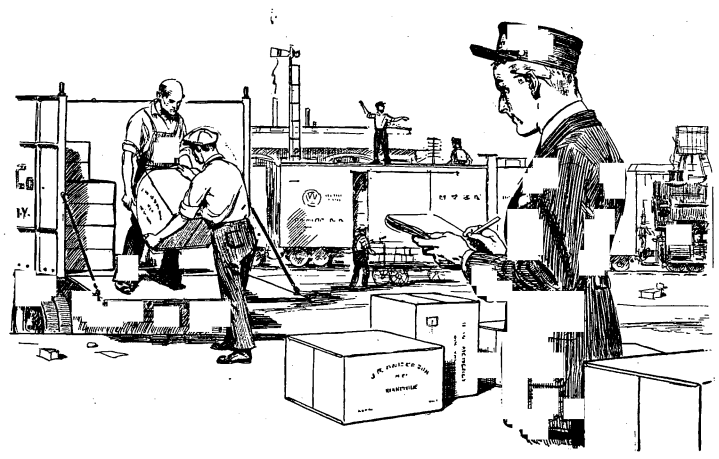
A Colonial Gem

the ninth of the JOURNAL'S Efficiency Houses, appears in the September issue.

The People's Home Journal
NEW YORK

For 35 Years the Magazine for Every Member of the Family

Digitized by Google



Rigid enforcement of railroad regulations puts new tests on shipping cases

SHIPPING conditions this year are worse than ever—freight cars packed to maximum capacity—depots and station platforms overcrowded. In order to get maximum service from their limited facilities, the carriers are enforcing packing regulations and inspecting shipments more rigidly than ever before.

That is why the right sort of shipping case is more than ever a vital necessity for every manufacturer—a shipping case which is properly marked—correctly designed—made specifically to carry *his* goods. Only experts who are thoroughly familiar with every transportation problem can make such a case.

Solving shipping problems for the leaders in every industry

Because of its broad experience in solving shipping problems for the leaders in every industry,

Digitized by Google

the Robert Gair Company is especially qualified to offer expert assistance and advice.

We can decide without prejudice whether your goods should be carried in corrugated or fiber cases—for we manufacture both. Often, by rearranging the units within the case, we can cut your freight costs considerably. We can determine exactly what the weight and dimensions of your cases should be.

With our fifty-five years of printing experience we can reproduce your identifying trade-mark in colors on every case—thus adding advertising value and affording extra protection against loss in transit. We can advise you as to the best method of sealing your shipments. And the cases which we design for you will meet even abnormal strains safely, and minimize delivery failures.

These are some of the reasons why more than a billion dollars' worth of merchandise was carried last year in Gair shipping cases, in Gair folding boxes, and under labels made by the Robert Gair Company.

Our plant is the largest of its kind in the world. With its facilities we are prepared to offer a complete service for packaging and displaying your product—folding boxes, labels, shipping cases, window display advertising—giving unity to your packages from factory to consumer.

ROBERT GAIR COMPANY

BROOKLYN

Folding boxes Labels Shipping cases
Window display advertising

Digitized by Google

Try it out in Representative Milwaukee

When Is a Subscriber Not a Reader?

Answer—when he subscribes to a chance on a set of silver—or a safety razor—a baseball pass—or premiums of any kind instead of to *reading matter.*

There isn't a single one of the non-reader species on the Journal list.

Four out of five families in Milwaukee buy the Journal—to *read.* Hence, its incomparable advertising influence in the city.

More than this, the Journal has a merchandising Service that is invaluable to advertisers.

If you want to cover Milwaukee adequately, with one paper—the Journal is the only answer.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.
Special Representatives
New York Chicago

Digitized by Google

It Is *Ideas* That Move Merchandise

Before the Actual Preparation of the Advertisement, Must Come the Question: What Idea Will Express These Goods Most Graphically?

By Robert R. Updegraff

IF Augustus Thomas should ever forsake playwriting and go into the advertising business he ought to make a dent as big as Arizona!

For Mr. Thomas knows the big secret of successful merchandising through advertising. Building dramas has taught him. Speaking before the dramatic classes of Harvard and Radcliffe some time since, he told this secret, simply and graphically. He was talking about drama—telling the *why* and the *how* of the great play—but he was also unconsciously giving a remarkable prescription for building successful merchandising campaigns.

Under the great play, Mr. Thomas explained, there is always an *idea*. The exposition of ideas is peculiarly fitted to the dramatic form, because drama is selective and an idea is a selective principle. When a playwright takes an idea for the basis of his work he sweeps through life and chooses from the mass of material at hand the things that will best embody it. It is like a magnetic wire sweeping across a room and collecting all the particles of iron that are there. Across the tops of two pages in a book of Diderot runs a sentence that should be the cardinal motto of every playwright: *"Choose well your subject. All lies there."* Even with bad technique, a good subject will make a successful play. No matter how fine the technique, a bad subject or no subject at all can never make a great play.

Just as drama is selective, so is merchandising. The reason that some of the "old stagers" in business, who perhaps never saw the inside of a modern advertising agency, or never went to an advertising or sales manager's meeting, can sometimes baffle the younger crowd of intensively trained merchandising men by outlining a campaign that simply sweeps the board, is that they know human nature and they have dramatic sense. Ems pica means nothing to them; nor ben day backgrounds, nor A. B. C. circulation, nor scientific methods of establishing sales quotas.

Those are but the details to be worked out by somebody who knows about such things. These men are interested in the *idea;* they know, from broad experience, that *ideas* that connect up with human nature have made successes in the past because they got action; and they know that such ideas may be depended upon to do it again. So they bother little about the semicolons in the copy, or the technique of the art work, or whether the salesmen have the proper quotas. They will leave that to others, knowing, as Mr. Thomas points out, that even with bad handling a good idea will succeed, but that with a poor idea, or no idea at all, no amount of technique can make a really great success. Of course, there are many plays on Broadway that "get by," just as there are many advertising and selling campaigns that are fairly successful, but how few plays and how few merchandising campaigns there are that really stand out!

AN IDEA IN ADVERTISING IS MORE THAN A MERE "ANGLE"

And why? Is this any new discovery, that merchandising campaigns should be built on *ideas?* Not at all. It has been harped on so long that we all realize it by this time, and it seems almost presumption to write about it. It would be, in fact, were it not that we do not seem to have learned our lesson. So often our "big ideas" turn out not to be fundamental ideas at all, but merely interesting *angles*.

To illustrate, one of the impor-

Digitized by Google

tant selling points of Congoleum floor-coverings is that they "lie flat on the floor without fastening." They are also very easy to keep clean—"no beating or sweeping—just a few swishes with a damp mop"—which is also an effective selling point. And they are low in price.

A whole campaign might conceivably have been built on any one of these three points. But it would have been merely an *angle*.

CONGOLEUM ADVERTISING IS BASED ON A FUNDAMENTAL IDEA AS OLD AS MERCHANDISING

The plan that was worked out, of illustrating one room furnished with a Congoleum Art-Rug, and then showing "swatches" of from three to six other patterns, all in full colors, represents an *idea*. That idea was to sample the country with Congoleum in its full colors through the medium of printers' ink, instead of by the slow and costly method of putting actual samples of the material into people's hands. And it succeeded marvelously.

Women immediately started to go to the stores with those printed color "swatches" cut from the magazines to order those particular patterns. In something less than eight years an industry covering thirty acres has been built on this idea. Yet before the Congoleum campaign was started it was said that a printed floor-covering could not be advertised profitably! Nor could it have been advertised so successfully without an *idea* behind it.

There is nothing startling about this sampling idea; no copy gymnastics; no unusual technique; no million-dollar art appropriation; no advertising melodrama. But it got action—buying action.

And speaking of action, Augustus Thomas has something to say on the subject of action which carries a hint to advertising men, particularly to copy men.

So many people think of action as physical action, says Mr. Thomas. That sort of action makes melodrama. What the great play must have is not physical action, but mental action. And mental action is *anything that changes the ideas of the people in the play*. To illustrate: Let us suppose that an old man is standing by the mantelpiece, a young man sitting in a chair. They do not move. The old man is talking of heredity, of what a fine thing it is to have had good parents and grandparents. The young man begins to feel that a family line means much, that he is for that reason all the prouder of his father. Then suppose the

Digitized by Google

older man, never moving, tells the boy that the man of whom he is so proud is not his father. There you get in the boy a violent action, mental yet violent. Then if the old man tells him that he himself is his father, you get another action, of a different sort, and perhaps more violent because of the variety. Yet all the time neither of the men has moved from his position.

This illustration may be remote from the field of advertising. Yet it certainly has an advertising applicatiion, for advertising action is anything that changes the ideas of people about your proposition. Perhaps it is a picture, or a headline, or a slogan; or perhaps a whole page of copy. Ofttimes it is accomplished just as subtly as the action between the old man and the boy cited by Mr. Thomas.

Sometimes it is difficult to tell at just what point the action—the change in mind, the resolve to do or to buy—occurs. But if that point, be it word, picture, slogan or paragraph, can be isolated, it will always be found to contain an *idea*. And that idea can be depended upon always to react the same under the same conditions. That is why so many mail-order advertisers repeat their successful copy time and time again. They have found an *idea* that produces the action they are trying to buy with their advertising money.

The current advertising of Djer-Kiss rouge is an excellent example of an idea campaign. The idea is worked out graphically, by means of a chart, telling women of every type just how much and what shade of rouge they should use. Persisted in, that campaign bids fair to revolutionize women's attitude toward rouge. It will get *action* by changing the *ideas* of women in favor of using rouge as a matter of course, and of buying Djer-Kiss rouge as a matter of convenience.

The idea behind it is not new at all. It has already been proved out in connection with a certain automobile oil. That fact in itself illustrates the fundamental soundness of ideas as applied to merchandising and their broad power to move goods of various classes.

The chain grocery store, the Automat restaurant, the mail-order house, the holder-top shaving-soap container, the mileage adjustment basis on which some automobile tires are sold, are more than ingenious schemes. They represent the struggle of some

THE WINCHESTER JUNIOR RIFLE CORPS IS AN IDEA THAT HAS NOT ONLY SOLD RIFLES, BUT IS AT THE SAME TIME BUILDING UP A GENERATION OF SHOOTERS TO USE MORE AND MORE WINCHESTER PRODUCTS

Digitized by Google

mind for an *idea* to use in moving merchandise.

On the one hand is a warehouse of manufactured products; on the other hand is a great public. Advertising will establish a profitable connection between these products and this public. But the first question is not of getting up a series of ads, or a window display, or a catalogue, or a series of mailing pieces. The first question is: What *idea* will express these goods to this great public most effectively, most graphically?

Once this idea has been isolated, then comes the time to prescribe advertising in, or by means of, this or that type of medium. And after that it is a matter of finding fresh angles from which to present the idea. The angles are merely the bait; the idea is the hook. All the bait in the world won't catch many fish if there is no hook underneath. This explains why some advertising isn't more productive than it is.

It will pay any advertiser to check up his advertising every six months or so to make sure that he is not getting away from the fundamental idea that represents his best selling appeal. For after all, it is nearly always the idea and not the interpretation that moves the merchandise.

Direct-Mail Advertisers' Convention Programme

The programme of the national convention of the Direct-Mail Advertisers and House-Organ Publishers, Detroit, October 27, 28 and 29, calls for addresses by: W. S. Ashby, advertising manager of the Western Clock Company, La Salle, Ill., "Putting the Big Ben Talk into Booklets, House-Organs and Letters"; M. E. Yadon, advertising manager, Bradley Knitting Company, Delavan, Wis., "Getting Dealer Co-operation by Direct Advertising"; Frank L. Chance, advertising manager, Holcomb & Hoke Mfg. Company, Indianapolis, "Twenty-seven Per Cent of a Business from Direct Advertising Leads"; R. J. Rehwinkel, advertising manager, McCray Refrigerator Company, Kendallville, Ind., "Making Every Direct Advertising Dollar Bring Back Five"; B. A. Dahkle, Dahkle Stationery & Mfg. Company, Buffalo, N. Y., "The Importance of Mechanical Perfection in Direct Advertising"; Wm. A. Biddle, advertising manager, American Laundry Machinery Company, Cincinnati, "Making Your National Advertising Effective by a House Magazine to Customers"; George A. Heintzmann, advertising manager, Dexter Folder Company, New York, "What Standardization Means to Direct Advertising and House-Organs"; Leon A. Soper, manager sales service, Phoenix Mutual Life Insurance Company, Hartford, Conn., "Turning Indiscriminate Names Into Buyers by Direct Advertising"; G. Lynn Sumner, vice-president, Woman's Institute of Domestic Arts and Sciences, Scranton, Pa., "Using Direct Advertising to Sell to Women"; O. A. Brock, sales and advertising manager, Keystone Steel and Wire Company, Peoria, Ill., "Successful Direct Advertising to the Farm Field"; W. B. Griffin, advertising manager, Holmes & Edwards Division, International Silver Company, Bridgeport, Conn., "Selling Silverware to Dealers by Mail at a Cost of Less Than 7 Per Cent"; Louis Balsam, Lewis Manufacturing Co., Walpole, Mass., "Unusual Direct Advertising—Using Your Regular Correspondence to Build Good Will"; George C. Frolick, manager, Drug and Chemical Department, United Drug Company, Boston, "How Direct Advertising Materially Helped in Building the World's Biggest Drug Business."

There will be a special meeting of house-organ editors, at which Robert E. Ramsay, advertising manager of the American Writing Paper Company, will preside.

Harry C. Spillman, educational director of the Remington Typewriter Company, will speak at a dinner to be held on October 29, on "Personality as a Basic Factor in Selling."

British Toy Makers Will Advertise to Defeat German Toys

The toy manufacturers of Great Britain have decided to undertake a co-operative advertising campaign that will follow somewhat the lines of the campaign of American toy manufacturers, described in PRINTERS' INK of October 16, 1919. So far the sum to be expended has been fixed at £5,000. This appropriation will be increased later, it is reported. The need of the campaign arises from the flow of German-made toys into Great Britain—a flow that "has already assumed proportions that may threaten the coming season's demand for the British toys," according to *The Advertiser's Weekly*, of London.

Beech-Nut Appoints Advertising Manager

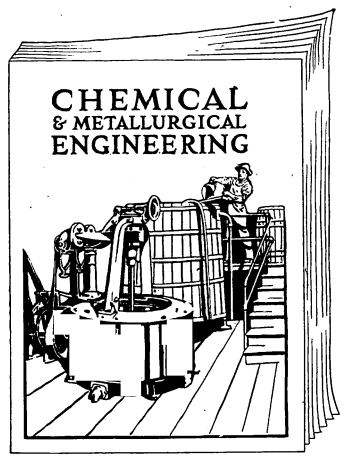
Stanton Van Wie has been placed in charge of the advertising department of the Beech-Nut Packing Company, Canajoharie, N. Y., succeeding C. A. Morris, whose resignation was recently announced in PRINTERS' INK. Mr. Van Wie has been with the Beech-Nut company's sales department for some time, gathering statistics and making use of them in connection with the distribution of the company's products through the selling force.

Digitized by Google

A Publication of Big Influence in a Big Field

The immensity of the market afforded the chemically controlled industries is best demonstrated by the vast variety of materials, service and equipment sold these industries by the many notable concerns whose main reliance in reaching this field is through advertising in CHEMICAL & METALLURGICAL ENGINEERING.

The reputations of these representative advertisers (listed below) in "CHEM. & MET." are as wide as the industrial world. They stand for shrewdness and success in advertising and marketing.



The products listed below but partially show the selling range and power of "CHEM.& MET." Ask us about selling YOUR product to this great buying field.

Allis-Chalmers Mfg. Co., Aluminum Co. of America, American Blower Co., American Engineering Co., American La France Fire Engine Co., Inc.; American Tool & Machine Co., American Well Works, Austin Co., The Barrett Co., The Bartlett Hayward Co., Bethlehem Foundry & Machine Co., Blaw-Knox Co., Brown Hoisting Machinery Co., Buffalo Forge Co., Carborundum Co., Cast Iron Pipe Publicity Bureau, Chicago Bridge & Iron Works, Crane Co., Cutler-Hammer Mfg. Co., Detroit Range Boiler & Steel Barrel Co., J. P. Devine Co., Dixon Crucible Co., The Dorr Co., The Duriron Co., Eastman Kodak Co., Fairbanks Morse Co., Fuller Engineering Co., Fuller-Lehigh Co., General American Tank Car Corp., General Bakelite Co., General Chemical Co., General Electric Co., Goodrich Rubber Co., Goulds Mfg. Co., Green Engineering Co., Geo. J. Hagan Co., Harbison-Walker Refractories Co., Ingersoll-Rand Co., International Nickel Co., Jeffrey Mfg. Co., Link-Belt Co., Metal & Thermit Corp., Morse Chain Co., New Jersey Zinc Co., Pacific Tank & Pipe Co., Penn. Tank Car Co., Permutit Co., Portable Machinery Co., Raymond Bros. Impact Pulverizer, Robinson & Co., Rumsey Pump Co., Jos. T. Ryerson & Co., Standard Tank Car Co., Sullivan Machinery Co., Taylor Instrument Cos., Underfeed Stoker Co. of America; United Lead Co., U. S. Cast Iron Pipe & Foundry Co., Vulcan Iron Works, Westinghouse Electric & Mfg. Co., Worthington Pump & Machinery Corp., etc.

Air Conditioning Apparatus; Air Lift Systems; Ball Bearings; Barrels, steel, wood; Belting, transmission, conveying; Blowers; Boilers; Building Materials; Burners, gas, oil; Cars, industrial; Castings; Chemical Equipment; Chemicals; Caustic Soda; Centrifugals; Compressors; Conveying Machinery; Cranes; Crucibles; Crushers; Grinders; Cylinders, gas; Distilling Apparatus; Drying Machinery; Dust Collecting Systems; Electrical Equipment; Enameled Apparatus; Evaporators; Fans; Filter Presses; Filtering Media; Furnaces, electric, heat-treating, etc.; Gas Controlling Equipment; Gas Producers; Gears; Sprockets; Hose; Hydrogen Plants; Industrial Plants; Instruments, indicating, controlling, etc.; Insulating Materials; Kilns; Laboratory Apparatus and Supplies; Lamps; Locomotives, industrial; Magnetic Pulleys and Separators; Acid-Resisting Metals and Alloys; Material Handling Equipment; Meters, flow, air, gas, water, etc.; Minerals, Ores; Mixing and Kneading Machinery; Motor Trucks; Motors and Generators; Oils, lubricating; Packing; Paints; Paper Making Machinery; Perforated Metals; Pipe and Fittings; Powdered Coal Equipment; Power Plant Equipment; Pumps; Pyrometers; Refractories; Refrigerating Machinery; Safety Devices; Screens; Spray Nozzles; Stokers; Tanks; Cooling Towers; Transmission Machinery; Valves; Cocks; Water Purification Equipment; Water Stills, etc.

CHEMICAL & METALLURGICAL ENGINEERING
One of the Eleven McGraw-Hill Publications
TENTH AVE. AT 36th ST., NEW YORK

Digitized by Google

THE JEWISH

WHEN economy of effort becomes, as it is today, the crucial test of all sales campaigns, the Jewish market should receive the lion's share of attention.

There is not another market so highly concentrated nor so self-contained. In a geographic area that is easily covered with minimum sales effort, there are over 1,500,000 buyers in New York City alone whose income and expenditures exceed the average for the entire country.

Digitized by Google

THE four Jewish newspapers that cover this market further localize the sales effort through a concentration of circulation that is hardly equaled by any newspaper anywhere.

The big four Jewish newspapers published in New York are in very fact the exclusive and accredited organs of expression for the whole of the Jewish population of the city.

Bring your merchandise into a market that is economically covered, and where duplication of effort or circulation is practically eliminated.

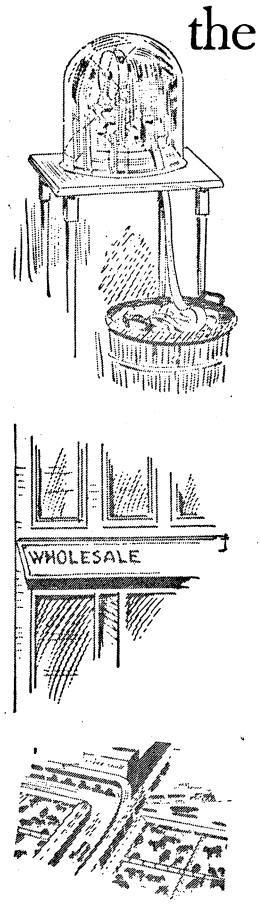
Consult any of the Big Four of Jewish Journalism in America about your marketing problems.

Jewish Morning Journal
The Day-Warheit *Jewish Daily News*
Jewish Daily Forward

Digitized by Google

WHAT MAKES A GREAT NEWSPAPER?

Complete Financial News In the Home Edition



The financial page of The News is a little *different* from that of most evening newspapers. There's a painstaking completeness of financial news that is usually found in a metropolitan morning paper. In addition there is an array of markets usually neglected by financial editors. The live stock market, the dress goods, leather, produce, grain and scores of other markets are thoroughly covered. There isn't a more varied market page in an evening paper in America.

The Indianapolis News

First in National Advertising in Six-Day Evening Field

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Digitized by Google

"How Much Will It Cost?"—Does Your Advertising Tell?

What the Retailer and the Public Think about Advertising Prices

By Robert H. Isbell

THE retailer of high as well as of low degree is featuring prices in his advertising. What has been for quite a while looked upon in some quarters as an antiquated and rather boorish sales weapon is being rediscovered as a very Excalibur of effectiveness. Where the more ornamental popguns of publicity have signally failed in the Grand Showdown of 1920, plebeian, sordid, vulgar Price has been vindicated. The renaissance of the stark economic factor in advertising and selling is here, so far as the public and the retailer are concerned. It is at hand in national advertising—inevitably.

Just why it should take a commercial crisis to demonstrate the value of advertising; and justifying price, is by no means clear. Cost is the big word with the advertiser himself. Usually it is an even bigger word with the consumer. Tell him everything on earth about your stuff and when you get through he will ask you one question and only one: "What does it sell for?" He likes to see that question answered in the advertisements, if only as an evidence of good faith.

The reader, as a rule uninitiated into the subleties of modern publicity, is wont to assume that an advertisement is printed to furnish information, not to conceal it. Even at the expense of professional good form, it ought to be worth while to humor the fellow who is expected to buy the goods in his quaint little idiosyncrasy. At any rate, the retailer, even in his top-loftiest and most atmospherical guise has found it so. For some months past he has found it not merely advisable but absolutely necessary to talk turkey—meaning price—until he has become as much at home in the gallinaceous argot as the second-hand man. Prices got so high that even the merchant with a millionaire clientele had to hunt bargains, and devise other means of satisfying the price demand. He was forced to descend to explanations. He is still explaining. Right now price is the biggest talking point extant, and it is a point that will not down. It cannot be wished away.

Because manufacturers have ignored the spirit of the times, and quite generally have followed a business-as-usual-policy in their advertising, the retailer feels that the whole burden of justifying increased prices to the consumer has been dumped on his tottering back. By virtue of his first-hand relations with the public, he has had to be the target of profiteering charges. It irritates him that so many manufacturers have automatically passed the buck to him by keeping silent about price advances in their advertising. Significant of this attitude is a resolution adopted at the convention of the New York Retail Grocers' Association held at Poughkeepsie in August. It took the form of a demand that manufacturers of nationally-advertised goods announce the increased prices of their products to the public, in order to protect the grocers from the attacks of those who believe their dealers are pocketing the difference between the old and new prices—or at least establishing whatever new prices they think they can get.

The resolution reads:

"Whereas, During the last few years prices on all commodities have risen to such proportions that all former established retail prices had to be discontinued and new ones established; and, whereas, the great majority of the nationally established advertised articles are kept constantly before the public through the newspapers, magazines and other mediums without

Digitized by Google

the slightest notice of conveyance from the manufacturer to the public that the old resale price had been discontinued; therefore, be it

"Resolved, That the delegates to the Annual State Convention of Retail Grocers assembled, do hereby ask and they demand that all such manufacturers immediately put a resale price with their advertising as of yore, to convince a much-bewildered public that it is not the retailer who is pocketing the money between the old established and the new selling price."

Maybe this rugged classic will start something.

By the way, I notice the Campbell Soup ads state quite clearly that the price is fifteen cents a can. How far that little candle throws its beams!

Of course it is quite true that with many products, prices have advanced unexpectedly—overnight—and so frequently that it has been impracticable to be specific in national campaigns. All the same, it is easy enough to apprise the public that prices are higher than they used to be. Frankness is a great builder of good will. The public of 1920 is a suspicious public—perhaps for good and sufficient reason. Any side-stepping of the price issue, any airy dismissal of the economic factor is full of danger. Who can say that his product is so powerfully entrenched that it can stand a psychological drive?

It would not be at all surprising if some manufacturers found their neglect to do some explaining direct to the public a costly oversight. A five-cent soap that goes to ten cents without taking the public mind along with it, is giving the maker of a similar though inferior soap that can still be sold for five or six cents the opportunity of his life. Price is paramount with a lot of people—as a matter of necessity. They do not look upon the buying of goods as a mere gratification of desire. Cost means as much to them as it does to the manufacturer or the retailer. Price is not to be treated lightly in advertising. The post-war fling is over. The musicians have sounded their good-night toot. People demand to know the prices of things. And they want to know the why of prices. Talk price to a man if you want to hit him where he lives.

It seems to me the matter of price has been unduly shunned all along. For some reason or other it has been considered impolite to let the reader of advertising think about price. This thing of price-bashfulness has often looked like a transparent affectation to a whole lot of people. Of course most of these crude folks do not write advertisements. They only read them.

In ordinary fairness to the consumer, if for no other reason, he ought to be told what he will have to pay for the thing he is urged to buy. Consider his pardonable curiosity. Consider also that inevitably he must penetrate this secret before he can enter into possession of the advertised article. Why torture him with suspense? This is a pretty busy world, and all of us like to find and use the short cuts. There are plenty of people who like to get their information complete at one crack. Concentration, that's it. Robin Hood's barn may be a magnificent edifice in the inner circles of advertising psychology, but its beauties are, alas! not appreciated by the hoi polloi without the fold. Whatcha got to sell? What is it for? What will it do? *How much is it?*

The fact that a manufacturer produces a good shirt, a good automobile, or a good cigar, is without commercial significance except in relation to the price for which he sells it. This is a basic matter, something that cannot be wished or advertised away. By making a mystery of price the prospective purchaser is often led to fear the worst. He thinks the maker is ashamed to admit his price. When the price of an article is stated, its economic status is automatically established. The advertiser has told the consumer something definite and tangible. He has reduced his proposition to universal elementary terms. It is a mistake to assume that only a low or "bargain" price

Digitized by Google

A Circulation Is No Larger Than Its Value Is to You

If you are in possession of some commodity for which you have no real use, your first thought is to sell it to the best advantage.

In order best to do this you go over in your mind your list of acquaintances and their possibilities as buyers.

Mentally you eliminate Jones—because he cannot afford it; Brown—because he would not appreciate it; Smith—because he could neither afford nor appreciate it, and so on down the line.

Then to those whom your good judgment tells you are selling possibilities you tell your story.

In other words, you use your selling strength on your known possibilities and eliminate the known wastage.

A successful merchant conducts his selling plan in the same manner, the difference being in the size of the proposition.

The personal acquaintance being an impossibility on account of the magnitude of the proposition involved, and selling, as he must, through the printed word, his sole method of judging the readers of the various media is by the tone of the various media.

Given a newspaper that is freakish, sensational in its news features, careless in the advertising it publishes, and it is not difficult to visualize its readers. Such newspapers cannot obtain and hold the respect of the better-class reader.

Given a newspaper that is sane, whose editorial policy makes an appeal to people of intelligence and whose advertising columns are as clean as are its news columns and you instinctively know that this paper is bound to attract and hold the intelligent and better-class reader.

For your advertising, which newspaper makes the greatest a ppeal? Which will bring you the greatest results?

"You cannot make a silk purse out of a sow's ear." By the same token you cannot make customers out of people who have neither the intelligence to appreciate your offerings nor the ability to purchase them.

As we said in the beginning of this advertisement, "a circulation is no larger than its value is to you."

The majority of the people of Chicago and vicinity who have both appreciation of better-class goods and the ability to buy them are readers of

The Chicago Evening Post

One of the Shaffer Group of Newspapers

Eastern Representative:
Kelly-Smith Co., Marbridge Building, New York.
Western Representative:
John Glass, Peoples Gas Building, Chicago.

Digitized by Google

should be advertised. Any article that is worth the price asked can feature that price to advantage. It is a clean-cut challenge. Don't our esteemed contemporaries of the national field ever grow weary of the serpentine "costs-no-more-than-ordinary-socks" and the "you'll be-surprised-how-little-they-cost" stuff? It always sounds sort of fatuous and insincere to me. Why not let the cat out of the bag—if for no other purpose than to show the consumer it will not scratch?

I have often been surprised to learn accidentally that an article cost less than I had expected from the blindfolded advertising. Also I have often been disgusted to discover at the last moment, with escape utterly cut off, that an article cost more than I had expected. The logical place to relieve the fears of the consumer is in the advertising. Also it is the logical place to soften the shock—if there is to be any. The advertiser has all the time and opportunity in the world to set the buyer right in the matter of price—to sell him completely on this as well as other features. Why leave it to the dealer? That functionary naturally takes the line of least resistance and shows some other line if the going becomes heavy.

The recent Mitchell car advertisement is the first auto ad I've read through in quite a while. The price motif snagged me—no escaping. The thing I have vainly searched for in automobile advertisements—the thing I have seldom discovered—the thing which when present at all, sought to hide itself in the most delicate agate—Lo! here was that thing boldly elevated to the pinnacle of prominence. The Mitchell car $1750! Was it an hallucination? No, for this followed: "An appeal to sanity in motor car buying as in other buying. We speak here of price. We make it the main consideration. Other considerations, while tremendously important, become secondary to money value. Save $500 or more." That ad says what the average man thinks to-day when he thinks about buying a motor car. And that is the kind of thinking he is going to think no matter what else automobile advertisers may try to get him to think. That first line of copy might aptly be paraphrased: "An appeal to sanity in advertisement writing as in other kinds of writing."

Look how frankly the Ingersoll Watch meets the price issue—an example of sound advertising sense as well as of commendable sincerity. Ingersoll Yankee, $2.50. "The lowest-priced Ingersoll—direct descendant of the original Ingersoll. . . . . Because of present-day costs and the diminished purchasing power of the 1920 dollar, $2.50 is the lowest price at which the famous Ingersoll quality can be maintained." No shirking, no passing the buck here.

Who does not extend the right hand of good fellowship to Old Dollar Bill—fittingly glorified in the advertising of the Eveready Razor? D. B. is a mighty welcome performer on the advertising stage, and it takes no manufactured claque to assure him a rousing encore. Let's have more of him.

And here is a sample from the advertising of Michaels, Stern Clothes—a whole lot of men will say "amen" to the sentiment: "The question of getting good style and good fit is of secondary importance to getting good value." Sounds reasonable. Most of us always thought so, too.

Tell us about the money end, gentlemen. We've got just so much to pay our way through the advertisements. Don't keep us looking at the blue sky all the time—it's hard on the eyes. We don't like to annoy you, but if it would not be asking too much, what is the price of your wares? Now, of course, if it is against the lodge rules, we will not insist. We can hunt around and find out—or we may run across somebody who knows. But just this once—we won't tell a soul—as man to man—just what would it take to buy this contraption? What? You don't say? I'll go right down and buy one. Had no idea I could afford it.

Digitized by Google

Dealer Confidence In The *Sunpapers*

¶ Breaking into a new market usually means hard pioneering. Dealer co-operation and ready sales come only after you have created a demand.

¶ In Baltimore, The *Sunpapers* with their established dealer influence, widespread *home delivered* circulation and dominant prestige have reduced the amount of necessary pioneering to a minimum.

¶ The retail dealers know that The *Sunpapers* are delivered by authorized Sun Carriers to the homes around their stores. They have confidence in the benefits they will derive from an advertising campaign in The *Sunpapers* because experience has taught them that sales follow advertising in The *Sunpapers.*

¶ Write our Service Department for data on the Baltimore Market and conclusive evidence that

Everything In Baltimore Revolves Around THE SUN

Morning **Evening** **Sunday**

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"

Digitized by Google

A printer's recommendation that produced a 60% increase in "returns"

RECENTLY a firm with very little money but a good proposition decided to purchase 25,000 mailing pieces. They had already selected a certain quality of paper for the job. It was not a good quality, but the firm felt it could not afford to spend more.

The Printer, however, was dissatisfied, and he said so.

"Pick 2,000 names from your list," he proposed. "Send your circular to 1,000 on the paper you have selected. Then send the identical folder to the other 1,000 on a better quality of paper."

The proposal seemed fair and the trial was made.

Three weeks later, when the results were tabulated, it was found that the better paper had brought 60% more inquiries than the cheap.

An instance where the right paper was also the cheapest

Although years of practice usually are on the side of experience, rather than on that of quality, it not infrequently happens that the wise Printer's experience suggests that an expensive paper, which he wishes to recommend, may cost less than another which he wishes avoiding proposed and sent to his firm prospects.

The results were disappointing. At the end of the season he found nearly the entire supply still on hand.

The following season the Printer suggested that the beautifully illustrated booklet had failed because it had not reached prospective customers.

He suggested mailing that year merely a simple folder in place of the booklet.

To almost no time this inexpensive folder sold the entire stock!

Why it pays to have the Printer specify the paper

It is the little elements of appearance and "feel" which make impressions that frequently make all the difference in a letter or booklet between partial failure and real success.

In his appearance, if the right paper is used, the Printer looks like a man who knows his job, the firm whose he represents for the job, that whose is only interested in more cents, but in more satisfactory results and greater economy.

(1) *Economy of cutting.* A Printer recently received an order for 18,000 pamphlets, requiring 6,000 sheets. The customer wished a deviation to 8,000. The customer was able to order 60 reams of a certain size, which was exactly the size required with the Printer's stock, and was able to cut the sheets without waste, while the use of any other size would allow for considerable wastage. The order was accordingly changed, at a saving of $270.

(2) *Economy of stationery.* The hotel Alonzo Stationery Company, Inc., of a large business concern, of New York, was told by a big hotel that to be office a big hotel, which was being forced out of business because of the high cost of stationery, was willing to pay "three" for letterheads and envelopes. In place of the hotel's letterhead, the firm's letterhead was used, and there is a saving of this sort.

(3) *Purchasing paper in large quantities for a series of jobs.* Buying all the paper for a series of jobs, amounting to $225,000 for the facts about paper, a Printer saved the Red Cross Drive, at the time of paper shortage during the war.

The new era in the Printing Industry

The services modern Printers are recording to business are not merely the mechanical ones of typesetting, proofreading, and press work.

Under the progressive leadership of the United Typefoundry of America and the American Writing Paper Company, Printers and Lithographers are today taking a vital part in the planning of printed matter—planning, in their own organizations, being the executive in every phase of the work.

To all buyers of Printing the American Writing Paper Company makes these recommendations:

Do not get hurt in buying. Specify Eagle A paper to every Printer, and give the best work of the year with the best paper obtainable.

Satisfy your Printer. Let the Printer serve you by the best paper, because your Printer knows the best paper for your job.

Let your Printer recommend and work with you rather than merely work for you.

Let your Printer recommend and work with you as you would a doctor, a lawyer, a banker, a friend and counsel. Let your Printer be your adviser, your counsel and your friend. Let your Printer find out your needs and then recommend the best paper for your job.

Let your Printer recommend and work with you.

Let your Printer be your Printer's adviser.

Your Printer is the man best qualified to select the right paper for the particular job. He is in a position to judge paper by its appearance and performance during ABSOLUTE

Scientific research and standardization in the paper industry

AMERICAN WRITING PAPER COMPANY

EAGLE A PAPERS

BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES

This full-page announcement appeared in newspapers throughout the country about August 17. Send for copies of it to send to your principal customers.

The Watermark of Excellence

AMERICAN WRITING

EAGLE A PAPERS: BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET

Digitized by Google

The onward sweep of a new era in the Printing Industry

Printers and Paper Merchants everywhere now tying up to campaign selling the Printer's service to the buyer of printing

THE success of the newspaper campaign of the American Writing Paper Company has been recognized on all sides. From every section of the country a flood of letters has poured in to the general offices in Holyoke. Following are merely a few of the comments that have been received:

"Just finished reading the full-page ad in the Boston *Post,*" writes one Printer, "and could not refrain from writing immediately. In my opinion this is the broadest and strongest tie-up with the Printer I have ever seen. It's bully. The attitude taken by your company in dignifying the printing business and profession can't help but draw to you every broad-gauged, progressive Printer in the country. It is capitalizing the modern trend."

Another Printer tells of a customer who was in the habit of buying his envelopes and turning them over to his Printer to be printed. "After reading the first full page announcement of the American Writing Paper Company," writes the Printer, "this customer decided that if he did not have enough confidence in me to trust me in buying the paper, he had better discontinue doing business with me."

The unfolding of a big plan

An article in the June 5 issue of PRINTING sums up the whole situation as follows:

"While the display advertising in the newspapers is being done on a large scale, perhaps an even more important feature is the linking up with the campaign of Printers, Lithographers and Paper Merchants. As the ramifications of the general scheme reveal themselves, it can be seen that the big paper manufacturing company is setting up a huge, far-reaching campaign for the betterment of the industry at large, in which all factors are being carefully dovetailed together."

AMERICAN WRITING PAPER COMPANY,
Holyoke, Mass.

PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES

Digitized by Google

The LARGEST PAPER
In the State of Connecticut

The
HARTFORD
Sunday
COURANT

The LARGEST
MORNING PAPER
In the State of Connecticut

The
HARTFORD
Daily
COURANT

Gilman, Nicoll & Ruthman
REPRESENTATIVES
World Bldg. New York
Tribune Bldg. Chicago.

Digitized by Google

"Tie-Up" Is the Basis of the New Sherwin-Williams Campaign

Broadsides Spell Out the Campaign to the Dealer—Ad Chat Paves the Way for the Salesman

By C. M. Lemperly

Advertising Manager, The Sherwin-Williams Company

SEPTEMBER first marks the new fiscal year for The Sherwin-Williams Company and always introduces some new advertising plan which retains as its backbone much of the past treatment, yet dresses the entire plan in new form and presents it in an entirely different way.

This company, in common with many other large advertisers, believes the repetition of a fundamental sales point is valuable, and should only be dressed up occasionally rather than entirely revamped and revised. The new campaign which was started on its way with a double spread in a national weekly the last week in August, as far as periodical advertising is concerned, uses photographic treatment instead of drawings, and the photographs are all life poses of painters, housekeepers and property owners—not studio poses, but the real thing.

The main link in the campaign is the tie-up plan. Realizing that it is asking too much of dealers to tie up with the national advertising plan without the necessary means of doing it, the company is putting out a series of a complete Tie-Up Envelope to the dealers. The envelopes go out two or three weeks ahead of each advertisement in the series and contain a broadside illustrating and explaining the complete tie-up for the campaign, window poster, window display, mailing card, newspaper electro and lantern slides. There is a coupon at the bottom of each broadside which enables the dealer to order the specific features which he wants to tie up with the coming ad.

But, in order to catch all of the dealers, and not just the ones who return the coupons, there is a window poster and a set of periodical ad proofs enclosed in the original envelope so that anything he sends for on the coupon is an additional tie-up, and there is no chance of his having nothing to display in his window and store at the particular period when the advertising appears.

A SIGN FOR USE INSIDE THE STORE

An enameled iron sign with clips hanging from it was sent to all of the agents prior to the first mailing, and they are asked to hang the proofs from this sign as they come along. The sign is of such permanent character as to make a good indoor agency sign when used alone and a better one when used as directed for hanging the proofs and posters.

In the magazine advertising, six main products are specially featured, and the six tie-up campaigns are sent out to the dealers simultaneously with the appearance of the double spreads on these six particular products.

When the consumer sees the national advertising and then sees the same illustration on the poster in the dealer's window, then gets a reminder on the mailing card, then sees the same illustration in the dealer's newspaper advertising, what is the result? He buys the product advertised and is a good prospect for further advertising and tie-ups on the other products in the line. It is not just a national plan, for fully 50 per cent of the plan is devoted to the localized tie-up helps which appeal to the dealer and enable him to identify his store locally as the Sherwin-Williams agency.

Each envelope contains a broadside, a window poster and ad

Digitized by Google

proofs. These envelopes are all mailed from Cleveland to the agency list. The return coupons, however, are imprinted and come back to the local sales promotion department, where they are taken care of, and from which point are sent the requested window displays, electros, lantern slides, mailing cards and other tie-up features.

The results from the first August tie-up mailing are interesting in that they indicate quite a preference on the part of the dealer for having something in the original envelope which enables him to put in a tie-up window and display without the necessity of returning the coupon. This also "bridges the gap" between its receipt and the appearance of the advertisement.

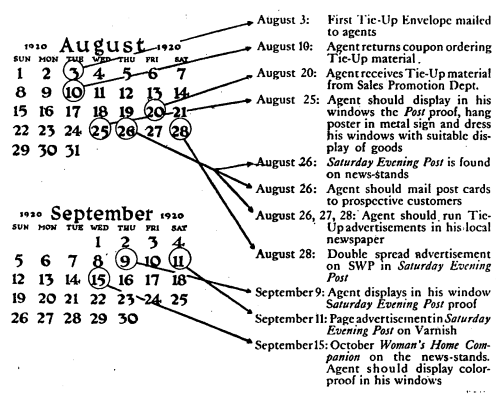
The results further indicate that about 95 per cent of the coupons which were returned came from the livest agents. On former campaigns it has been our experience, as well as that of many other advertisers, that where something is offered for nothing on a coupon a large bulk of the returns come from more or less average dealers or customers, and many times the better dealer overlooked sending in the coupon. Not so with this campaign, and the results can possibly be taken as a tribute to the results from long and continued national advertising which have encouraged these dealers to see the possibilities of putting a little of their own energy along with this work to get the local tie-up benefit.

Another interesting thing was the preponderance of orders for the three-column six-inch newspaper electrotype — this being by far the most popular size of all those offered. The principal other size was four-column eight-inch, but the three-column six-inch electros outpulled the other about ten to one, perhaps indicating an average space which most of these live dealers were running regularly under contract in their local papers.

We offered a quantity of mailing cards a little larger than the ordinary postcard, and printed on the back in color with the same design as the national advertisement. Multigraphed above the illustration was a personal message from the dealer, and a place left for the dealer to sign his own name in pen and ink. The dealer was to put his own postage on the cards. The results from the coupon show a big demand for this card, with the result that the estimated quantities ran far short and for the second campaign there will have to be an additional 50,000 or 100,000 of these cards printed to take care of the demand.

This is an indication of the dealer's preference for some personal message to his customers which he can sign. If it is already prepared for him so he just has to sign the card, he is perfectly willing to spend his time picking

The First Tie Up at a Glance



CHARTING DEALER TIE-UP WITH NATIONAL ADVERTISING

Digitized by Google

WHAT form of advertising can be said to reach *all* prospective purchasers of quality products in New York?

To say nothing of the effectiveness and the economy with which they are all reached through New York Theatre Programs.

Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.

New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO *406 Tower Bldg.* — *BOSTON* *Little Bldg.* — *SAN FRANCISCO* *Crocker Bldg.*

Digitized by Google

out his own list and putting his own postage on the card. An extra supply of the broadsides was printed for going after prospective dealers, and this is an effective feature because it shows the prospect the actual tie-up and dealer work being done for the established trade.

In order to get the greatest specific sales benefit from the particular products featured in the series a classification card system was devised with tabs, and the sales promotion department can use the extra supply of the tie-up envelopes very effectively in trying to bring Class C dealers into Class B and Class B dealers into Class A, as well as in getting a more uniform distribution of the product through special promoting effort.

The tie-up campaign is explained to the salesmen in a little monthly organ called "The Sales and Advertising Chat," pocket size, with front and back envelope pockets containing the advance proofs and the advance broadside. This goes to the salesman just before the dealer envelope goes out, so he is familiar with it, and he also gets the first mailing of the dealer envelope, which he in turn uses as a part of his sales outfit.

The strength of the campaign is almost entirely in the persistent and constant tie-up repetition of the national design and copy with the local features, and in this way much of the waste is eliminated and a considerable additional circulation is secured.

United Cigar Store Sales Increase

Sales of the United Cigar Stores Company of America in August were $6,508,036, an increase of $1,410,655, or 27 per cent over August last year. Sales for the eight months were $49,762,374, an increase of $11,698,329, or 30 per cent.

Lightolier Account with Redfield Agency

The Redfield Advertising Agency has secured the account of the Lightolier Company, New York, manufacturer of electric lighting fixtures.

Procter & Gamble Employees Will Elect Three Directors

Three new members of the board of directors of the Procter & Gamble Co. will be elected to-morrow from among the employees of the company by the employees. The three new directors are selected from a group of fifteen. This group of fifteen was nominated in primaries held in the three plants of the company. Each plant is limited to five nominees in the primaries.

For thirty years the Procter & Gamble Co. has encouraged employees to become stockholders. A considerable number are now and have been for many years owners of the company's stock. The plan to give employees representation on the board of directors was first announced in March, 1911, by William Cooper Procter, president of the company.

The following rules govern the nominations and elections:

1. Only those employees who have been in the service of the company six months or more on September 10 and who are twenty-one years of age if male, eighteen years of age if female, will be allowed to vote.
2. Nominations will be made by the employees' conference committee and shall consist of five names, not more than two of whom shall be members of the conference committee.
3. Nominations shall be posted on all plant bulletin boards on September 10.
4. In order to qualify for nomination for the position of director of the company an employee must be thirty years of age or more and must have had at least three years' service with the company.
5. Elections will be by secret ballot. The local plant management will supply a ballot box for each department. Lists of qualified voters will be posted prior to election day.
6. Printed ballots will be given out to all qualified voters, listing the five nominees in alphabetical order (one to be voted for).
7. Usual election rules in regard to improperly marked ballots, etc., shall govern.
8. Polls will close at 5 p. m. on September 17. All ballot boxes will be delivered to the office of the plant superintendent, who will appoint three tellers and three auditors to make and certify to the count of the ballots.
9. The employees of each of these plants who receive the highest number of votes shall be declared the choice of the factory force for election to the board of directors by the stockholders of the company at their annual meeting October 13.

New Agency in Denver

A. B. Condon & Company is the name of an advertising agency that began business in Denver, Colo., September 1. Mr. Condon has been associated with the Conner Advertising Agency, Denver, for the past year and for the last six months served that agency as vice-president.

Digitized by Google

Get The Facts!

About the LOUISIANA-MISSISSIPPI MARKET

THE DE-EXTENSION BUREAU

What safety IS first?

Approximately 75,000 SAFETY RAZORS were sold last year in the territory covered by THE NEW ORLEANS ITEM.

Are you interested in securing an accurate line on the relative SALES and distribution of—

Auto Strop	*Gem*
Durham Duplex	*Gillette*
Enders	*Keen Kutter*
Eveready	*Penn*

We have the data. It points the way to a wonderful Opportunity for some one who will step lively.

Write or wire.

"In New Orleans—It's The Item."

THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

JAMES M. THOMSON
Publisher

National Advertising Representatives
The JOHN BUDD COMPANY

A. G. NEWMYER
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle.

Digitized by Google

"Buyers Are Certainly Strong for Simmons-Boardman Cyclopedias!"

A month ago the advertising manager of a nationally known manufacturing house was considering use of space in the 1921 MATERIAL HANDLING CYCLOPEDIA, and he asked us what the users of Simmons-Boardman Cyclopedias thought of their books.

"Why don't *you* ask *them?*" we suggested.

So he did.

"We wrote to quite a few of the chief engineers and executives of leading plants," says Mr. Advertising Manager, "and the answers were almost unanimously of the opinion that these cyclopedias hold an important place in the industries represented." We don't know to whom this Advertising Manager wrote, or who answered his letters. But we do know that he was so enthusiastic about the replies he received that he sent us extracts from them.

"We Use It In All Departments"

"We use this book in all departments," says a letter from a locomotive works, referring to the LOCOMOTIVE CYCLOPEDIA, "and also in our domestic and foreign offices." Not much question there about the practical value of the volume!

Digitized by Google

"In Constant Use in Our Office"

"The CAR BUILDERS' CYCLOPEDIA is in constant use in our office," says the chief engineer of a car-building company, "as a standard reference in the car-building industry."

And a shipbuilding firm has this to say of another essential Simmons-Boardman Book:

"We have found the SHIPBUILDING CYCLOPEDIA of considerable value in comparing the products of different concerns."

These Are the Books to Carry Your Sales Message

That's the way the rest of the purchasers of Simmons-Boardman Cyclopedias feel about their books. They buy them to use—and they use them constantly. All of these five Simmons-Boardman Cyclopedias have built their sales success on a foundation of intrinsic technical value:

MATERIAL HANDLING CYCLOPEDIA
MAINTENANCE OF WAY CYCLOPEDIA
SHIPBUILDING CYCLOPEDIA
CAR BUILDERS' CYCLOPEDIA
LOCOMOTIVE CYCLOPEDIA

These essential texts carry the selling messages of manufacturers of transportation and transferation equipment right into the private offices of the men who buy. They do not stop at *calling* on your prospects —they *live* with them!

SIMMONS-BOARDMAN PUBLISHING CO.

"The House of Transportation"

WOOLWORTH BUILDING, NEW YORK

Chicago Cleveland Cincinnati
Washington, D. C. London, England

Digitized by Google

THERE are plenty of ways to economize on your printing, but choosing the lowest bidder is not always one of them.

Many buyers of printing, after years of costly experimenting, settle down to one or two printing houses, relying on them to effect all the possible economies that are consistent with good work and efficient service.

Most of our accounts have been on our books for a long time—some for twenty-five years or more.

We take it as a good business policy that the protection of a customer's interests is the best possible guarantee of continued business relations.

CHARLES FRANCIS PRESS
461 EIGHTH AVENUE, NEW YORK
TELEPHONE LONGACRE 2320

Digitized by Google

Elements That Go to Make Art Embellishment Striking

Technical Ways and Means of Putting Novelty into Otherwise Prosaic Ideas

By W. Livingston Larned

ONE of the greatest problems to be faced in an art department is segregating the spirit of the art for various accounts, that they may not bear too close a family resemblance.

The writer recently talked with a man who is the head of a large enterprise manufacturing the novelty toys sold on street corners. He said that only the extraordinarily clever ideas sell in large volume. And when they strike one of these, it is easy to clean up thousands. Your busy pedestrian will rush past any hawker's stand where conventional articles are for sale. But devise a new toy that will walk, a bird that will sing, a folding, whistling, animate scheme, and the crowd collects. America is very fond of that last added touch of shrewdness.

And in advertising there is a demand for the last added percentage of ingenuity. As a rule, it finds its best expression in the layout, the pictorial composition.

The ten per cent beyond ninety is the most difficult part of the job as might be expected.

Cleverness is in constant demand, if it has a balance wheel, if it is not ridiculous, out of place, aside from the elements of salesmanship.

What do we mean by the extra touches that give an advertisement individuality?

What really constitutes the eye-catcher of display?

It is certainly not inappropriate ideas for illustration remote from product and text. It is not freak stunts in draftsmanship. It is not being original at the expense of common sense.

A recent Emerson phonograph page wishes to emphasize its circular horn. Science, it seems, has said that sound, tone, travels in "round waves." Thus with a round horn a phonograph may achieve full, round tone in reproduction.

The instrument is pictured in half-tone in the lower right-hand corner of the page. Above, text and pen and ink figure illustrations, complete the balance. Emanating, however, from the circular mouth of the horn, are many delicate line circles, drawn with a compass. They run right over the half-tone, and, in their widening ripples, finally run off the page.

The result is decidedly interesting to the eye, because the eye is accustomed to no such trick. And what the advertiser desired, beyond visualizing tone waves, has been achieved—the attracting of visual attention to the mouthpiece of the instrument. This all comes under the head of common-sense cleverness.

The advertisement would have been complete and pleasing without the sound waves. With them, it was manifestly more compelling.

The Magnesia Association has a rather prosaic proposition to handle pictorially.

Magnesia saves coal, saves heat. It is identified with large building operations.

And here is how a thoughtful, studious idea-man planned one strikingly original illustration that was deemed worthy of a full page.

A photographer was sent to the scene of the earlier stages of erecting a very large business building. Not much could be snapped beyond the excavation, masonry, cranes, and piles of waiting material. Over this print an artist drew the ghostly outlines in phantom-style of a fifteen-story structure. It was fairly complete at the top of the page but melted into nothingness at the bottom where it reached the excavation.

The combined effect made a

Digitized by Google

most remarkable illustration of the little-seen variety, and proportionately compelling.

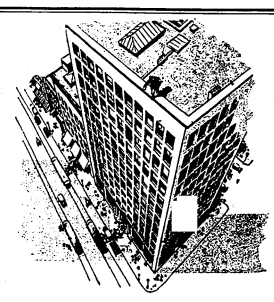
The text explained the why and wherefore of the trick photograph:

"Your new building—what will it cost? What of its heat? What of the satisfaction of the tenants? What of the coal bills to heat it?"

It was an extraordinarily convincing plea for the installation of the right type of heating plant, and of pipes and boilers sufficiently insulated with the advertised product.

There might be found a dozen different ways of illustrating the O'Sullivan catch-line, "if you should step off this skyscraper," and all of them adequate, but the idea man responsible for the design that was used hit it just right for attention value.

The point of view of the drawing was from above the building. You looked down upon it, seeing the roof and the side elevation of windows that narrowed and grew smaller, until they were mere pin dots far below at the street level. And on the edge of the roof at this dizzy height stood a man peering over.



If he should step off—

Yet the total impact of your 8,000 steps a day is even greater

If a man stepped off the top of a 16-story building, he would hit the pavement below with an impact of 600 tons.

Yet the impact would not be as great as the total impact of the 8,000 steps you take on the average every day.

This startling comparison reveals one of the greatest sources of fatigue in modern life. Only a few years ago we walked on soft dirt paths and elastic turf which cushioned every step.

But conditions have changed. Hard, unyielding pavements, sidewalks and floors have replaced the natural ground in our cities and towns. Today every step with leather heels or "dead" rubber heels on these modern pavements acts as a hammer blow to your nervous system. The repeated shocks of your 8,000 steps a day take their toll of nervous energy—tend to produce that state of fatigue you so often experience.

You cannot change the pavements, but you can change your heels. O'Sullivan's Heels absorb the jolts and jars of walking.

Changing hard pavements to cushioned paths

To secure the resiliency, the *springiness* of O'Sullivan's Heels, the highest grades of rubber are blended by a special formula. With this blend of live, springy rubber are "compounded" the best toughening agents known. The compound is then "cured" or baked under high pressure.

This is why O'Sullivan's Heels absorb the jolts and jars of walking. The same process that makes O'Sullivan's Heels resilient gives them their great durability. O'Sullivan's Heels will outlast three pairs of leather heels—they often outlast two pairs of ordinary rubber heels.

Stop pounding away your energy. Go to your shoe repairer today and have O'Sullivan's Heels put on your shoes.

With every step on hard heels you are pounding away your energy.

O'Sullivan's Heels

Absorb the shocks that tire you out

FROM THIS DIZZY HEIGHT, ONE IS STARTLED INTO ATTENTION

It is the first perspective drawing of its kind we have noted in many years, and it was easily the most thrilling illustration in the magazine. Here was a case where mere perspective brought originality.

The total impact of as many as 8,000 steps a day would be greater than a jump-off shock from the top of the tall skyscaper.

Composition is an important factory always.

The shrewd advertiser has grown to know that efficient copy, the best illustrations that money can buy, and neat typography, are all requisites, but still beneath the modern standard if genius has not thought out some added touch of cleverness.

We think, again, of a scene at one of New York's flower shows. In a certain section there were roses of pedigree from exhibitors in all parts of the country, American Beauty roses in long, fragrant batteries, white roses and pink roses—roses everywhere you turnd.

But the greatest crowd was around an exhibit of roses from a southern garden—a single plant and of the variegated kind, that is, each petal a different shade.

The public had not been glutted by them. It was something new, something even more compelling than all the American Beauties.

The Booth Hyomei Company, of Ithaca, N. Y., has placed its advertising account in the hands of the Charles H. Fuller Company, of Chicago.

Digitized by Google

The Gates Rubber Company is carrying a campaign in The Minneapolis Tribune, copy coming through the Conrad Agency.

The Ediphone, manufactured by Thos. A. Edison, Inc., is being given further wide publicity in the Northwest through a campaign placed with The Minneapolis Tribune by the Hanff-Metzger Agency.

The First National Bank of Boston is increasing its country bank connections by means of a series of advertisements in The Minneapolis Tribune. The schedule was placed by the Franklin P. Shumway Company.

The Gainaday Electric Company, of Minneapolis, is using full-page space in The Minneapolis Sunday Tribune to advertise Gainaday electric washers and wringers. Illustrations with a decided punch mark the copy, which is being furnished by the Fuller & Smith Agency.

A consistent campaign is being made in The Minneapolis Tribune by the Durnam Air Way Sales, Inc., of Minneapolis, for the Air-Way Electric Cleaner. Page and four-column space is being used in the Sunday editions.

A campaign running to October is being carried in The Minneapolis Tribune by the Mitchell Advertising Agency for the Waterman Waterbury Co., of Minenapolis, manufacturer of heating and ventilating supplies.

A series of advertisements is being published in The Minneapolis Tribune for the Chicago Great Western Railway, copy having been furnished by the Dudley Walker Agency.

The American Eveready Works does not believe in hiding its light under a bushel, literally, therefore it is using The Minneapolis Tribune to advance the interests of its "Eveready Daylo" flashlight in Minneapolis and throughout the Northwest with a well-sustained line of eye-compelling copy sent out by the Murray Howe & Co. Agency.

Full-page copy was used in The Minneapolis Tribune recently by the Metropolitan 5 to 50-Cent Store announcing a reopening sale with results far in excess of the store's anticipations.

Salada Tea is making its bow twice a week to the people of Minneapolis and the Northwest through the columns of The Minneapolis Tribune. Copy is placed by the Herman W. Stevens Agency.

Jack Rabb, dean of the advertising fraternity of St. Paul, Minn., advertising director of the Golden Rule department store of that city, has developed an idea he has had in mind for some time—that of drawing shoppers from the other Twin of the Twin Cities, Minneapolis, by means of a display advertising campaign in The Minneapolis Sunday Tribune. He uses large space each Sunday and fills it with attractive copy.

Caldusarius Bard, of the Plymouth Clothing Company, one of the big stores of Minneapolis, probably is one of the busiest advertising men of that city. He has direct supervision of the women's cloak and suit department, is manager of the Plymouth Fur department and writes all the store's advertising copy. He combines real literary talent with good, up-to-date sales arguments—a rare combination.

The Minneapolis Tribune

First in Its City
First in Its State
First in Its Federal Reserve District

Member A. B. C.

Largest Home Carrier Circulation

Digitized by Google

England and France Permanent Selling Ground

American Manufacturers Have Established Permanent Headquarters — War Taught American Business Methods and Now These Countries Are Learning American Ways of Advertising

THE American manufacturers who are after markets in Europe, especially in England and in France, are introducing American advertising methods adapted to those countries and are helping to put advertising on a real economic basis in those countries, according to Amos Stote, of N. W. Ayer & Son, who has just returned from a stay of several months in England and in France.

"A number of big American companies have gone to London and Paris, have built permanent headquarters, and organized large staffs," Mr. Stote said. "They have gone there to stay. England and France are no longer listed as 'sometime customers,' but are a part of the regular, definite market of these companies.

"Both these countries are working hard to secure increased production, along the lines we are working in this country. France now knows the value of American methods of large-scale production, labor-saving machinery and the bonus wage system. Yet, despite this knowledge of means to increase production, there is not the same amount of knowledge on modern and efficient distribution which we sum up in advertising.

"When the American manufacturers who are still looking upon France and England as prospective customers decide to join their fellow-manufacturers now in those markets they must work with them in their efforts to make advertising stand on an economic basis.

"The American manufacturer going into France and England, who is desirous of getting the same results from advertising that he gets in these countries, must face these facts:

"In England, if it were not for the fact that the advertising agencies have in an appreciable degree taken advantage of the precedents established by American advertising agencies, it could be said that English advertising of to-day is what American advertising was in 1900. The English agencies are receptive to new ideas. They need more co-operation among themselves, and they need, above all other things, the co-operation of the English publisher. When it becomes possible to obtain an analysis of the circulation of any given English publication a long step toward advertising that has an economic basis will be made in England.

"In France the task of getting real help from advertising is far more difficult than in England. So far as advertising is concerned, France is in a primitive state. The 'concealed advertisement' comparable with the product that the American press agent has furnished American publications has been one of a number of causes that has stunted the usefulness and the growth of advertising.

"In spite of these conditions, some American manufacturers are getting the kind of advertising they desire in both of these countries," Mr. Stote concluded. "They get this because they are insistent in their demands and willing to pay for all of the extra services, services unknown to the agencies in those countries, that the programme of an American advertising campaign calls for.

"The economic basis for advertising will eventually obtain in England and France, but its advent is being accelerated by American manufacturers who are getting markets in those countries."

C. W. Byrne Makes Change

C. W. Byrne has become space buyer with the advertising agency of Williams & Cunnyngham, Chicago. He formerly was with Critchfield & Co., in the same city in a similar capacity.

The Wall Street Division of the New York University School of Commerce will conduct a class in bond salesmanship beginning the first week in October, in charge of Arthur Dunn.

Digitized by Google

Splitdorf has adopted Industrial-Educational Film Medium

SELLING sparks is the business of the Splitdorf Electrical Company, of Newark, New Jersey. Because of the efficiency of their Splitdorf magnetos and green jacket spark plugs, they are the world's largest makers of ignition equipment.

With a complete advertising campaign, headed by full pages in the Saturday Evening Post, the Splitdorf Electrical Company realizes the value of Industrial-Educational Films, if properly produced and distributed. It is with gratification that we announce that we have just completed for the Splitdorf Electrical Company, a film production of their products. Our organization was selected for this work because our past record of performance demonstrates conclusively that Truth Productions are efficient aids in the solution of merchandising and other business problems.

A request will bring you complete information on the possibilities of applying Truth Productions to your work.

HARRY LEVEY
SERVICE CORPORATION
Producers and Distributors of Industrial Educational Films
NEW YORK CITY

Temporary Offices: 1664 Broadway
Studios: 230-232 West 38th Street

Digitized by Google

July 8, 1920 PRINTERS'

Manufacturers who gloss over their dealer problems have an awakening about due. The importance of the dealer in the development of modern merchandizing grows from month to month. Many concerns operate their dealers on a sort of probation system —if the dealer behaves and makes good, he may continue to handle the line; if he does not, it will be taken away from him and given to another dealer. Every dealer is a section of the sales department. The sales department should move in and start something. The dealer is waiting.

Here, from no less sound a writer than Mr. Roland Cole, in no less authoritative an organ than PRINTERS' INK, is the very gospel HARDWARE AGE has preached—and put into the most successful practice—for more than sixty years.

This paragraph is Mr. Cole's conclusion to "Moving the Sales Department into the Dealer's Store," an article that shows how the Greenfield Tap & Die Corporation, of Greenfield, Mass., through real dealer cultivation, has educated hardware merchants into active, intelligent selling forces for the G. T. D. line of tools.

For the last year HARDWARE AGE has been used in full page weekly space to carry this company's selling messages to hardware dealers the country over—the only hardware paper that has been so used in this campaign.

Digitized by Google

The manufacturer who recognizes his hardware dealers as his front line salesmen, treats them as sections of his Sales Department and keeps them —as he does his other salesmen—constantly alive to the best ways to SELL his products, is continually adding to a sales momentum that will make for the maximum distribution of his merchandise.

The sure way for manufacturers to keep in close touch with their hardware dealer-salesmen and give them this mutually advantageous business help is through their business paper, HARDWARE AGE. Here progressive hardware dealers look each week for every sort of better business help; here business messages will be read by them under the most favorable circumstances for gaining their respect and interest.

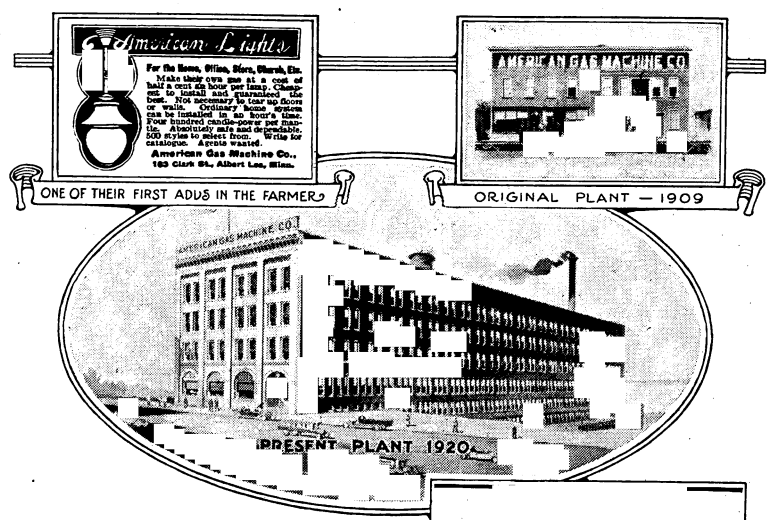
In its editorial pages HARDWARE AGE has been for over sixty years an "inspiration to better hardware merchandising" and its advertising pages are specific applications of this business-building principle. The advertising pages of HARDWARE AGE offer manufacturers the most effective, low-cost, national medium to give "that selling impulse" to hardware dealers the country over through a paid circulation that closely parallels the number of important dealers throughout the whole United States.

To agencies or companies interested in gaining or increasing distribution through hardware selling, we will gladly send upon request our latest A. B. C. report and "A Close-Up of the Hardware Dealer."

Hardware Age

239 West 39th Street New York City

Digitized by Google



GROWTH!

The American Gas Machine Company, of Albert Lea, Minnesota, enjoys a success made possible by sound principles of service and reliability. Its development from a one-story factory to a large manufacturing plant has been unusual.

For eleven consecutive years the force of consistent advertising in The Farmer has played an important part in the development of this company.

THE FARMER

A Journal of Agriculture

WEBB PUBLISHING COMPANY, Publishers
St. Paul, Minn.

Western Representatives:
STANDARD FARM PAPERS, INC.,
1341 Conway Building,
Chicago, Ill.

Eastern Representatives:
WALLACE C. RICHARDSON, INC.,
381 Fourth Avenue,
New York City.

Members Audit Bureau of Circulations

Digitized by Google

Wholesalers of Coal Advertise Their Functions

Explain How They Aid the Industry, Which Includes Organization of Tidewater Coal Exchange, Inc.

By Hugh E. Agnew

IT is human nature to like to know what people do for a living. And in proportion as one lives above the average is the curiosity aroused as to where the money comes from to support such luxury. Particularly is that true of large business institutions that are supported by the profits on articles of general consumption. A public disgruntled over high prices wants to know just what each agent in the chain of distribution does that is of service and what remuneration he gets. The ready, and often unjust conclusion, is that if an institution does not come into the open and discuss its services with the public, there must be some reason—something that will not quite bear daylight.

Advertising by public service corporations and other large industries in which the nature of the business is frankly discussed with the public in detail has become so common that it is expected. People think that they have a right to know about the institutions which are supported by the money they spend for the necessaries of life.

In order to satisfy this demand in regard to the wholesale bituminous coal dealers of New York City, ninety-five of them, members of The Wholesale Coal Trade Association of New York, have joined in an advertising campaign, the purpose of which is to show that they perform an actual service in distributing coal that is worth all the compensation received. The requirement exacted by the public of every distributor is the same as that required of advertising—that its cost does not increase the price of the object to the consumer. If there is a cheaper way that will serve the purpose as well, it will be demanded as soon as it is known.

Just now the whole coal industry is receiving a good deal of publicity, not all of which is favorable, as shown by the following quotations from an editorial in a New York daily newspaper: "We know that coal lies under earth, and that by some process of history a few owning capitalists have it. They never put it there; it would be there if they had never lived; much of it will be there after they are dead; and they do not take it out. Their power to control this coal lies in a paper title which is sustained by law, police, courts and bayonets. We have thought about next winter's supply, and have wondered at the patience of the masses that they allow a small group to own what is so necessary to all.

"However, suffering for coal in winter and ice in summer is a measure of our stupidity, or at least the stupidity of a majority. The latter condemn the rest to their own fate. The assumption seems to be that millions of years ago, before human life had appeared on this planet, the burial of vegetation and its transformation, through corrosion and pressure, into coal was all accomplished with a view of having a few capitalists own it as their exclusive property. The mighty forces of nature worked for enriching these gentlemen. In the economy of nature no account was taken of the needs or welfare of the millions who depend upon this coal.

"There are some people who hold with the United Mine Workers that the mines should be nationalized; that is, owned by society under some arrangement where all will share in this rich, natural bounty. They hold to the peculiar theory that a few should

Digitized by Google

not possess to the exclusion of all the rest. . . .

"We do not know what our readers may think about this controversy, but we are certain that if you agree with the corporate owners that coal was generated millions of years ago for them, you will be set down as a good example of 'Americanism.' Any suggestion of the recovery of the coal deposits from these good men immediately makes of you a horrible 'Bolshevik.' Miners who accept the latter are positively 'disloyal' and are apt to have Palmer's secret police on their trail."

THE WHOLESALER'S CAMPAIGN

To offset such propaganda as this, as well as to assure those of less socialistic tendencies who are still in a questioning frame of mind regarding the coal industry, the wholesale bituminous coal dealers of New York City are using liberal space in the newspapers of the city to show what service they perform in distributing coal.

The first announcement, which occupied six full columns, stated: "The wholesaler in bituminous coal is the balance-wheel of the industry. He provides small and medium-sized producers (who mine approximately 60 per cent of the country's bituminous coal) with economical and efficient means by which to market their coal. This insures a healthy competition. Roughly speaking, there are about six or seven thousand individual producers or miners of bituminous coal in this country. Of this number perhaps less than one hundred have sales organizations of their own. The tonnage of the remainder is too small to justify the maintenance of such organizations. Consequently the output of these small mines must be handled by the wholesalers."

It is then pointed out that in the absence of wholesalers these small mines would have to sell their output through some of their stronger competitors and the control of the business would pass into a few strong hands. "Competition is thus assured by the wholesalers and a broader purchasing market with a strictly competitive price assured," the reader is told.

The wholesaler's usefulness "as a public servant" is claimed on these grounds: (1) He aids in securing the best coal for each consumer, as he is not interested in the sale of the product of any particular mine. (2) In case of labor trouble in any particular district, having a wide clientele, he is in an advantageous position to serve his customers. (3) In the trans-shipment of coal at tidewater he has facilities which the ordinary consumer lacks. (4) It is the wholesalers who on a fifty-fifty basis with the railroads support the Tidewater Coal Exchange, Inc.

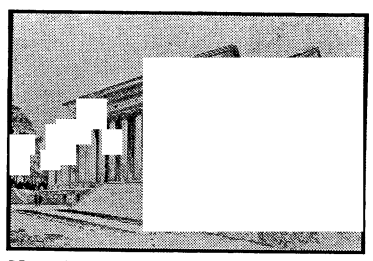
The services of this last incorporation are not generally understood, but are to be explained in subsequent announcements. It is the perfected organization of the consolidation formed by the wholesalers, the railroad and fuel administrators during Government control. In its legal aspects it is a non-profit corporation without capital stock, very similar to the co-operative fruit growers' organizations, except that it is formed by the distributors instead of the growers or producers. Its membership consists of any tidewater shipper or consignee of the ports of New York, Philadelphia and Baltimore, where the incorporation has offices.

The purposes of the Tidewater Coal Exchange are to simplify the classifications of coal and to facilitate the movement of coal through the shipping ports. Originally the coal from each mine formed a classification of its own. At one New York pier there were no less than 348 classifications of coal. Each had to be kept separate, which frequently involved holding cars from five to ten days, or even longer, waiting for the balance of the consignment to come and fill a cargo. The Exchange has reduced the classifications so that there are but thirty at that particular pier. This has been accomplished by forming pools, which include coal containing approximately the same

Digitized by Google

The Hartford Times.

Since 1817, Connecticut's Greatest Newspaper



New Home of the Hartford Times

IN ORDER to secure the greatest monetary return on a national advertising campaign why not invest in an assured fertile field?

Advertise in a field where there is no question about the purchasing power of the community and advertise in a field that can be completely covered by the use of one newspaper.

The population of Hartford according to the last national census was 138,036 and the per capita wealth is estimated as being over $1500. There are approximately 27,600 families in Hartford and the Times' city circulation for the six months ending March 31, 1920, was 25,933.

With the foregoing facts, can there be any question as to the fertility of the Hartford field or can there be any question as to the complete coverage of Hartford by the Hartford Times?

National Representatives

KELLY SMITH COMPANY

Marbridge Bldg., New York

Lytton Bldg., Chicago

Digitized by Google

number of thermal units, the same amount of sulphur and other like constituencies.

It works out something like this: Ten carloads of coal are expected from the Cohocton Deep Creek mine, consigned to the Torrid Coal Company for reshipment by boat. Eight of the ten cars come in on schedule. The others are delayed. Formerly those eight cars would have to be held until the two stragglers came in. But the Exchange has so classified the coal into pools that the products of a number of other mines very similar to that of the Cohocton Deep Creek coal are put in with it and sold as under the same classification. Now the Torrid Coal Company does not have to wait for the two delayed cars. It can borrow from the pool and fill out its cargo.

It is evident that the Exchange has facilitated the movement of freight in three ways. (1) It has returned eight cars to the railways several days sooner than would have been the case under the old method of handling. (2) It has prevented the storage of those eight cars on sidings which are nearly always congested. (3) It has loaded the cargo on schedule, avoiding most delays in the movement of coal vessels.

The Exchange is under the active management of a commissioner, who is also the secretary-treasurer. There is a classification committee which has charge of dividing the coal into the respective pools where it belongs, and inspectors who check up on the various shipments to make sure that they are up to classification. If not, they are rejected and held subject to orders from the member to whom it was consigned, and at his expense. All members are required to make a deposit based upon the amount of coal handled as working capital, for the Exchange is not without capital, even though it has no capital stock.

All coal for members of the Exchange is shipped to the Exchange, marked for the pool to which it belongs and for the member to whom it is to be credited. If any member gets remiss in moving the shipments sent him, the Exchange notifies the railroads which carry coal to the congested pier and request that an embargo be placed on all shipments to that member at that pier until he has moved the coal held for him.

The expense of maintaining the Exchange is borne jointly by the railroads and by the members. The contribution by the railroads, of course, is purely voluntary, and is made because of the service the Exchange renders in securing the prompt return of cars. F. M. Whitacre, vice-president of the Chesapeake and Ohio Railroad, made the statement publicly that it would have required $136,000,000 worth of additional railway equipment to move the same amount of coal by the old method that was passed through the Exchange in its first eighteen months. So there is ample reason why the railways should contribute their share.

Just as the buyer of fruit is protected by the inspection which the different co-operative fruit exchanges make, so the one who buys coal that comes through the Exchange is protected by an official and unprejudiced inspection, which, if there is any doubt, will be determined by chemical analysis. Handling coal through pools will also very greatly facilitate the export business, as it will always be comparatively easy to supply a cargo from a pool, where waiting for a sufficient number of cars from one mine, congested the terminals unnecessarily, entailing large demurrage charges.

The various activities of the Tidewater Coal Exchange, Inc., including the strict inspection and classification of coal, will provide the subject matter for some of the future advertisements to appear over the signatures of the wholesale coal dealers. They propose to present their case so fully and clearly to the public that they will be given full credit for the services they perform as well as to escape criticism for defects in the coal industry for which they are not responsible.

Digitized by Google

The Funds of a Million Families

BEGINNING with Sunday, September 19th, all financial advertisements ordered for the Sunday New York AMERICAN will be run through the entire Sunday circulation—approximating one million copies every Sunday.

This enables financial advertisers to reach an immense circle of investors in a territory, which, during the Liberty Loan drives and by statement of the Federal Reserve Bank, has been shown to contain one-third of the wealth of the entire country.

Advertising for the Sunday issue should be in the New York American office not later than 5:00 P.M. of the preceding Thursday.

Digitized by Google

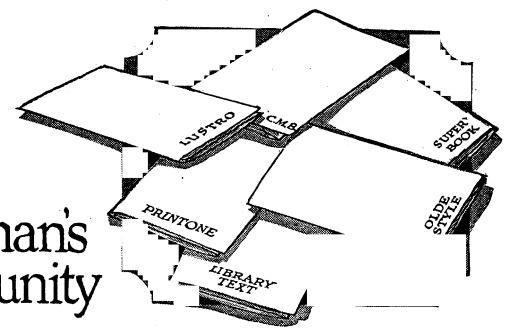
better
paper

better
printing

S. D. WARREN COMPANY
BOSTON, MASS.

STANDARD
Printing Papers

Digitized by Google



A Craftsman's Opportunity

EDITORS of house organs are playing a notable part in the commercial growth of America. And we, who are interested primarily in paper, wish that more often we might advise them in their choice of paper. For now and then they miss the last fine shade of achievement by selecting unsuitable printing surfaces.

There are a dozen Warren Standard Printing Papers to choose from. The right choice depends on the character of type and illustration.

Lustro, for example, prints the finest halftones beautifully; and no engravings are too fine for some house organs.

Printone, the Warren semi-coated paper, is the suitable selection often when extreme niceties of detail can be spared in halftone illustration.

Library Text brings out the hair-line serifs of the most delicate types. This English finish paper will take the coarser halftones, and in its absence of glare it is grateful to the eye, even after long reading.

Cumberland Super Book, also, takes halftones, if not of too fine a screen. So does Machine Book, an unglossed stock which carries any type.

And when text or line cuts predominate, there is an opportunity and almost a duty to use antique paper, Warren's Olde Style being the ideal selection.

Be advised that in all printing the best paper is always that which is suitable; that a house organ, no less than any other publication, presents to its maker a craftsman's opportunity.

S. D. WARREN COMPANY
Boston, Mass.

Warren's STANDARD Printing Papers

Digitized by Google

Your Printer wants to give you a good job

HIS pressman has likely spent hours making your job ready. A compositor has taken care to space the type properly. Before the job is off the press, perhaps a dozen men have contributed some skilled service to make it a piece of better printing.

Whether the efforts of these men will be visible or hidden depends upon the paper. If it is good paper, suitable to the work, the type will show up clearly, the illustrations fairly sparkle and the general appearance be such that it will win favorable attention. If it is poor paper, or paper unsuited to the job, all the work of these men will be lost and the finished job will have none of the characteristics of good printing.

Among the Lindenmeyr Lines are many good papers adaptable to many kinds of printing. For cover, folder and brochure work there are the Strathmore Covers, Buckeye Covers, Princess Covers and other dependable papers; for general book and catalog printing, there are the Warren Standard Printing Papers; and for letterheads and office stationery there are Crane's Bond, Brookdale Linen Bond, Tradesmens Linen Record and other fine writings.

Samples, dummies, and specimens showing the kind of printing these papers encourage, will be furnished on request.

Henry Lindenmeyr & Sons

ESTABLISHED 1859

32-34-36 Bleecker Street, New York City

Branch Houses

NEWARK
54-56 Clinton Street
New Jersey

NEW YORK
16-18 Beekman Street
New York

HARTFORD
58-60 Allyn Street
Connecticut

Digitized by Google

German Toys Are Here, but Quality Is Lacking

American Manufacturers Can Retain Their Hold on the Market if Present High Quality Is Maintained and Advertising Continued

By C. M. Harrison

GERMAN-MADE toys are on the American market again. They are being handled by most of the leading jobbers and importers and by the retail mail-order houses.

Two years ago, when there was much agitation over the supposed efforts of German toy manufacturers to get back some of their trade in this country, PRINTERS' INK quoted some leading merchandising authorities as declaring that the place of origin of the toys would not be considered in the buying of them—that a woman getting a doll for her little daughter would purchase it from a standpoint of appearance and price and would neither know nor care whether American or German makers produced it. This, of course, is the exact truth and represents accurately the way the thing is working out now.

In the midst of the hatreds brought about by war, business men say some things they do not mean. They may honestly believe that what they say represents their true sentiments. But after the trouble is over they begin doing business on a business basis again and are no longer ruled by prejudice. Certain English and American jobbers declared they never again would handle German goods. In the light of this assertion it is interesting to note the situation to-day, both in this country and in England.

So many German toys have gone to England during the summer that British manufacturers have asked the Government to take steps to check such imports. Owing to the exchange rates the German toys undersell the domestic product, thus demonstrating that value is the only thing that counts.

One large American importing house created a sensation during the war by refusing to accept a large consignment of German toys which it had bought and paid for previous to the beginning of hostilities. The shipment was held up by the English blockade for more than a year and then finally got through. This house spurned the big shipment entirely and would have nothing to do with it. It was left on the hands of the customs officials, and what became of it never was made public. It might have been auctioned off, and possibly was.

This same house to-day is selling German toys to its trade. At the time it refused the shipment it was profuse in its declarations to the effect that it would be an insult to American children to ask them to play with toys fashioned by the hands of their country's enemies. This is mentioned here not in a spirit of criticism, but merely to show what an unsentimental thing business is and how quickly it reaches out along logical lines, even though officially and technically America is still at war with Germany.

However, it is highly gratifying to know that the situation here is quite radically different from that in England. Instead of German toys seriously interfering with home manufacturers, as is the case there, they are here coming up a bad second.

AMERICAN TOYS SELLING ON THEIR MERIT

American makers are selling all the toys they can produce. But absolute fairness compels the statement that their toys are being sold as toys and not as American toys. The same rule works both ways, you see.

A PRINTERS' INK representative, in investigating this peculiar con-

Digitized by Google

dition, interviewed toy buyers in two large jobbing concerns, a chain-store company and two retail mail-order houses. He also talked to a buyer in a big department store which buys its goods direct. Most of the buyers talked with the utmost frankness, although naturally they did not want their names used or their houses mentioned. The writer predicts that by another year they will have overcome this modesty.

The investigation brought out these important facts:

While German toys are here in considerable quantities, they are not seriously competing with the American made products, either in quality or price.

Also, there are no complete lines of German toys on the American market. The goods here are in the nature of pick-up or fill-in propositions.

And, most important of all, the German toys are inferior and are considerably below the standard of the goods sent out from that country before the Kaiser began his war.

The toy buyer in one big house that has been foremost in opposing German toys during the war expressed a willingness to tell PRINTERS' INK exactly what is what as he understands it.

"Yes," he said, "we are handling German toys—principally small dolls, stuffed animals and Christmas tree ornaments. These are being sold to our customers just as we sold them before the war, without reference to where they were made. I honestly believe that not one retailer in a dozen stops to think about where toys or tree ornaments were made.

"We are not buying any full lines of German playthings. In fact, so far as I know, no full lines are available. I have an idea that the natural difficulties attending trade with Germany because of our failure to ratify the peace treaty has something to do with this. But the main reason as I see it is that German manufacturers in these lines are positively unable to compete with American makers. You know very well I am not bragging when I say this. Our natural inclination would be to favor the American manufacturer. At the same time if the Germans would come along with better goods at a lower price we would buy them just as anybody else would do. When I say, therefore, that the American goods are better, I am saying what I want to say as an American, and also what is actually true as established by our buying experiences.

PRICES HIGH AND QUALITY LOW

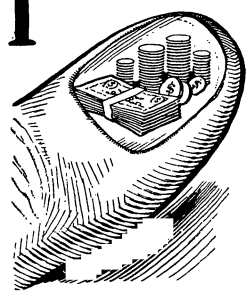
"The big fear of American manufacturers all along has been that the Germans could undersell them, especially on the lower-priced toys. Well, they haven't up to date. Take this little talking doll, for instance—an item of which we sold thousands of gross every season before the war. It has been a standard ten-cent retail seller all over America. We used to sell it as low as forty-five cents a dozen. This year our price has raised all the way from ninety-five cents to a dollar and ten cents a dozen, thus making it a fifteen-cent retail seller at the very lowest. Another thing, this doll is not nearly the quality it was six years ago. The material is of a much lower grade and the workmanship imperfect.

"Similar imperfections are seen in the stuffed animals, the wooden toys and the tree ornaments. The material used is away below what it ought to be. Perhaps association with the better made American toys for the last few years has warped my judgment and made me incapable of passing an unbiased verdict upon German goods. But I do not think so. The German goods simply do not have the quality and they by no means have price advantages that will give them very much of an edge over American goods.

"Along about 1915, as I remember it, there were practically no tree ornaments to be had in this country. This item always has been imported from Germany. American manufacturers started to produce them. Their product the first year was almost a joke,

Digitized by Google

Thumb-Nail Sketches of Washington D.C.



The per capita wealth of Washington, D. C.

THE per capita wealth of Washington, D. C., exceeds that of every other city in the country.

Aside from executives, professional men and women, and the city's vast army of Government workers, there are over 600 industries in Washington employing over 35,000.

The Washington Times

The National Capital City's Only 3 Cent Newspaper

—reaches the most of the best buying class in the Nation's Capital City.

Eastern Representative
I. A. KLEIN
Metropolitan Tower
New York City

Western Representative
G. LOGAN PAYNE
Marquette Building
Chicago, Illinois

Digitized by Google

so far did it fall below the German ornament. The quality kept improving until to-day the German ornament is forced to take a second place. We sell the German ornament, of course, but it is the cheaper product designed for the cheaper trade—which is just what the American ornament was before.

"Will we continue selling American playthings? Undoubtedly. Right now, as I have already explained, such German goods as we have are used merely to fill in our line. When complete lines of German toys are available we probably will handle them if we can find a place for them in our selling scheme. Toys are toys. We want our line complete, with a full range of items and prices. To bring about this condition we naturally are going to buy where we can buy to the best advantage."

Right after the armistice, American toy manufacturers began to express fear of a possible inundation of German made goods. Some of them, in their apprehension, enthusiasm, or whatever it might be called, proposed a national advertising campaign to bring home the idea of "American toys for American children." Such a campaign might possibly succeed, as was said in PRINTERS' INK a couple of times. But it would cost much more than it could be worth.

People do not buy goods that way very long at a time. Such an advertising appeal is in pretty much the same class as the advertising done by or in behalf of retailers urging that people buy from them to "build up the neighborhood" or "help the town."

When the proposition is stripped of all its glamor, American toy manufacturers will recognize it as being not particularly beneficial to them in the long run to have the American jobbers and the American people accept their goods from sentimental considerations. It is far and away better that American toys be accepted from a standpoint of merit and price—which is exactly the case now.

Everybody who sells toys in this country will be glad from a patriotic standpoint to see American goods taking the lead. The fact that quality and price, rather than appeals to provincial pride or racial hatred, have brought about this pleasing condition does not lessen their satisfaction. On the direct contrary it makes their satisfaction something tangible and solid.

A couple of seasons ago Sears Roebuck & Company received some German toys bought before the war. It frankly admitted them to be such and proposed to sell them in a special way so that all the profits could go to the American Red Cross. A storm of criticism came in from all directions. To-day this concern could sell German toys just as easily as the American kind—if the quality and price were right.

People forget. They won't stand hitched very long when it comes to buying merchandise on any other consideration save value. This is why a lot of perfectly good advertising effort sometimes goes to waste.

Southern Nurserymen Join in Advertising

At the annual meeting of the Southern Nurserymen's Association recently held in Charleston, S. C., plans for cooperative advertising were adopted by eight of the largest nursery firms in the Southern States.

The object will be to fix the trademark, "Trustworthy Trees and Plants," in the mind of the reader and to create confidence in the firms holding membership in the association.

This advertising, while it will supplement the national publicity sent out by the American Association of Nurserymen, will appear exclusively in Southern farm publications. The account will be handled by the McFarland Publicity Service, Harrisburg, Pa.

A. K. Taylor in Insurance Advertising

A. K. Taylor, formerly with F. J. Ross Company, Inc., New York, advertising agency, is now advertising manager of The Continental Insurance Company, Fidelity-Phenix Fire Insurance Company and the American Eagle Fire Insurance Company, New York. Prior to the war, Mr. Taylor was for a number of years with the Wendell P. Colton Company, advertising agency, as vice-president and secretary.

Digitized by Google

SPOT ADVERTISING

for

Buying or Selling

Finished Products
Industrial Equipment
Surplus Stocks Coke
Raw Materials Scrap
Machine Tools, New or Used
Professional or Engineering Services

Forms Close at Noon Preceding Publication Date

DAILY IRON TRADE AND METAL MARKET REPORT

Published Five Days Each Week

Member
Audit Bureau of Circulations
Associated Business Papers, Inc

Penton Bldg., Cleveland
220 Broadway, New York

Digitized by Google

Globe-Democrat

Are Preferred By

ESTABLISHED 1867 A. G. SOLARI, PRESIDENT

Leppert-Roos Fur Co.

MANUFACTURING FURRIERS.
809 WASHINGTON AVENUE.
ST. LOUIS, U. S. A.

Sept. 9th-1920

Mr. J.C. Gamble
c/o Globe Democrat,
City.

Dear Sir:-

For the great many years that I have been doing advertising, never in all my experience has my attention been called so forcibly as to that which I am now doing in the ARTGRAVURE SECTION of the St. Louis Globe-Democrat.

The rate may be a little higher than ordinary newspaper advertising, but one is well repaid for this apparent excess considering the direct recognition obtained.

Wishing you continued success, I am,

Very truly yours,

B. O. Berger,

B/N.

Digitized by Google

Artgravure Ads

Local Advertisers

DURING the first seven months of 1920 the Globe-Democrat carried *over five times as much* local gravure advertising as the other St. Louis Sunday paper.

The letter on the opposite page is from one of many local advertisers who prefer the Artgravure Section of the

St. Louis Globe-Democrat

St. Louis' Largest Daily

NATIONAL REPRESENTATIVES

F. St. J. RICHARDS	GUY S. OSBORN	J. R. SCOLARO	R. J. BIDWELL
410 Tribune Bldg.	1302 Tribune Bldg.	701 Ford Bldg.	742 Market St.
NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO

DORLAND AGENCY, Ltd., 16 Regent St. LONDON, S. W. 1

Digitized by Google

(Photo of new Detroit Seamless Steel Tubes Plant out Warren Ave. West.)

Another Great Industry in Detroit

One year ago the site of this great new plant of the Detroit Seamless Steel Tubes Company was a pasture lot. Now it is swarming with activity. Thus does Detroit keep ever on the forward march.

That is one reason why Detroit should not be overlooked in any advertising campaign. The other reason is The Detroit Free Press, the only morning newspaper in America's Fourth City. Covering thoroughly the worthy homes, those whose buying ability is unquestioned, its columns offer you a most certain route to definite returns from the expenditure of advertising dollars.

More reasons why if you ask.

The Detroit Free Press

"Advertised By Its Achievements"

VERREE & CONKLIN, Inc.
Foreign Representatives

NEW YORK CHICAGO DETROIT

Digitized by Google

Frankness in Copy Instills Confidence

Advertisers Who Take the Reader into Their Confidence Find the Policy Pays Them

By R. Bigelow Lockwood

IT pays, sometimes, to drop elaborately planned methods of selling and resort to the simple expedient of taking the prospect into your confidence. The business policy hinging on the theory that the customer is always right is a sort of second cousin to the plan of placing yourself in the hands of the reader by approaching him in a spirit of absolute frankness.

In the face of the extravagant claims for "cure alls," made by the advertisers of medical preparations, it is a relief to read the booklet issued by Johnson & Johnson describing the uses of their K-Y Analgesic; a local anodyne for headache, neuralgia, rheumatism and kindred troubles. After covering certain ailments which are usually relieved by this preparation the booklet adopts the refreshing tone of taking the reader into its confidence. "K-Y Analgesic," it says in effect, "affords relief for numerous ills, but the reason frankly cannot be explained. Prepared with the definite purpose in mind to relieve certain ailments, it was found that its application proved beneficial in assisting a wide variety of conditions. The fact remains that although unable to explain the reason for the relief, in certain cases, the action is usually found helpful."

As a result of this marked frankness, the reader instinctively begins to have confidence in the manufacturers and is more than willing to experiment. When a concern of the national standing of Johnson & Johnson takes users of one of its products sufficiently into its confidence to admit inability to explain the reason for a remedy's action, there is something in the policy for other advertisers to look into. In the face of such an argument, the reader's inclination to challenge broad claims is swept aside and the comfortable feeling is established that the advertiser is advancing his claims in a co-operative spirit.

The concern which takes a reader into its confidence, either through its salesmen or the printed page, gains the valuable point of making the prospect feel that he has a keener personal interest in the proposition because the advancement has been made through personal channels. An advertisement cannot take the reader into its confidence and not be personal.

Mudge & Company, of Chicago, manufacturers of Mudge Gasoline Section and Inspection Motor Cars for steam railroads, recently ran an interesting page of copy in a railroad paper which illustrates how a large concern can profitably unbend in its attitude toward prospective users. At the top of the page was shown a picture of the president of the company, seated at his desk and looking directly at the reader. Under this personal picture appeared the headline, "An Informal Message to You from Burton Mudge, President Mudge & Company." The body matter started off: "I have just written a letter to an official of your road. It will reach him sometime within the week. This subject is one which you will view with importance." The proposition was then outlined and the copy closed with the following statement: "If you are the official to whom our abovementioned letter is addressed and you are interested in the subject, well and good; if we should have addressed another official on this

Digitized by Google

subject, please pass the letter on to the proper party for reply."

In this case the tie-up of confidence was made with the letter, and interest in the letter was strengthened by the informal manner in which the president of the company took the reader into his confidence by telling him that it was on the way.

The success of the recent twenty per cent discount sale launched by John Wanamaker unquestionably owed some of its success to the manner in which it was advertised. While it is true that the mere price reductions would have attracted thousands of buyers, the event assumed large proportions in public opinion due to the recognized Wanamaker attitude of taking the public into confidence. Those who read the advertising caught the spirit of the message as it applied to an attempt to reduce the high cost of living. This impression was carefully built to cement a bond of cooperative spirit between the store and the multitude of shoppers who, through the advertising, were taken into confidence and made to see the object behind the sale. Naturally, other mercantile houses followed suit with similar price reductions, but by taking the public into his confidence, John Wanamaker won the credit of swaying the opinion of the buying mass and strengthening his hold on the market.

This policy of taking the reader into your confidence has many angles and is encountered in many forms.

For example, there is the plan of confiding in the reader the secrets or points regarding the mechanical construction of a device. Copy and illustration that explain the most minute details, and tell "why," place the manufacturer in the favorable light of not holding back anything. When an advertiser bares his points of design and leaves nothing hidden, he places his cards face upwards on the table and leaves it to the reader to judge.

"Getting Right Down to the Point and Looking into the Nozzle," is the headline used by the Star Brass Works to advertise Spray Cooling Systems. A headline of this sort in itself is a good confidence builder because the reader infers that the advertiser is going to take him into his confidence regarding construction. Thus technical advertising copy that shows a willingness to go into details of design is more than likely to meet with favorable reception.

That this principle of advertising is a sound one can readily be proved by considering the important part that taking a listener into your confidence plays in other walks of life. The line in the theatrical production of "Peter Pan," which invariably won the greatest applause, was spoken by Miss Maude Adams. At a critical point in this whimsical play, Miss Adams stepped to the footlights, dropped her part for the instant, and with extended arms appealed to the audience in the words, "Do you believe in fairies? Oh say that you do!" The appeal invariably brought down the house and the prolonged outburst of handclapping brought back to life the dying spot of light and saved the fairy, *Tinker Bell,* from being extinguished. The house rose to the appeal because the actress, with all the art at her command, stepped out of her role and took her listeners into her confidence.

Turning for a minute to the methods used by two-legged salesmen, we find that the same principle is successfully applied. Many a sale which otherwise would be lost is gained by the frankness of the salesman who takes his prospect into his confidence and gives him "behind the scenes" facts.

A good example of this kind of salesmanship recently came before the attention of the writer. It happened in a smoking car, the principals being two automobile owners who were discussing tires.

Said one: "I bought two rebuilt tires the other day; something I have never done before."

"What made you do that?" asked the other. "Are rebuilt tires any good?"

Digitized by Google

—habits that compel

You cannot select the time to read your daily Newspaper.

You *must* read it morning and evening, day in and day out.

And you *do*.

Habit compels you.

To many the regular reading of merchandising news (some call it advertising) is a habit.

The resulting immediate action is also habit.

Habit is the line of least resistance in every single thing you do.

And that is why advertising in daily Newspapers sells more goods than any other type of advertising medium.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

Digitized by Google

"Well," said the first speaker, "I think it was the explanation of the tire salesman that made me try them. You know, like many drivers, I have always been skeptical of the rebuilt tire business, because I never understood it. Just out of curiosity I dropped into the store of a small dealer who makes a specialty of buying up worn tires and rebuilding them. This chap took me into his confidence and told me how it was done.

"It appears that the first thing he looks at is the inner walls. If the walls are sound he puts on a new tread and thoroughly strengthens any defects. It was really quite interesting, and judging from the way he told it I believe it is practical. Of course, he frankly admitted that no tire can be as good as a new one, but he told me enough about the inside ropes of his business to convince me that I would receive good value from any tires he might recommend. As a result I bought two. His story was so interesting that I don't see why some large company doesn't start an intensive advertising campaign to sell rebuilt tires. I am sure that if the general public understood this branch of the trade, as he explained it, a large market could be created.

"The trouble with most of these rebuilt tire people is that they advertise their tires to be as good as new ones. If they'd only take the public into their confidence and tell people the things this dealer told me the manufacturers of new tires would have to hustle."

As a matter of fact, there are some advertisers in the machine-tool field who are using much this same argument, advertising what their machines will *not* do as well as what they are designed to accomplish. This sort of frankness, by warning prospective users not to expect too much, strengthens the argument in favor of using the machine simply for the purpose for which it was designed.

There are a number of pitfalls in the path of the advertiser who plans to take the reader into his confidence.

An advertisement that seeks the confidence of the reader must ring true. In other words, there must be authority behind the story. For this reason the use of a trade character is not good policy if this trade character be made to do the talking. Trade characters are in a sense unreal and there are only a few of them so universally recognized and associated with their concerns that words which take the reader into their confidence carry weight. In general, when a trade character is made to speak, its utterances should be on other subjects than imparting confidential information.

A humorous figure made of soap with toothpicks for legs may safely be made to spout about creamy lather, but if the soap manufacturer wishes to take the public into his confidence regarding inside facts pertaining to his business, the words should be spoken by some company representative of more weight. The usual trade character should be limited to telling the selling points of a product, but when it comes to a more serious discussion the time is ripe to employ a gag.

Advertisers with a confidential story to tell should be serious. Flippancy may be all right in its place, but the problem of taking the reader into your confidence calls for serious presentation and logical copy. It is fatal to run the risk of giving the impression that you are treating the subject lightly, for the reader will respond in tune with the keynote of your appeal.

Also, be sure that you have a real story to tell before adopting this copy slant. Confidences that are not confidences fall short of the mark.

Taking the reader into your confidence begets confidence, whether across a counter or through the medium of printed advertising. The confidential tone in advertising is a good note to strike, provided you really have something worthy to impart, and if done will go a long way toward awakening a responsive chord in the reader.

Digitized by Google

Brute=Power

IT'S the tremendous, persistent hammering of one Dominant Idea that welds *sales*. It is our firm conviction that every advertising campaign should be born of a Dominant Idea *that fairly writes itself* into vivid advertising—*translates itself* into hundred-point salesmanship.

Without obligation to you, an executive of this organization will gladly call to give you detailed information regarding Dominating Idea Advertising.

McJUNKIN ADVERTISING COMPANY

CHICAGO
5 S. WABASH AVE.

CLEVELAND
LEADER NEWS BLDG.

Digitized by Google

Leadership in Live Stock Advertising

THE CORN BELT FARM DAILIES carried a total of 1,590,515 lines of live stock advertising during the first seven months of 1920. This exceeds the combined total for the seven months of the four leading farm weeklies (in point of live stock lineage) measured by the Advertising Audit Company. Two members of THE CORN BELT FARM DAILIES *each* carried more live stock advertising during this period than the leading farm weekly (in

Corn Belt

Digitized by Google

point of live stock lineage) measured by the Advertising Audit Company. Comparative figures on live stock advertising in various agricultural publications will be supplied upon request.

¶ None of the live stock advertising is duplicated in THE CORN BELT FARM DAILIES. Each publication has its own clientele located in the particular territory in which it circulates. Furthermore, live stock advertisers cannot buy space in these papers at a lower rate than commercial advertisers.

¶ When farmers themselves buy this space so predominately it may well be considered a criterion of the value of THE CORN BELT FARM DAILIES to general advertisers seeking the farmer trade.

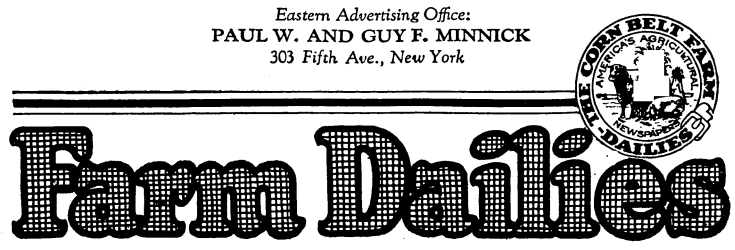
¶ Regardless of what publications you are using to cover the Corn Belt, you can stiffen up your campaign by reaching the live stock farmers—the "Captains of Agriculture"—through THE CORN BELT FARM DAILIES.

¶ The quality of the circulation has been established for nearly a half century. Each paper sells for $5 a year in advance and subscribers gladly pay this price for the specialized, complete and indispensable service they receive.

Daily Drovers Journal, Chicago, Ill.
Daily Drovers Telegram, Kansas City, Mo.
Daily Drovers Journal-Stockman, Omaha, Neb.
Daily National Live Stock Reporter, E. St. Louis, Ill.

General Advertising Office:
THE CORN BELT FARM DAILIES
836 *Exchange Ave., Chicago* *W. E. Hutchinson, Adv. Mgr.*

Eastern Advertising Office:
PAUL W. AND GUY F. MINNICK
303 *Fifth Ave., New York*

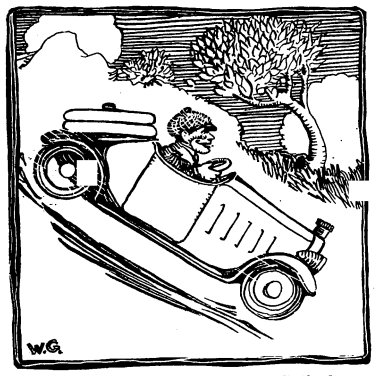


This is a chapter in the serial story of The Corn Belt Farm Dailies. Previous advertisements mailed upon request.

Digitized by Google

A Six Cylinder Parable

THERE once was an Automobile Driver who used all Six Cylinders going Down Grade, but when he came to a Hill he took the wires off two Spark Plugs and tried to negotiate the hill on Four Cylinders. You will agree that he was a Pretty Foolish Driver.

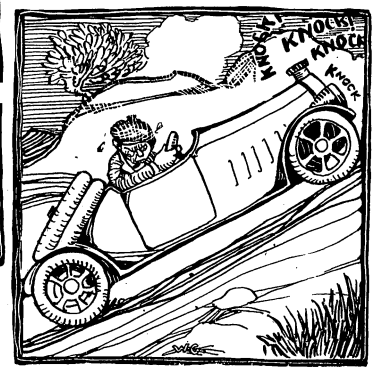


Going down hill he Used all Six Cylinders

Yet a Lot of automobile advertisers and other advertisers are Just Like Him. Last fall and winter when they couldn't supply their Customers' Demands (the Going was Good) they advertised on a very Large Scale (used Six Cylinders). Now that they have Struck the Upgrade, quite a Few of them are Deliberately getting out and taking the Wires off two of their Spark Plugs. Just like the Grocer who Pulled Down the Curtains in his store because his groceries Weren't Selling.

Another automobile company Took an Opposite View. They ran on Six Cylinders in good times; now they are running on Six and Giving her a lot of Extra Gas. When others are Dropping Out they are going Strong. Here's what they say:

"With summer coming on and the market slowing up we've started advertising big. We are running more and larger copy than we used last winter. Our business is brisk. We sold more cars in August than in June."



When he struck the Upgrade he deliberately took the Wires off two Spark Plugs

A lot of Pessimists say we are in for a business depression This Winter. Those who Discharge their Best Salesmen doubtless will find business slow. But think—how much Better it would be for Everyone to keep On His Toes and when business shows Signs of Slowing Down, step on the Gas, keep Hitting on All Six—and take the Hill on High!

MORAL:—The purpose of Advertising is to Sell Goods and the time to Push Advertising is when Sales Don't Come Easy.

The Business Manager,
NEW YORK EVENING POST

Digitized by Google

Training the College Mind toward G. E.

How a Great Corporation Builds for the Good Will of the Future Business Executives

By Augustus Paul Cooke

BUILD for the good will of the business executives and household managers of to-morrow by cultivating the friendship and confidence of the college men and women of to-day. This is the slant of an advertising campaign by the General Electric Company, begun as an experiment last year, which is being continued this year because of the success of the venture from its inception.

Perhaps the outstanding feature of this advertising text is its educational tone, for there has never been any effort made to produce direct sales, or immediately to stimulate business in any way. It has been solely good will advertising. The only "replies" which General Electric sought at all were through the solicitation of requests for a booklet describing the interior workings and functions of the corporation's several plants—another chapter in its educational work. Many thousands of these booklets were distributed as a result of this advertising campaign.

Specially prepared copy was used in nearly 500 publications in 350 colleges throughout the United States, which not only included the engineering and technology schools, but also academic universities, women's colleges, and upwards of forty alumni publications as well. In this manner the company was able to reach about a half a million undergraduates and nearly 200,000 alumni in all walks of life.

The cost of this campaign was about $40,000 the first year, with a slight increase for this year. Taking it for granted that the average college student had scarcely given more thought to electricity than being a mystic force which provided light, heat, power and perhaps the impulse to start one's motorcar, this copy was built on educational lines. Its purpose was to show the thousand and one parts electricity and electrically driven machinery play on the stage of every-day life.

Full-page copy was used, illustrated with photographic and line-drawing art work. There was never any touch of technicality, even though such an angle might be relished by engineering and technology students.

COLLEGE GIRLS WILL REMEMBER

The opening gun in this college campaign was fired at the beginning of the college year—"male and female" copy being used in the respective college publications.

The women's college copy was built on the theme of "The Passing of Cinderella," showing a modern college girl in cap and gown, surveying the traditional Cinderella household implements of drudgery—the broom, the washtub, the dustpan and the flatiron. The modern Cinderella is seen pushing a button, which reveals a "fade-in" of modern electrical appliances, as the washing machine, vacuum cleaner, electric toaster and electric iron.

After a brief preface, connecting the fairy tale with the modern housekeeper, the copy goes on: "And now the girl of 1920 looks to electricity as the fairy prince who makes life easier and fuller. Just a push of the button—and tiny electric motors sweep, wash dishes or clothes, clean and scour, make ice or ice cream, run the sewing machine and play the piano or phonograph."

The story for the male undergraduates is slightly different. The photograph illustration is of a college man, seated at his desk, reading under a student's lamp, while in the left of the picture a

Digitized by Google

An Open Letter

New York, August 27, 1920.

I have just noticed a circular which the Advertising Department of the Woman's World sent out, which gives certain comparisons in rates and the increased cost of color pages above the black-and-white pages. I notice this statement shows that Pictorial Review charges the very smallest increase for color advertising (among all the high-class women's magazines mentioned in the statement).

I notice, however, that this statement says that the "December, 1919, A. B. C. Audit of Pictorial Review is not available." Perhaps, the Woman's World did not know that on account of the Printers' strike the December issue of Pictorial Review was not printed, but that the issue previous to December showed a net paid circulation of 2,011,715 copies.

It may further interest you to know that the print order for our next issue (the November number) is 2,100,000 copies.

Very cordially yours,

Paul Block

Advertising Director

PICTORIAL REVIEW

Digitized by Google

Pictorial Review

The last issues (the September numbers) of the leading women's magazines show the following:

That Pictorial Review again has made the largest gains, among the leading women's magazines, both in volume of space carried, as well as in percentage of volume, above the previous September number.

Pictorial Review's gain, in lineage (above the September, 1919, issue), is 18,890 lines.

In percentage, it gained 47%.

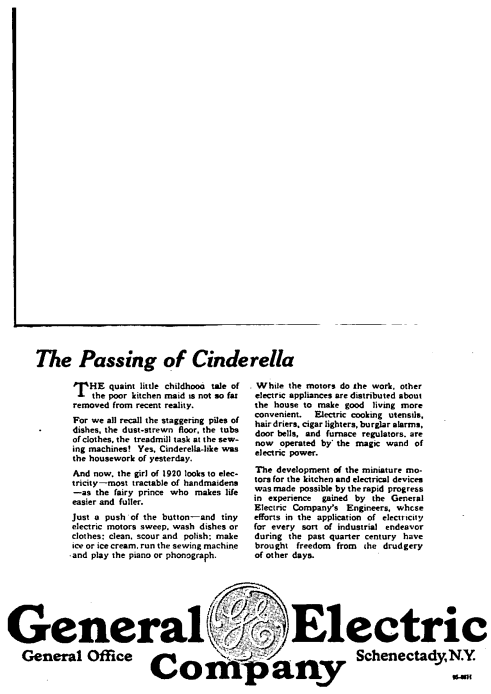
The print order for the next issue (the November number) is 2,100,000 copies.

Pictorial Review sells at 25c per copy

Digitized by Google

hand protrudes, holding a brilliant Mazda.

The text has to do with "The Story of Your Study Lamp." It continues: "If you were studying by an old, smoky oil lamp and suddenly a modern, sun-like Mazda lamp were thrust into the room the contrast would be dazzling. That instant would unfold the result of thirty years' development, research and manufacturing in electric lighting."



The Passing of Cinderella

THE quaint little childhood tale of the poor kitchen maid is not so far removed from recent reality.

For we all recall the staggering piles of dishes, the dust-strewn floor, the tubs of clothes, the treadmill task at the sewing machines! Yes, Cinderella-like was the housework of yesterday.

And now, the girl of 1920 looks to electricity—most tractable of handmaidens—as the fairy prince who makes life easier and fuller.

Just a push of the button—and tiny electric motors sweep, wash dishes or clothes; clean, scour and polish; make ice or ice cream, run the sewing machine and play the piano or phonograph.

While the motors do the work, other electric appliances are distributed about the house to make good living more convenient. Electric cooking utensils, hair driers, cigar lighters, burglar alarms, door bells, and furnace regulators, are now operated by the magic wand of electric power.

The development of the miniature motors for the kitchen and electrical devices was made possible by the rapid progress in experience gained by the General Electric Company's Engineers, whose efforts in the application of electricity for every sort of industrial endeavor during the past quarter century have brought freedom from the drudgery of other days.

General Electric Company
General Office Schenectady, N.Y.

A CHILD'S STORY ADAPTED TO TEACHING COLLEGE GRADUATES

So on down the calendar of college months until June is reached. Then there is a graduation thought, of course, in the copy. The college senior, in cap and gown, diploma in hand, is pictured leaving the college gates and "Entering the World Electrical," as the caption has it. The centre-piece is a line-drawn circle, in which many of the giant uses, and some of the smaller ones, of electricity are pictured. There is the great hydraulic plant, the streetcar, the electric-propelled railway train, and the electrically driven battleship, along with the X-ray, the arc welding operation, and, lastly, the electric light in the home.

The text of this copy might be an excerpt from a baccalaureate sermon, for it reads: "The graduate of to-day enters a world electrical. Gathered from the distant waterfalls, or generated by the steam turbine, electric power is transmitted to the busiest city or the smaller country place. . . . And so electricity, scarcely older than the graduate of to-day, appears in a practical, well-developed service on every hand."

Then, as a sort of parting advice to the embryo business or professional man, the text concludes: "Recognize its (electricity's) power, study its application to your life's work, and utilize it to the utmost for the benefit of all mankind."

The General Electric Company, perhaps, is one of the first of America's big corporations to realize that many of man's lasting impressions are formed while in college, both in classroom and out.

What the immediate fruits of the advertising will be is probably not concerning the advertiser a great deal, but it is on the cumulative, year-to-year results, that will increase like compound interest, that General Electric is betting about $50,000 yearly, in addition to its other expansive advertising.

Edward W. Haislip, formerly treasurer of the Meinzinger Studios, Detroit, has become sales manager of Howard-Garfield-Gray, advertising illustrators of the same city.

Digitized by Google

Patent Medicines Threatened in England

Viscount Astor Sponsor for Enactment Which Would Put Them Out of Business

By Thomas Russell

London, England, Correspondent of PRINTERS' INK

IN all European countries except Britain, severe restrictions on proprietary medicines have long been in force, but the manufacturers have usually been able to get along somehow, nevertheless. In some countries the formula or the composition of an advertised medicine has to appear on the label. In France, a registered druggist has to be the proprietor, in whole or part, of the business: but it doesn't matter in how small a part. In Sweden no medicine can be sold except on a doctor's prescription. In Germany the government used to have the pleasant habit of advertising the ingredients and their cost, at the expense of the proprietor, whenever it felt like it, and also of confiscating the goods in stock, though as these were sold by auction and the money given back to the owner (who generally attended the sale and bought the stuff himself) this was more troublesome than painful.

If the bill just introduced into the House of Lords by that very undemocratic-sounding American, Lord Astor, becomes law, things will not be pleasant for medicine men in England. The Astor bill, which is a Government measure promoted by the Ministry of Health, purports to stop the sale of fraudulent proprietary medicines and surgical articles; but it goes a good deal further than that. With the legal verbiage cut out, this is what it amounts to:

Proprietors of advertised medicines must be registered with the Ministry of Health and deposit a formula and adhere to it in their goods; proprietary appliances for deafness and hernia are to be illegal; so is correspondence on treatment; money-back offers are likewise prohibited. Fictitious testimonials, the bare statement that a qualified medical man has recommended the goods (unless his full name and address are given) and any terms implying that the goods originated with a doctor, are all of them offences. Where synthetic drugs are sold as proprietaries the chemical name must be printed on the label, but the manufacturer must not print the statement that the goods are registered under the Act, nor must he use labels recommending the goods for any disease not mentioned in his statement filed with the Registrar. If it "appears likely" to the Minister of Health that any preparation "will, or is likely to" cause injury to health, he can remove it from the register, thereby making the sale of it illegal; and no medicine may be advertised to cure cancer, consumption, lupus, fits, epilepsy, diseases of women, diabetes, Bright's disease, paralysis, locomotor ataxia, or any other disease which the Minister of Health may decide to add to the schedule.

THE MANUFACTURERS' SECRETS MAY BE DIVULGED

If this bill is not considerably modified in the House of Commons, the patent medicine business will receive a considerable biff. For one thing, the secrets will all be out; for while it is provided that the Registrar shall not disclose any formula, the bill makes it evident that a large staff of official doctors and analysts will require access to the particulars in order to perform the prescribed duties of the Ministry of Health, and when a secret is thus shared, it is sure to leak out.

The fact is that the measure is a doctors' scheme, first and last and all the time; and while os-

Digitized by Google

tensibly aimed at fraud, gives the Health Ministry, without being at the trouble of passing a fresh law through Parliament, the power to suppress any advertised medicine it likes. The Ministry will be staffed by doctors, who, of course, want a monopoly of the medicine business for themselves.

DRUGGISTS WILL FEEL WEIGHT OF NEW LAW

Patent medicine advertisers, however, will not be the only sufferers. There are somewhere about 11,000 druggists in the country, all of whom have several proprietaries of their own. Each of these will have to be registered (paying a fee) and a large proportion will have to be relabeled, to eliminate wording that is rendered illegal. But there is no occasion to feel any sympathy for the druggists. Probably 90 per cent of their proprietaries are substitutes deliberately gotten up with the object of being pushed in place of advertised remedies. Moreover, Viscount Astor's bill is the outcome of a book, largely supported by druggists some years ago, purporting to give the formulas of advertised medicines; and of a parliamentary committee, which made the druggists jump for joy in 1914, when they instigated doctors to get it appointed, for the purpose of investigating patent medicines.

The bill has still to get through the House of Commons; but it is a Government measure, and the Government can do anything it likes in the Commons, because at least 75 per cent of the members would lose their seats forever if the administration resigned. There have, of course, been great abuses in the patent medicine business; but newspapers and advertising men have been so stern in "cleaning up," of late years, that actual fraud has been stamped out. Considering what the medical profession has repeatedly been convicted of in the way of incompetence, the claim that the sale of medicines ought to be removed from the hands of the ignorant is not very impressive.

Four New Accounts with Silberstein Agency

L. Black & Co., clothing manufacturers of Rochester, N. Y., have put their advertising account in the hands of Alfred J. Silberstein, New York. A campaign has been planned to give greater prominence to the trade-name "Vogue Clothes," under which the Black product is marketed. The Silberstein agency is also handling the advertising accounts of Rose Brothers, makers of "Modern-Made" trousers and overcoats, New York; Schaffner Brothers, Cleveland, O., the "K. & S." boys' shirts and blouses, and the National Family Laundry Service Corp., New York.

Sixteenth Year of Y. M. C. A. Advertising Course

The Twenty-third Street Y. M. C. A., New York, has issued an announcement of its course in advertising for the coming season. Frank L. Blanchard, who has been director of the course since its organization in 1904, will again be in charge. The course will open on October 13 and will have evening sessions every week until March 30, 1921, with the exception of a holiday recess. Well-known men in various branches of advertising will address the class on phases of advertising with which they are intimately connected.

Coal Wholesalers Advertise Their Virtues

The Wholesale Coal Trade Association of New York City has started a newspaper campaign to explain the nature and value of the services performed by the bituminous coal wholesalers. The idea is that they can avoid criticism directed at the industry, for which they are not responsible, by frankly explaining the way the wholesale coal business is conducted. The campaign is under the direction of the Mutual Service Corporation, New York.

Canada's Newsprint Sales Double

Newsprint and book paper exported by Canada to the United States in July was valued at $5,535,386, according to a special report issued by the Canadian Pulp and Paper Association.

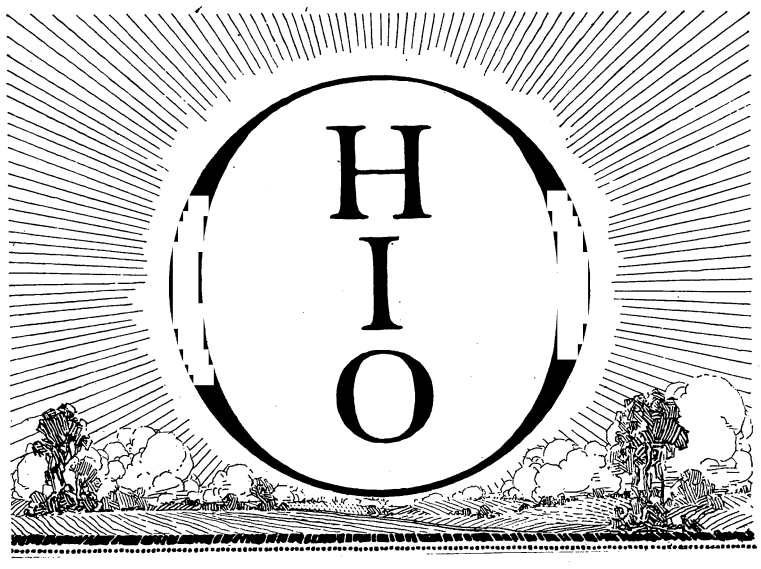
Paper exports to the United Kingdom and other countries were valued at $1,341,628. Combined exports of paper and pulp were valued at $16,014,747, a gain of more than 100 per cent over July, 1919.

A By-Product of a Want-Ad

"What was the result of your advertising a lost dog?"

"Tramps have been infesting my place ever since.—Kansas City *Journal.*

Digitized by Google



Ohio's Place in the Sun

is evident in the 1920 presidential campaign. Ohio sways the country. Cleveland sways Ohio and The Plain Dealer sways Cleveland.

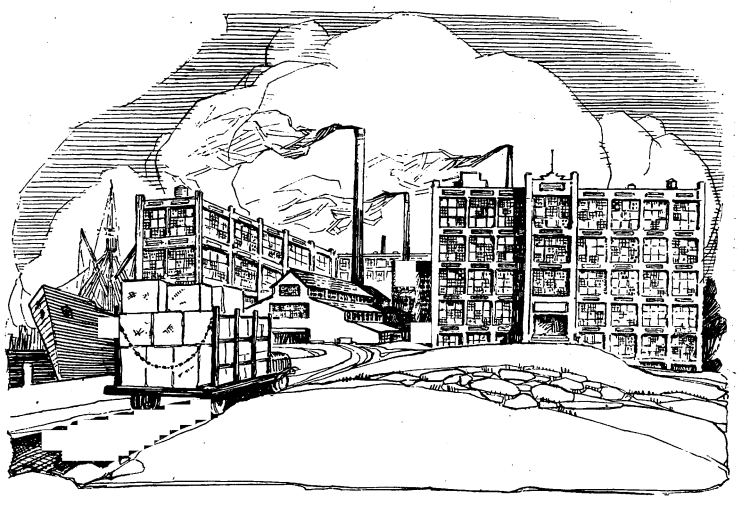
The Plain Dealer knows local conditions and distributors, and renders priceless co-operation in establishing or increasing markets in Northern Ohio. Enlist this valuable selling aid. Address Merchandising Department.

The Plain Dealer
CLEVELAND

Eastern Representative:
JOHN B. WOODWARD
Times Bldg., New York

Western Representative:
JOHN GLASS
Peoples Gas Bldg., Chicago

Digitized by Google



A Plan to Test Copy in Advance

Manufacturers in many lines who sell through dealers can now test their copy appeals in much the same way as does a mail order advertiser.

And since these tests often show that one appeal sells from two to as high as ten times the amount of goods as another appeal, it can be worth hundreds of thousands of dollars to the advertiser to know the kind of copy to use in his main campaign.

Digitized by Google

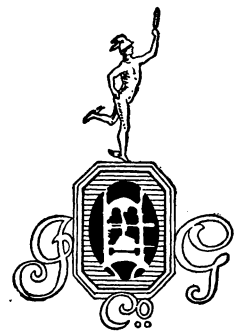
The plan we have devised for making these tests is based on the experience we have gained in handling the advertising of the largest and most successful mail order concerns in the country which never spend large amounts on untried copy.

How important this advanced knowledge as to the appeal which will sell the most goods can be is shown by the fact that one of our clients is today selling twice the goods at two thirds his former advertising cost through "tested appeal" copy, while another has put over a new staple in months when he had calculated that it would take years.

May we tell you more—no obligation. Our booklet, "The Tested Appeal in Advertising" will be sent on request. Please use your business letterhead.

Ruthrauff & Ryan, *inc.*, Advertising
404 Fourth Ave. *at 28th St.* New York
Chicago Baltimore

Digitized by Google



The Goldmann Philosophy

FOR 44 years the Goldmann organization has lived by this doctrine:

Eternal vigilance toward the Quality of its work; Service of unfailing faithfulness; and lastly, the application of every possible economy of mechanics and methods that will not jeopardize that type of Quality and Service.

The fruits of this Philosophy are pleasant, permanent and mutually profitable relations with an ever-increasing clientele.

ISAAC GOLDMANN COMPANY
Printers since 1876
80 Lafayette Street
New York City
Telephone
Franklin ~ 4520

Digitized by Google

Billy Sunday, Copy Writer

Can Advertising Men Take a Tip from Beelzebub's Arch Enemy?

By H. T. Mitchell

THREE advertising men were breaking bread together recently and talking shop. They talked Advertising Art. They talked Advertising Copy. And as they tarried over coffee, one of the trio deliberately started a lengthy session of pro-and-con argument by vouchsafing the opinion that one of the greatest copy writers of to-day is not a copy writer at all, but a preacher.

"Whaddaya mean—preacher?" asked one, a writer of copy himself.

"Humph!" said the third, or words to that effect. "Who is he?"

"Billy Sunday," grinned Number One; "the Reverend William A. Sunday himself."

Talk at the luncheon table instantly grew animated and rather out of tune. The three voices blended in inharmonious chorus, each member of the little group trying vainly to interject into the conversation certain parts of speech conveying an opinion. The debating voices attracted a waiter, but he was discreet. One glance at his verbose charges convinced him that he and his services were not desired, so he lapsed back into his reverie.

"Sunday's too slangy," said one.

"Too grotesque," said the other.

"He's great!" said Number One. "He's original. He doesn't aim over the dear public's head. He never goes to the obvious. His mode of expression never bores. He draws huge crowds because his language is their language. He *vitalizes* his messages by *dramatizing* them. Ever hear him?"

"No," said one. "Never was interested," grunted the other.

"Well, if you will let me edge in a couple of sentences, I'll give you some examples of Sunday's skill as a phrase-juggler. Waiter! Coffee all around. Yes, sir! Sunday can say 'Excuse my dust' to a lot of us copy men.

"Now I don't claim for one minute that we can make use of the same kind of syntax he uses, but I do say that we can just as studiously avoid the humdrum, the hackneyed, and go to a more interesting and sprightly manner of telling the public about certain desirable merchandise.

"I know Billy Sunday intimately—know him as *Bill*. I covered his meetings in three cities for twenty-seven weeks running a few years ago, when the city directory folks listed me as a reporter. I saw him grip and sway the imagination of three big, busy cities; saw eager thousands elbow and bellow and scratch and struggle to get into his huge frame tabernacles; saw him deliver a brand of oratory that kept those thousands afraid to cough lest they miss a word.

HE TALKS IN STRONG METAPHORS

"Now I ask you: what's the secret of Billy Sunday's magnetism? Why is he able to attract multitudes of listeners when some of the more orthodox ministers, despite, in many cases, true eloquence, have difficulty filling their churches? If you should lean over and ask me, I'd say it's because Sunday is a better psychologist. The people have been having theology served politely and conventionally across polished rostrums and in purist grammar since babyhood. Sunday comes along and thunders his preachments from a platform of rough, unpainted pine, and he excoriates old Lucifer J. Satan in a style of speech just as unvarnished as the pulpit he pounds with his fists.

"But, as I said, we can't possibly write advertising copy as Sunday indites sermons. It seems to me, however, that we can at least strive to get a new twist to the old sales arguments we have to use over and over again. We can go more to striking metaphors

Digitized by Google

and similes. And speaking of metaphors and similes, that's where Sunday scintillates. With them he makes an otherwise commonplace assertion sparkle and blaze like a Tiffany showcase.

"Sunday's way of putting things is bizarre, often ludicrous. One may laugh and chortle all over upon hearing some of his statements, but one can't help understanding and *remembering* the serious portent and meaning he seeks to drive home.

"You know yourself that the average minister would refer to a wife-beater, for example, in terms that would scarcely ruffle the tenderest cave man. But Sunday says, 'A wife-beater is a plug-ugly, cowardly, good-for-nothing scoundrel who's so low down he'd have to take an airplane to kiss a grass snake!'

"Women sometimes hear their tendency toward an irreducible minimum of dress criticized in church, but it's usually done with some regard to their feelings. But Billy Sunday endeavors to shame 'em into more clothes by shouting his opinion that the average ballroom costume wouldn't 'make a pair of leggins for a humming bird, or a tail for a kite.'

"In my opinion, gentlemen, we can also take a tip from Sunday when it comes to using a little allegory. A great many of Billy's sermons are almost entirely allegorical, and I don't see why more of us advertising men—"

"And women," said one.

"Yes, yes!" murmured the other. "Don't forget them."

"—why more of us advertising men and women don't delve more into the realm of allegory when we have a dull subject to spruce up and render interesting. It can be done. No product is so nondescript and featureless that the copy has to be utterly lifeless and uninteresting. Why, even some of the undertakers put life into copy nowadays!

"I remember Sunday's famous sermon to kids. He delivers it in every town he goes to. Some 3,000 youngsters made up his audience in one city. They ranged from the age of rattles to that of changing voice. Bill just took 'em all up on his lap, figuratively speaking, and talked to them like a daddy. His sermon was all about the Ten Commandments, but it wouldn't have made much of an impression on those restless yearlings if he hadn't worked into it a bit of symbolical dramatization.

"In other words, instead of just telling them in everyday terms the meaning of the Ten Commandments, and explaining what it means for children to break any of them, he resorted to a novel means of *impressing* those things upon them.

"He brought out ten cheap, gaudy pieces of bric-à-brac and set each one on a table to represent one of the Commandments. Then he told the children how little boys and girls often broke some of the Commandments unthinkingly; how bad habits started early in life might easily lead to the breaking of them all. One by one, as a climax to some story of typical childish misbehavior, he picked up a hammer and smashed into smithereens one of the fragile symbols. Those children *gasped* each time, horrified. And naturally enough, the prank that caused each hammer blow became something for them to shrink from, something they would long remember.

"Why can't we try to be as adroit in advertising copy? To my mind, the public is getting rather fed up on advertising that is mostly braggadocio, filled to the boring point with extravagant superlatives. As a matter of fact, I truly believe we could afford to go to slang oftener than we do, provided it is well done. Sunday's slang helps him along, that's sure. The people certainly seem to like it. In fact, many of the clergy enjoy hearing Sunday preach, just as many of the purist writers of literature, the staid stylists, splash gaily into a yarn by George Ade or Ring Lardner.

"The main thing that I, as a copy writer, have learned from Sunday's methods is the value of saying a thing as *differently* as possible."

Digitized by Google

THEY *READ* IT!

The Youth's Companion is bought *to read*— and to read *through*

It is not bought to "pick up" or to "skim through." It is subscribed for because its purpose and policy are subscribed to.

It is not bought for a single feature but because all of it is interesting—to all of the Family—all of the time.

For these reasons it offers a different quality of attention to what the advertiser may wish to say.

THE YOUTH'S COMPANION, *For All the Family*
Boston, Massachusetts

New York Office: 1701 Flatiron Building Chicago Office: 122 So. Michigan Boulevard

Digitized by Google

The NORTHCLIFFE NEWSPAPERS

Number One

The Northcliffe Press comprises the following newspapers: THE TIMES, THE DAILY MAIL, THE EVENING NEWS, THE WEEKLY DISPATCH, THE OVERSEAS DAILY MAIL (Weekly Edition of The Daily Mail), THE CONTINENTAL DAILY MAIL. Each paper in particular is dealt with in this series of advertisements.

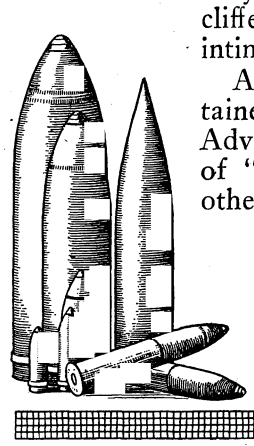
THE NORTHCLIFFE PRESS is something more than a newspaper service—it is an integral part of the national and individual life of Great Britain.

In national affairs it possesses prestige and power founded on the solid rock of fearless and outspoken criticism.

It has won the confidence and regard of its millions of individual readers by the "helping hand" policy it constantly follows, for the Northcliffe Press exists not only to serve its readers with the world's news—which it does with amazing completeness and unswerving accuracy—but also to champion the cause of right and remove the reasons of wrongs.

Because of this wide definition of the duty of a newspaper service the Northcliffe Press enjoys the fullest and most intimate *rapprochement* with its readers.

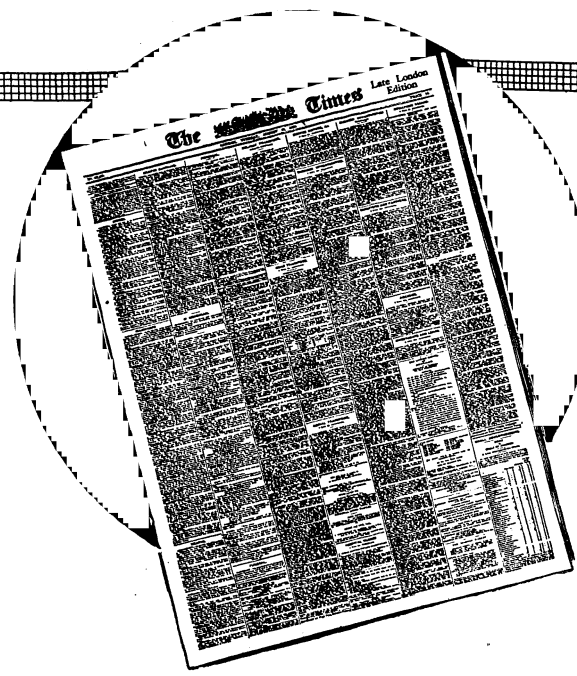
And, this is reflected in the results obtained from its advertising columns. Advertisers enjoy the benefit of a degree of "responsiveness" to appeals that no other media can give.



ACHIEVEMENT:

In the darkest days of the war when the shortage of high explosive shells made defeat seem imminent, the full weight of the Northcliffe Press was flung into a campaign to GET SHELLS. They were got.

Digitized by Google



The Times

There is only one "Times." It is a newspaper unique in its authority and its audience.

It has subscribers all over the world. It is bought—and kept for reference—by all who seek authoritative information of the world's affairs.

There is no other newspaper which enables the advertiser to so directly concentrate on such a productive clientele.

The great extent to which it is used for announcements of new capital issues, company meetings and all financial publicity, is sufficient indication of the standing of its readers.

American advertisers with financial and general propositions should use the columns of "The Times."

Full particulars of advertising rates and specimen copies of any or all of the newspapers of The Northcliffe Press can be obtained post free on application to: The Daily Mail, New York Business Office, 30 Church Street, New York.

Digitized by Google

American Woolen Co. Quotes Spring Prices

Last week the American Woolen Company opened its fall exhibit in New York, showing lines for next spring. According to the New York *Times*, reductions in price approximated 20 per cent on some feature and staple fabrics, while other lines showed very little change over previous quotations.

"On orders, presumably from the headquarters of the company in Boston," said the *Times*, "no prices were given out for publication, and even the effort to have prices picked up in the market confirmed was unavailing. The air of secrecy about the new figures was maintained throughout the day.

"Big operators were in no special hurry yesterday to commence buying and appeared willing to wait before placing such orders as they found necessary to give. Some were frankly critical of the prices placed on fancies, which they described as the goods chiefly wanted at the present time. They expressed willingness to buy some serges, but stated that many of the prices put out could be shaded in the open market. Where disappointment was felt at the new quotations, the fear was stated of not being able to meet, under the new schedule, the public's desire for cheaper clothing. Despite the strong sentiment which exists among many garment and clothing manufacturers in favor of maintaining prices as close as possible to former values, there is also a feeling among others that the only way to meet the present slump in business is to 'cut prices to the bone' and restore public confidence. This latter class has the idea that no amount of 'holding the bag' will do the various industries any good."

When Sealy Guarantee Was Discontinued

An article entitled, "Making a Product a National Issue," which appeared in the September 9th issue of PRINTERS' INK, describing the advertising campaign of the Sealy Mattress Company, contained the following statement on page 158:

"What happened after the guarantee was discontinued? The guarantee was withdrawn on January 1, 1919. Since that time there has been a decrease in the number of mattresses returned of 38.8 per cent."

The percentage of decrease should have readed "88.8 per cent."

Claude Miller Joins Hoyt's Service

Claude H. Miller, formerly special writer for Doubleday Page & Co., on *Country Life* and *World's Work*, and more recently editor-in-chief for Thomas A. Edison, in charge of Edison house-organs and publicity, has joined the staff of Hoyt's Service, Inc., New York, as a member of the copy department.

What's Your Town's Characteristic Toy?

The selection of merchandise to be handled in a toy department is something that is usually not given as much consideration as it deserves. The demand for a particular stock of toys will vary with climatic conditions, local conditions in the city in which the store is located, and a thousand and one other things. As a result, the successful toy buyer must have a thorough knowledge not only of toy stock but of his local community.

El Paso, for instance, is located in a hilly country, and coasting on wheel goods is one of the most universal playtimes of the young boys and girls. The climate is uniformly good, there being but little rain or inclement weather, and children can be out of doors much of the time.—*Dry Goods Economist.*

Raymond Welch with Crowell

Raymond Welch, who recently resigned as secretary of the Romer Publishing Company, publisher of *Printers' Ink Monthly*, has become sales promotion manager of the Crowell Publishing Company, New York, publisher of *American Magazine, Woman's Home Companion, Farm and Fireside* and *Collier's Weekly.*

Harry Elliott Buys Agency Interest

Harry Elliott has bought the interest of Frederick Pabst in the advertising agency heretofore known as the Elliott-Pabst Company. The company will now be known as the Harry Elliott Service Company, with offices at San Francisco and Los Angeles.

Leo Kane at Detroit

Leo Kane, who has been in charge of the merchandising and research department of the Class Journal Company, New York, has been appointed to the Michigan advertising territory of that company. He will have his headquarters at Detroit.

Star Watch Case Company Starts Trade Advertising

The Star Watch Case Company, Ludington, Mich., has appointed Brooke, Smith & French, Inc., Detroit, as its advertising agent. A campaign directed to the entire jewelry trade has started in a list of trade journals.

To Advertise "Nutro," a New Milk Compound

The John L. Clough Advertising Agency, Inc., of Indianapolis, is planning an advertising campaign for Nutro, a new milk compound, manufactured by the Indiana Condensed Milk Company.

Digitized by Google

WILLIAM E. SEIP

"Bill" Seip, as his many friends call him, was with Mr. Hearst's Boston American when he joined my Organization ten years ago.

"Bill" is the second best story teller in the country, and is as human as George M. Cohan.

I am very pleased with his long association with our Organization.

Paul Block

The Worcester Telegram

In Worcester there is one big, dominant newspaper. No matter what claims other papers may make, every A. B. C. audit and government statement proves the overwhelming leadership of the Worcester Telegram.

And in advertising volume its lead is just as great. During 1919 it led the next nearest Worcester paper by nearly a million lines, *six days per week,* and including its big Sunday issue, by over four million lines—more space than any newspaper in New England. Well-informed advertisers cover Worcester with the Telegram.

Serial Adv. No. 17

Digitized by Google

SYSTEMS

Prepared by The H. K. McCann Company

Digitized by Google

"–from that new firm we are considering"

MUCH depends upon a favorable presentation of your proposition. Decisions are based on convictions. And it is often difficult to account, exactly, for many of the *impressions* that lead up to them.

Recall an important negotiation with your own concern. Were you not influenced, finally, by a *belief* in the firm you were considering—its methods and character?

You were probably impressed by the business aspect of its letters—their dignity and "body". The crisp crackle and fine texture of a sheet of Systems Bond make for a favorable presentation of your service, the quality of your goods, the character of your organization.

Systems is a splendid business-man's paper. Its rag-content and loft-drying give it the distinguishing qualities of a much more expensive bond. It is available everywhere—at a business-man's price.

Systems Bond is the standard-bearer of a comprehensive group of papers—a grade for every bond and ledger need—all produced under the same advantageous conditions—including the well-known Pilgrim, Transcript, Manifest and Atlantic watermarks.

EASTERN MANUFACTURING COMPANY
501 Fifth Avenue New York, N. Y.
Mills at Bangor and Lincoln, Maine

WKB

BOND

The Rag-content Loft-dried Paper at the Reasonable Price

Digitized by Google

We Sell Worthmore Bond for Business Stationery

We recommend and sell WORTHMORE BOND Letter Heads, Envelopes, Ruled Headings and Business Forms, in white and colors and in various substance numbers for business correspondence and records requiring a combination of dignity, permanency, strength and folding qualities and at a price that the most exacting buyers will recognize as *thrifty*.

THE WHITAKER PAPER CO.

THE WHITAKER PAPER CO.

HOME OFFICE:
CINCINNATI, OHIO

DIVISIONAL HOUSES—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton, O., Indianapolis, New York, Pittsburgh.

BRANCH HOUSES—Birmingham, Columbus, Richmond.

SALES OFFICES—Akron, Buffalo, Cleveland, Colorado Springs, Kansas City, Knoxville, Lexington, Louisville, New Haven, Philadelphia, Providence, Salt Lake City, St. Louis, New Orleans, Washington, D. C.

Digitized by Google

In the "Good Will Ledger"

More Entries in This Book Than All Other Books of the Company, Says Prominent Public Utility Man

By Arthur A. Higgins

Of the Providence Gas Company

THE generally accepted opinion among public utility companies is that advertising consists of paper, ink and paint. But a closer study of the subject shows that advertising has much to do with every act and word which we perform or speak, and, in so far as our various companies are concerned, it involves the acts and words of every one of the employees of the company represented. In an unseen way, a great ledger is kept in every company which keeps an automatic balance that no one ever knows. There are more entries, both debit and credit, in this book than in all the other books of your company put together. It is a curious, uncanny thing. It is the Good Will Ledger; in it are debited and credited the results of every little act or word of every one of your employees and yourself, and just what each and every one of your customers or your prospective customers thinks or says about your company.

No one knows or ever will know what the balance is. The unit of measurement is confidence, and little debit and credit confidences flow automatically into this great ledger and make their own balance, which is the good will of your company and which is one of its most valuable assets. Yes, it is something that your bank will loan you money on, because it is worth much to the business.

If an employee of your company appears before one of your customers, immediately he is sized up as to how fully he fills the capacity to which he is assigned—be he the office boy or the president—and your company is immediately debited or credited with the results of the observations of that customer.

One of your company vehicles may pass along the street in view of many of your customers, and your company is immediately given debit or credit with the impression which the vehicle makes upon those who observe it. When your offices or salesrooms are visited by customers, little details about the place or about the personnel of those in view make an impression on the customer, and the company is also either debited or credited with the result of the observations made. Further, when you appear in print, either in newspapers, circulars or your gas bills, signs on your vehicles or in other ways, the same process follows, but with increased rapidity.

CONTACT WITH PUBLIC SHOULD PRODUCE GOOD FEELING

The quality of your product and the service which you give also make like impressions. In fact, whatever anyone in your company who comes in contact with customers does is an advertisement, good or bad.

And so we find that advertising plays a large and vital part in the doings of all of our various companies and ourselves. I would like to draw a word picture designed to illustrate the effect which advertising has on our customers and, in fact, upon the general public.

Let us take an ordinary wash bowl with hot and cold water faucets as a basis of this picture. We draw the bowl about half full of cold water and let this represent the mental attitude of the public which we desire to influence. Now we open the hot water faucet and allow a stream of hot water to flow into the bowl, which will represent advertising. As the hot water flows into the bowl, the contents of the bowl gradually rise in temperature, depending upon the size of the hot water stream and the amount of cold water into which it is poured, and the whole

Digitized by Google

mass becomes gradually warm in the direction desired. In fact the hot and cold water become one. Now suppose that we shut off the stream of hot water which represents advertising—it will not be long before the temperature of the contents of the bowl will recede by radiation, just as your public will cool off regarding your business when advertising is stopped. The water in the bowl can, however, be maintained at a given temperature or increased at will by the use of more hot water—just as the effect of advertising can be maintained or increased by more advertising.

Advertising and salesmanship, which go hand in hand, are merely letting people know what we have that is of more value to them than what we require in return, and I contend that if gas had been made ever since it was invented and no one had been allowed to know of it, none would have been used by the public. Therefore, advertising and salesmanship are responsible for the business which we have and the lack of more of it, for that which we have not, which is many times that which we have.

The results of advertising are not easily measured, as they are quite apt to vibrate on through many years either through the memory of the reader or through the recommendations of satisfied customers who have purchased goods as a result of advertising.

As an example, I positively know of one large gas company that is selling a certain manufacture of gas range as a result of an advertisement read by a man some fifteen years ago, who was not then in the gas business.

So we never know where our advertising ends, as it is barely possible that the advertising which you ran last week in your local newspaper may be selling the same kind of merchandise for you through the recommendations of satisfied customers many years hence. It is quite possible that ten years from to-day two ladies will be visiting and the subject of buying a gas range will arise, and if the gas range which you sold yesterday has proved satisfactory through all those years, it is more than probable that the recommendation will be made to purchase one of that kind. This is why it pays to be a little more than fair with a customer, as it is in this manner that your business grows. If you give absolutely unsatisfactory service the customer's friends will know this, on account of the dissatisfaction given. As one satisfied customer makes another, so does one dissatisfied customer make another.

Do you get pleasure from sending a customer out wearing a smile who comes in with a complaint? This can only be done by the skilful training of those who handle complaints, but the energy expended pays great dividends which are promptly credited in your company's Good Will Ledger.

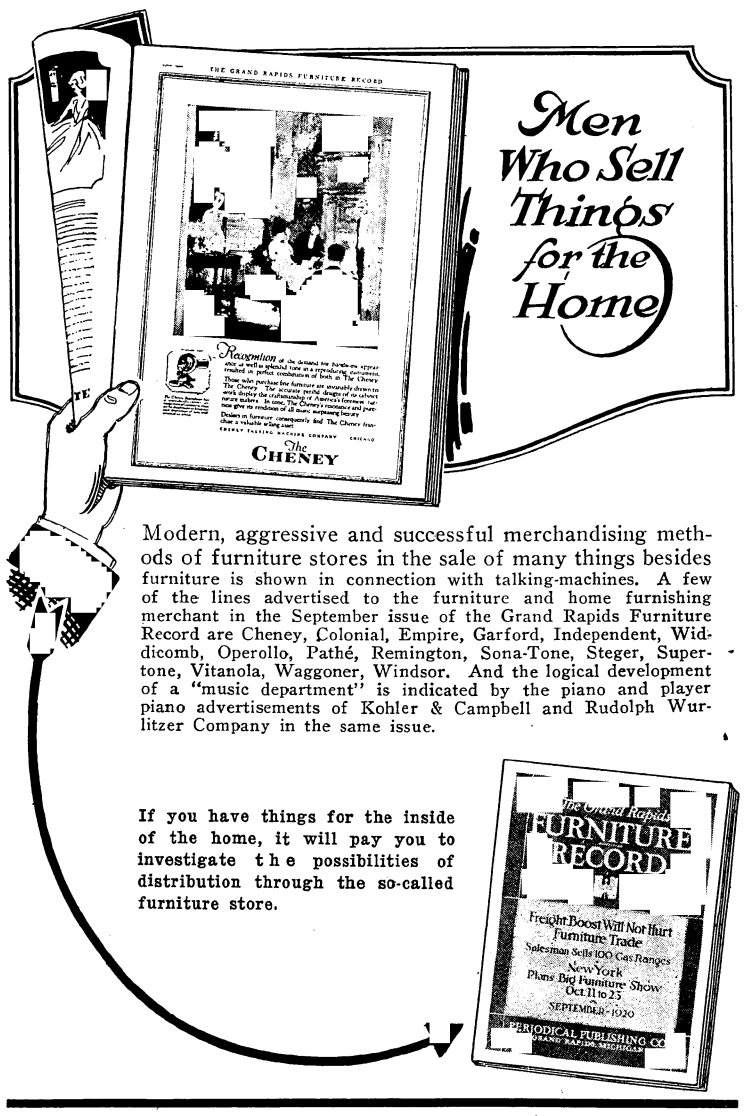
Advertising is a highly specialized business, and the following qualifications are necessary for success: a good education, an open mind, ability to sell, ability to see the customer's viewpoint, ability to write, and enthusiasm.

ADVERTISING A PUBLIC UTILITY

Too much emphasis cannot be laid upon simplicity and brevity in advertising writing, for in these days of much advertising the fewer and simpler the words which carry the message, the better the chance of having your advertisement read. Advertisements that are not read are unproductive as well as many that are read, and it is what you say and how you say it that really counts.

I cannot speak too strongly against the use of large words and many words for this reason—I have seen many an advertisement fail on account of too large words and much verbiage. Remember that many of your audience are very poor scholars; some perhaps cannot read or write, but they can all read pictures, and pictures that carry the message are quickly and easily understood, and are therefore very desirable. The use of illustrations which show comparisons are to my mind the most desirable that can be obtained.

Digitized by Google



Modern, aggressive and successful merchandising methods of furniture stores in the sale of many things besides furniture is shown in connection with talking-machines. A few of the lines advertised to the furniture and home furnishing merchant in the September issue of the Grand Rapids Furniture Record are Cheney, Colonial, Empire, Garford, Independent, Widdicomb, Operollo, Pathé, Remington, Sona-Tone, Steger, Supertone, Vitanola, Waggoner, Windsor. And the logical development of a "music department" is indicated by the piano and player piano advertisements of Kohler & Campbell and Rudolph Wurlitzer Company in the same issue.

If you have things for the inside of the home, it will pay you to investigate the possibilities of distribution through the so-called furniture store.

The Grand Rapids Furniture Record

A paper with true dealer influence

PERIODICAL PUBLISHING COMPANY **Grand Rapids, Michigan**

VICTOR B. BAER COMPANY, 47 West 42nd St., Room 527, New York City

EDWARD R. FORD, 53 W. Jackson Blvd., Chicago, Ill.

SAM LEAVICK, 510 Union Trust Bldg., Cincinnati, Ohio

Digitized by Google

A good method to follow when you have an idea which you wish to present to the public is to call in an advertising artist and give him the idea, requesting him to illustrate it in two comparative pictures, using very few words. These advertisements are always productive, because they are so easily understood.

Within the past few years, the campaign idea of advertising has appeared in the gas industry and has produced wonderful results. Advertising campaigns are prepared well in advance and require much thought, for every possible factor must have consideration and every local condition must be thought out, for what is right to do in one city is wrong in another. Co-operation of all the company's employees must be secured, and, in fact, their enthusiasm is necessary to obtain a fair showing in sales commensurate with the unusually large expense, for these campaigns occupy in one week as much space as the same company would use in several months, and so, every possible string must be pulled to help the campaign.

These campaigns are usually very wearing on those who have them in charge, and a period of relaxation is usually necessary after they are over, but like all other intensive endeavor, they bring good reward and are really worth the effort which they require.

We should all take advantage of free advertising. In these days of extravagance and waste, we are apt to get the idea that that which costs nothing is worth nothing; but a piece of advertising matter supplied at no cost to us by the manufacturer of appliances, placed in one of our envelopes or handed out in our salesrooms or at our counters, carries a message just as much as if we paid a fancy price per agate line to have it carried.

Many gas companies prepare expensive catalogues showing in one book all of the more important appliances which they offer for sale.

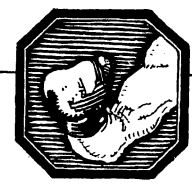
These are usually beautiful and expensive examples of the printers' art, but large part of this literature is wasted because the customer who is interested in a cabinet range does not care about the cooker or double oven range which is shown in the catalogue, but may become interested in the particular appliances which you would prefer not to sell, through suggestion by looking through the catalogue. It will be found to be much better and far more economical to have separate sheets for each appliance, giving illustrations and full dimensions, price, etc. These sheets may be presented to those who are interested in the particular merchandise which is described on the separate sheets, instead of distributing expensive catalogues, nine-tenths of which are not of interest to the one to whom presented.

It is often asked, who pays for advertising? If the question is analyzed, it will be found that nobody pays for it, as the right kind of advertising produces so much larger volume of business that the profits on the increased volume pays for all of the expense, and therefore, no one is hurt. It is said that advertising in the United States has increased yearly until it amounts to one billion dollars per year. Nearly every one who spends money for advertising spends more each year because of the increased profits arising therefrom, and after all, what would our country be without advertising? We would not enjoy our newspapers or magazines so much if these advertisements were not in them. Can you imagine receiving your evening paper or your favorite magazine with just plain news or stories and without the attractive advertisements which go to help make up the publications of the country?

If everyone knew as much about the gas business as we do, the output of our various plants would be multiplied several times, and it is through lack of this knowledge reaching the public that our business is no larger than it is. So it becomes the duty of the commercial manager and the advertising writer to learn more about our business and to teach it to our customers, and publicity and salesmanship alone can accomplish this.

Digitized by Google

*Items for the Socratic space-buyer's notebook**



Taking force away from Dempsey—

Take power—or punch—away from Dempsey and what have you? Just a mere man, like any other man—physically impotent.

The analogy applies equally well to magazines.

The force or power of a magazine is related to its editorial contents only through its readers.

Its readers — the men and women who voluntarily buy it each month—constitute its value to the advertiser.

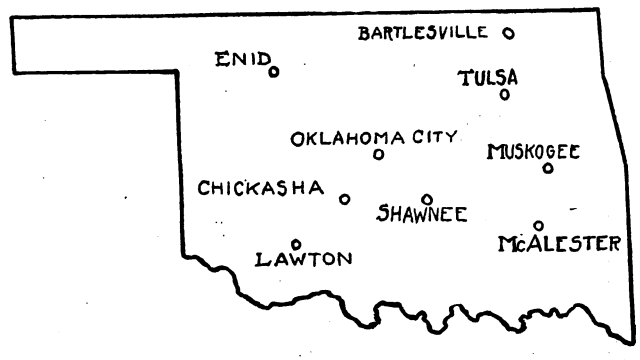
And the intensity of the "wallop" depends not upon numbers alone but upon buying power and influence and community prestige.

MUNSEY'S

* *It is said of Socrates that his reason was stronger than his instinct.*

Digitized by Google

Reach Your Prospects Where They LIVE—



Advertise LOCALLY in Each Rich Center!

A manufacturer or distributor must handle Oklahoma BY JOBBING DISTRICTS in ADVERTISING as well as in SELLING—must advertise LOCALLY in each jobbing district—in order to do full justice to Oklahoma's tremendous market possibilities.

In using one or more of the LOCAL newspapers in each of the 9 principal cities listed below, you not only "cover" the principal buying markets of Oklahoma as NO "outside" paper can do, but you cover them more EFFECTIVELY—you reach the people WHERE THEY LIVE—you minimize the difficulty of their purchasing product.

"MAKE *EACH* OF OKLAHOMA'S

Digitized by Google

It is admitted that LOCAL circulation is always the most productive of tangible advertising response. LOCAL advertising, even when it does not carry the names of local dealers, always implies that there exists an ample local distribution of the product advertised. In other words, the reader believes that products advertised in the LOCAL papers may be purchased in the LOCAL stores, which is not the case when advertising appears in out-of-town papers.

This is particularly true of the newspapers here in Oklahoma—our transportation facilities making the publication city not easily accessible to the people of other districts.

The purpose of the Oklahoma Daily League is to show general advertisers and agencies how to make EACH of Oklahoma's 9 rich markets pay its full share. Up-to-date information on these 9 centers will be furnished FREE on request. Also, we offer you efficient newspaper co-operation in each of these cities. Command us.

Oklahoma Daily League

P. O. Box 994. 409 W. Grand Ave., Oklahoma City

OKLAHOMA NEWS
Circulation—25,139

TULSA DAILY WORLD
Circulation—25,194

TULSA TRIBUNE
Circulation—20,170

MUSKOGEE PHOENIX
Circulation—15,454

MUSKOGEE TIMES-DEM.
Circulation—12,005

McALESTER NEWS-CAP.
Circulation—3,360

ENID NEWS
Circulation—6,350

ENID EAGLE
Circulation—5,356

SHAWNEE NEWS
Circulation—4,215

CHICKASHA EXPRESS
Circulation—2,100

LAWTON NEWS
Circulation—3,000

LAWTON CONSTITUTION
Circulation—2,473

BARTLESVILLE EXAMINER
Circulation—3,393

9 RICH MARKETS PAY YOU"

Digitized by Google

Where's a good place to feel the Markets average pulse?

There's the PHOENIX of Mus-ko-gee Oklahoma

morning-and-Sunday in a city of 45,000, average net paid in August 13,741—the one big newspaper in a trade territory housing 200,000 people and producing 60 millions this year in farm crops, a million tons of coal and ten million barrels of oil.

Thirteen wholesale houses and about 230 retailers here; it's a railroad town, with 2,225 on the local payrolls; bank clearances last year were over 176 millions. Why wouldn't this be just THE place to try out that selling-plan?

Oklahoma Free State Fair, Oct. 4-9
fully a quarter million prosperous folks will attend. Tie up your exhibit with space in the Phoenix.

tell 'em in

Mus-k-gee

45,000 The Third City of Oklahoma

Members Oklahoma Daily League—

Special Representatives—Jno. M. Branham Co.

Digitized by Google

The Letter-Writing Diplomat

Practical Need in Every Organization of One Safe and Sane Man Who, as a Student of Character, Can Patch Up Relations with Customers

By F. C. Manning

MY JOB is perhaps the most disagreeable one in our organization.

For once there has been devised a specialization that no one else wants and which is impervious to office jealousy. I have it all my own way, with my associates combining pity and Godspeed.

It has fallen to me to mend broken friendships and bring cantankerous customers back into the fold. I am a professional smoother-out of business misunderstandings.

For the better part of our career, this post was unoccupied. It is constructed on the principle that every so often even the most normal, good-natured customer will jump clean out of the harness and become unreasonable. His feelings will be hurt, when no such thing was intended. He will pick up his toys and go somewhere else to play.

We found that it was positively dangerous to allow the man who had been carrying on the correspondence, to himself answer the letter from the disgruntled customer. Having perhaps weighed the injustice of what was said, this man was inclined, nine times in ten, to sit down and dictate a three-page harangue that made a bad matter worse.

I can think of no more ill-advised procedure than a business letter charged with bad temper. A customer may have been faithful to you through many pleasant years, but it is quite human for him to resent and hold against you any intimation that he is unreasonable or unfair. The bond is broken in an instant and it is exceedingly difficult to mend it.

This despite the fact that he may have been all that you accuse him of being. There may be complete justification for what you say—but don't say it. Forget it.

It once occurred to me to make a series of office letter charts. They were for my own edification entirely and did not clog up the working day with an overdose of "system." After the various men went home at night, I dipped into their files and studied both ends of the correspondence. It interested me greatly to discover that there were gradations of temper. The thing did not run smoothly. There were occasional jolts that made the files rattle.

THE HEART-BEATS OF BUSINESS CORRESPONDENCE

And to measure the pulse of the situation, I made up charts covering a period of six months. When the correspondence suggested that the customer was happy, pleased, satisfied, a line was drawn on the chart to indicate it; when he registered a complaint, down went the line, and when the danger point was reached, this also went on the record.

As indicating that we are all very much the same, and subject to inevitable moods, the charts demonstrated, at the expiration of six months, that almost every name on it, sooner or later, dipped downward to various shades of dissatisfaction and finally to an out and out grouch.

As a result of the chart we could see at any time exactly where we stood with our customers. These charts also registered, day by day, letters received, date, etc. You can readily see how valuable this basic idea was. No customer was forgotten or neglected, and when the line took a downward tendency someone at our end wanted to know the reason.

Department managers handling correspondence seemed to think it was necessary eternally to vin-

Digitized by Google

dicate their own position. They would explain and explain—and is there a more boresome thing on earth than a letter of explanation? It begins nowhere—ends nowhere. Explanations run into many words and a long letter is a business error.

These temper-irritating letters never once brought satisfactory adjustment of a difficulty. They aggravated it.

Here is another alarming condition I unearthed: members of the organization, sometimes opening mail addressed to them rather than to the firm, deliberately filed the complaints away without bringing them to the attention of someone in real authority.

Answers were sent out in the same underground manner; shunted down the mail chute before a cool head could O. K. or censor them. The harm was done before anyone else could check it.

These conditions finally brought about my job. I was delegated to follow my charts and take over correspondence when it edged a little too near the danger line.

First off, I investigate. I find just what has happened and why it happened. I know what I am talking about before I begin. And if the mistake is on our side, I admit it as honestly as I can, without belittling the company.

There are two ways of admitting error. One is to heap on the blame and cringe and grovel. The other is to take the other man into your confidence, reminding him that man has never been and never will be automatically perfect. The best of them make a slip now and then.

But I go further in my apologies. I tell how the error took place and the logical reason for it. I also tell the remedy that has been immediately applied to prevent a repetition. To cover up and gloss over office mistakes gets no one anywhere. The white lie in business is a transparent and shabby expedient.

I have found that the other fellow is rather inclined to sympathy and good-humored toleration when you put your cards on the table. He has made mistakes himself. He is thoroughly aware of the fact that mistakes occur in his own shop. Until man becomes a machine, the little and big errors will continue.

If the customer has brought about a snarl through his own lax methods or something else, I avoid putting it in blunt language. And under no circumstances do I fight out the issue, virtually accusing him of being the responsible party. In justification of what was done, I sum up the case quietly and by the use of direct quotations.

The moment a writer of business letters begins to fight back, the U. S. Postoffice Department becomes a prize ring, and the client is a heavyweight champion. He has you licked to start with because he can count you out and go elsewhere.

I am not afraid to pay compliments in letters to grouchy customers. Men like to be told that they write interesting and individualistic letters. They like to be told that they possess the happy faculty of stating cases clearly and giving concise instructions.

I managed to clear up the worst tangle of the year by referring to the latter quality of a man who had threatened to go to a competitor because of a rather serious error we had made. I said:

"The fact of the matter is, we can't quite understand how we could have departed from instructions. As we look back over our files, we note that your letters always state what you want, how you want it and when, in an absolutely fool-proof way. When you give instructions they are understandable instantly. And this can scarcely be said of many letters that reach us.

"It is only fair and just that we at this end take as much pains and care as you do at yours, and we sympathize with your unwillingness to condone stupidity. We make this admission in complete frankness although it might be contrary to the ethics of some houses. Why attempt to fight Fact?"

Digitized by Google

Record-smashing November—

The November number of The Delineator closed with more lines of advertising than any of the fifty Novembers in our history

The Delineator

Digitized by Google

It is not always necessary to write a letter of this kind, but when it does seem justifiable, the music should be faced. Much depends upon the type of customer you are addressing.

In the above case, our nearly-lost friend came right back with a letter, in which he said that he always tried to write clear, concise instructions and that he was pleased to see that we had noticed it. A little well-groomed flattery accomplished what bullying tactics and elaborate explanations could never have done.

Living as I do in a constant atmosphere of embroiling controversy, do I dislike the work or find it hard? No. Settling disputes is a big job. Anybody can attend to smooth-sailing correspondence. I take personal pride in doing something the other chap is too hot-tempered, too impatient or too indifferent to accomplish. I find hard things interesting. I believe, as well, that saving an old customer is as fine an achievement as getting a new one. The one grumbling, complaining, disgruntled client on the highways and byways of business is a morale-destroyer and a prestige dynamiter. Unconsciously, perhaps, people take some stock in what he says.

I start out with an advantage. While taking sides with my own house, of course, as a matter of good judgment and good business, I can see the client's side too. Not having been identified with what has gone before, I have no pet child to protect. It is not necessary for me to explain and argue and fight back. I merely get my facts straight and proceed to tactfully unsnarl the tangled ball of yarn.

There never was a misunderstanding that could not be adjusted, if you find the weak place in the other man's armor. He may want to be reminded of that little birthday card he sent you a year back, or the baseball game you and the Man Higher Up attended, or the business deal that registered a success because of sound collaboration.

American Manufacturers Seek Contact with Foreign Students

The American Manufacturers Association has adopted a resolution recommending the establishment of close and friendly contact with foreign students to acquaint them with American business. The resolution reads as follows:

"Whereas, The board of directors of the American Manufacturers Export Association has had its attention brought to the presence in the United States of about 10,000 students, male and female, in our colleges and universities from foreign lands for special study and research, and

"Whereas, This affords a unique opportunity to cultivate mutual understanding and respect in the promotion of our international trade and other relations in cases worthy of our moral and financial support, and also affords a means of bringing foreign students into American business as employees during their vacations, through agencies organized to befriend such students, such as the International Friendly Relations Committee; 347 Madison Avenue, New York; the Cosmopolitan Club (Y. M. C. A.), 2929 Broadway, as well as local Y. M. C. A.'s, therefore, be it

"Resolvod, That the members of the American Manufacturers Export Association be and they are hereby invited to everywhere seek the establishment of close and friendly contact with these students by every means possible in a systematic effort to acquaint them with our business and industrial life."

King Company Has Nuera Waffle Account

The Nuera Waffle Company, of Salem, Ohio, has placed its account with The John S. King Company, Inc., Cleveland agency. A national campaign for Nuera Waffle Flour has been planned for newspapers and magazines. This agency has also secured the account of The Stanley B. Moore Company, ad-setters of Cleveland.

Seek More Tourist Travel to Bahama Islands

The Nassau Hotel & Steamship Company, of Nassau, Bahama Islands, has recently undertaken an advertising campaign in the United States for the purpose of increasing tourist travel to the Bahama Islands. The House of Hubbell, Cleveland, is handling the campaign.

Motor Truck Account with Campbell, Blood & Trump

The advertising account of the Reynolds Motor Truck Company, of Mt. Clemens, Mich., has been put in the hands of the Campbell, Blood & Trump Advertising Agency, Detroit.

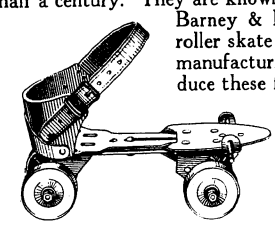
Digitized by Google

Made in Springfield, Mass.

BARNEY & BERRY
WINCHESTER
TRADE MARK

SKATES

Barney & Berry skates have been made in Springfield for over half a century. They are known and used wherever water freezes. Barney & Berry experience in both ice and roller skate making combined with Winchester manufacturing methods and thoroughness produce these fine examples of the skate maker's art which Springfield offers the world to-day.



SPRINGFIELD is now the SECOND CITY in Massachusetts in property valuation and the THIRD CITY in the State in population.

City and rich suburban territory covered thoroughly by The

Springfield Republican and The Daily News

Circulation over

50,000

Largest Circulation in Massachusetts Outside of Boston

Kelly-Smith Co., Foreign Representatives Marbridge Bldg., New York Lytton Bldg., Chicago

Digitized by Google

View the British Market

COMING

First-hand opinion from the American with the longest, widest, and most successful experience in developing the sale of American goods in the British market; worthwhile views on selling in British markets, and the opportunities for American enterprise, with a recognition of the folly of doing the wrong thing in the right way, or the right thing in the wrong way, in an imperfectly understood market is worth thinking about.

Mr. Derrick's British experience covers a period of 25 years, and embraces the advertising of goods selling through practically every wholesale and retail line of trade.

Our American clients include Quaker Oats Company, Armour & Company, Corn Products Company, Cudahy Packing Company, Funsten Brothers, the principal Havana Cigar Manufacturers, H. J. Heinz Company, the Oneida Community, The Pepsodent Company, and Studebaker Company.

The DERRICK AGENCY is staffed with British men trained in American Agency methods, men who understand the British market and the responsive appeal to the British consuming public.

Paul E.

DERRICK

ADVERTISING AGENCY, LIMITED,

Digitized by Google

thro' trained American Eyes

OVER

Our Mr. Derrick will arrive in New York about September the 25th and will spend a few weeks in New York, Chicago, and other important cities.

Interviews can be arranged by addressing him at Room 1510, *Flatiron Building, New York. 'Phone: Ashland* 7423.

Mr. Derrick is a Director of the American Chamber of Commerce in London, and Chairman of its Trade Information Committee, and also of its Advisory Advertising Committee. For sixteen years resident in London, and Managing Director of our Advertising Agency.

In addition to an influential American clientele, we represent many important British firms having a world-wide trade.

Mr. Derrick offers a thoroughly up-to-date advertising service organization from Policy to Practice—including Press Advertising, Billposting and Printing.

LONDON

34, NORFOLK STREET, STRAND, W. C.

Digitized by Google

Adding Christmas Warmth *to your* Good-will Emblem

YOU see trade-marks worth millions in good-will, linked with warm, genial *expressions* of good-will on OLSON HOLIDAY GREETING CARDS.

Maybe there's a connection between the two; somebody must think so, or those solidly established concerns wouldn't order the cards year after year.

Somebody high up, with a nice discretion, thought a million-dollar trade-mark should be empaneled on a Greeting Card with a million-dollar grace about it—if steel-etching, color and design could rise that high. It only remains for you to judge by the cards themselves* whether the effects obtained are such as would enhance *your* good-will, and add warmth and intimacy to the trade-mark symbolizing *your* business.

*The Olson Greeting-Card sample-box contains among others the cards produced for the nationally known concerns whose trade-marks adjoin. 25 different designs and greetings are offered for your selection. *The sample-box will be sent you free*, only please use your business letterhead when writing. We've also a line of steel-etched, hand-colored *personal* Greeting Cards. If you might use a Personal Card, write us so we may tell you about them.

EUGENE A. OLSON
COMPANY

Manufacturers of Engraved Business Cards Stationery and Greeting Cards

HARTFORD, CONNECTICUT

Digitized by Google

Giving the Dealer Business-Building Tips in the Advertising

An Unusual Slant the AutoStrop Razor Company Is Getting in Its Business-Paper Copy

THE current business-paper campaign of the AutoStrop Safety Razor Company is an unusual example of dealer-help work. It is a new method of getting before the merchant the sales-stimulating ideas constantly being worked out by Dealer Service Departments. Furthermore, it provides a good copy angle, one that is bound to get the retailer's attention. Perhaps the best method of explaining what is being done would be to start off with a description of one of the series, which appear in drug, cutlery and hardware papers.

A current piece of copy is headed "One of the biggest secrets of retail success," and tells in the following manner "What the manager of a big retail organization discovered about the value of the 'little things' in building sales:"

"The head of a chain of eleven retail stores, who has increased his business in four years from $750,000 to over $4,000,000 sums up the secret of his success in the following words:

"'Store personality—that's the keynote of everything we've done. Whether it's ash trays placed in convenient spots about the store for the men, rest rooms for the women, or any other detail of service to customers, we have found it's always the "little things" that count most.'

"Attention to the various 'little things' of a business is only another name for the biggest word in retail merchandising—*Service*.

"It is service to the community for a dealer to standardize and specialize on nationally advertised, fast-selling lines—to concentrate on those products that he himself believes in, is enthusiastic over, likes to stand back of, fight for if need be. When your store is 'sold' on a product in this way, it is easy to sell it to others."

ALWAYS BUSINESS-BUILDING IDEAS FOR RETAILERS

The advertisements of this series are spread out over two pages, well illustrated in color. On the left hand page is always a talk similar to that given previously. Another is headed "82 per cent of all sales to men are influenced by this one thing," going on to tell "how 'Store Personality' is being used by progressive dealers to double and treble their safety razor sales."

The right-hand page is given over to retail business-building ideas. For example, the second advertisement quoted previously goes on in this fashion: "Practical business-building ideas. A Pacific Coast dealer gives an AutoStrop Razor free to any Coast League baseball player hitting a home run at the local park. He has established himself as a 'live wire' in the cutlery business, and his trade in all lines is increasing.

"A dealer in New Jersey made his store known for miles around as 'Razor Headquarters.' His plan is a simple one—he offers an AutoStrop Razor free to any one who can make the stropping mechanism cut or injure the strop while restoring the edge.

"A dealer in Pennsylvania is speeding up sales by displaying together articles *that are used together*. With his monthly window-trim of AutoStrop Razors he always displays shaving brushes, soap, mugs, strop dressings, blades, even talcum and shaving lotions.

"These are practical, business-building ideas that have proved their worth with other dealers. They will help a lot toward making your store stand out in the

Digitized by Google

community—toward giving it a personality that will attract customers and hold them."

It is sad to state, but true, nevertheless, that to a great many advertisers a dealer is merely someone who is listed on the books as rated at so much and selling a certain amount of goods each year. Perhaps a certain amount of co-operation is given him in the form of more or less valuable dealer helps and there the matter ends. Yet, as has been pointed out so often in PRINTERS' INK the success of the manufacturer is tied together in a Gordian knot with that of the dealer. The more successful the latter just so much more will the manufacturer profit.

This is the basic reasoning underlying the campaign of the AutoStrop Safety Razor Company. To put it in the words of N. R. Maas, director of the company's advertising: "Insofar as 100 per cent distribution is possible we feel that our razor is sold in most every worth-while outlet for such a product in the country. Our business paper advertising, therefore, could not be the customary style, which is a direct solicitation for new distributors. Something new, rather, was needed. Under such circumstances it was reasoned that the logical method of increasing sales, with the usual plan of adding new dealers left aside, would be to increase the number of sales per dealer.

DEALERS COUNTED ON TO APPRECIATE THE HELP

"Of course the next step was to determine the best route to that goal. Now our dealers, like all others, are not exhausting every possible means to increase their sales. This is due to numerous reasons. One of the main factors is the limited merchandising ability of the average merchant. It immediately became apparent, when this was considered, that here was a proper path to increased sales. In other words, according to our methods of reasoning—and we can find no breach in it—should we raise the selling ability of our dealers by a certain percentage, make him a better merchant, the sales of our product will increase correspondingly. Naturally such a plan involves also, to some extent, helping along the products of other manufacturers. We feel, however, that, with the way we are tying the selling suggestions and general talks to the AutoStrop and the fact that the dealer does not usually forget the source of such assistance, we shall not fail to receive our full share of the proceeds.

"One fact which we find it important to impress upon the dealer is that he have prospective customers demonstrate the razor themselves. We tell them to get the customer to strop the razor himself just to see how easy it all is and to get the feel of it. Furthermore, we instruct our dealers in the importance of giving their store a real personality. To help them in accomplishing this we furnish a very complete window display, little booklets to be enclosed with monthly statements and other direct-mail matter, electrotypes or mats for local advertising, etc. Our salesmen carry samples of all these dealer helps which they show the merchant and order for him.

"This style of business-paper copy is really a house-organ run in the form of an advertisement. It contains the same text such a publication does, or should have: that is, business-building ideas the dealer can lift out bodily and apply to his own business. Nor does this preclude any possibility of our securing new dealers. We are constantly receiving inquiries in response to the advertising from retailers not on our books. In fact, there is some doubt in my mind as to whether this sort of copy does not open up as many new distributors as does the customary direct solicitation."

Right here there might be injected a point that Mr. Maas brought out. While somewhat irrelevant to the main topic of this article, it is of interest. In telling of the free-trial plan on which the AutoStrop is sold, Mr. Maas said: "We have found that

Digitized by Google

The Evening Star.
WITH SUNDAY MORNING EDITION
WASHINGTON, D. C. MONDAY, FEBRUARY 16, 1920—TWENTY-SIX PAGES.
USE DENIES "THREAT" IDENT TO QUIT EUROPE; ERS OPPOSE HIS PROGRAM
Wilson Note Disapp as to
Comp omise Plan
PAY RECLASSIFIERS URGE EFFICIENCY PLAN FOR CLERKS
Will Recommend System to
INTERN EX-KAISER, ALLIES NOW ASK
New Note Suggests He Be Sent to Dutch East Indies.
LANSING'S PLACE TO BE FILLED THIS WEEK, IS INTIMATED
Baker, One of Four Men-
SENATOR JONES O TO RETAIN 50-5
Substitute for Mapes' Mea ciple Would Repeal L mates to Twice D. C.,

THERE'S hardly a home in the National Capital where The Star isn't left by its own carrier service every day in the year.

You know folks READ the paper for which they subscribe—so you'll put your message before practically ALL the people of Washington—and under the best influence—if The Star carries your advertising.

There are some things you should know about this market, which our Statistical Department will be glad to furnish upon interested inquiry.

The Evening Star.
WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
Tribune Building

Chicago Office
J. E. Lutz
First Nat. Bank Building

Digitized by Google

the small-town retailer is always more receptive to a free-trial plan such as ours, where the customer is allowed to use the razor for thirty days without obligation, than the big city merchant. The reason for this attitude is quite simple. The small-town retailer, as a rule, knows most of his customers intimately. He is not afraid to let them have the use of the razor for thirty days. But in the case of the city dealer, where customers in the majority of cases are strangers, he cannot be blamed for being a bit fearful. In the latter case the dealer usually has the customer leave a deposit or the entire price, which is returned after the trial period, should the customer so desire."

Mr. Maas wishes to have it emphasized particularly that this business-paper campaign is not a far-fetched idea. Rather he believes it is absolutely sound and merely a logical use of a copy-neglected medium.

Over a Million New Motor Vehicles in Use in July

The motor vehicle registration figures for July 1, 1920, show an increase of more than a million and a half motor vehicles as compared with July 1, 1919. There are now 7,904,271 automobiles, motor trucks, etc. in use in the United States or one car for every 13.52 persons. Of these figures it is estimated that about 975,387 are motor trucks, an increase of over 300,000 as compared with 1919.

Working for Early Christmas Shopping

The Retail Dry Goods Association has had a colored card prepared for use of its members to remind patrons that it is to everyone's advantage to shop early this year for Christmas gifts. The card, which is twenty by thirty inches in size, is in poster style, with a portrait illustration of a pretty girl clad in fur, carrying Christmas purchases. Beneath it are the words, "Do Your Christmas Shopping Early."

John Lewis Brooks with Allen Agency

John Lewis Brooks, for the past five years with the Hollis Press, New York, has joined the staff of the Allen Advertising Agency, New York. With the Hollis Press Mr. Brooks was for some time manager of *The International Tailor*.

Legend or Caption?

CHICAGO, September 7, 1920.

Editor of PRINTERS' INK:

P. K. Marsh's article, "Capture the Caption" (page 42, PRINTERS' INK, September 2), reminds me that the new generation of advertising men, and writers on advertising, seems never to have heard of the word "legend."

Unless I am mistaken, a Caption is a Head, something that goes above or before (as the title to an article, or paragraph), while a Legend is an inscription placed below the thing it describes, as a line, or paragraph, under an illustration.

There certainly seems to be some contradiction in speaking of a "head" going *below* a cut, which is the sense in which Mr. Marsh uses the word "caption" throughout his article.

In the old days we used to say: "Give this article a two-line caption and write a legend for the cut." It seems to me that this is more definite than to use the word "caption" for the title that goes at the head of an article as well as for the description that goes under a cut.

CHAS. L. BENJAMIN.

A. D. S. Aspirin in the Newspapers

Advertising of the American Druggists' Syndicate in newspapers features A. D. S. Aspirin, but also works to make the trade-mark better known. Other of the A. D. S. products are mentioned, the fact is stated that the organization is comprised of 28,000 pharmacists and the reader is urged to buy from A. D. S. drug stores.

R. L. Rubel Joins John B. Woodward Organization

Roy L. Rubel, who has been connected with the foreign advertising department of the Chicago *Daily News* for several years, has joined the New York office of John B. Woodward. He will specialize in the development of financial advertising for the papers represented by that organization.

J. E. Browne Leaves Bonnie-B Co.

Joseph E. Browne has resigned as sales manager and advertising director of The Bonnie-B Company, Inc., New York, importer of veils and hair nets. His future plans have not been announced.

Oregon Fruit Growers Prepare for Campaign

The Oregon Fruit Growers' Association is contemplating a national advertising campaign. The account has been secured by the Hall & Emery Agency, Inc., Portland, Ore.

Digitized by Google

Now Under Butterick Management

GOOD HARDWARE, formerly published by W. Linford Smith, Pittsburg, has been taken over by The Trade Division of The Butterick Publishing Company.

For many years The Butterick Publishing Company has been working closely with wholesalers and retailers in many important lines of business. The elimination of all mail order advertising from Butterick Publications, The Delineator, The Designer and Everybody's Magazine was one of the important steps in this work that has built friendship for Butterick wherever retailers and wholesalers do business.

The acquisition of GOOD HARDWARE is another forward move. It reaches every dealer in hardware in the United States, Canada and Alaska, every hardware jobber and every jobbers' salesman whose name we can secure.

GOOD HARDWARE is an unusual publication in that it covers every nook and corner of the trade and offers unusual opportunities to the manufacturer whose logical outlets are the hardware jobber and the retail hardware dealer.

Shall we send you further information about this quick, economical and profitable method of reaching the entire hardware trade of North America?

GOOD HARDWARE

Published for a Syndicate of Hardware Jobbers by the Trade Division of The Butterick Publishing Company

BUTTERICK BUILDING - - - - NEW YORK

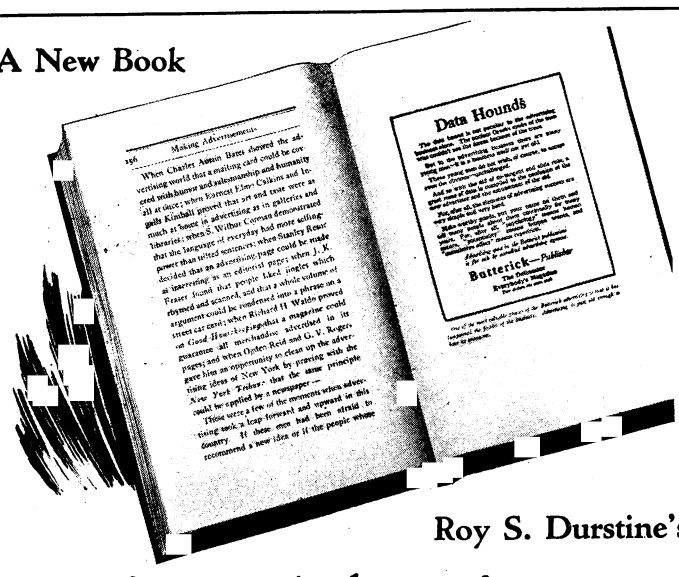
LEONARD TINGLE, *Business Manager*

FRANK C. THOMAS
Eastern Manager
116 W. 39th St., New York

W. B. CONANT
Western Manager
State Lake Building, Chicago

Digitized by Google

A New Book



Roy S. Durstine's

"Making Advertisements —*and Making Them Pay*"

ADVERTISING is a fast moving business and this book is a fast moving book.

It's as timely as tomorrow morning's newspaper and as sound in principle as advertising itself.

It doesn't orate heavily or instruct self-consciously —but it does aim to help by presenting ideas which will stimulate brains.

"Making Advertisements
—and Making Them Pay"

It has nothing to do with the fifth psychic plane of consumer reaction but it has much to do with securing response from advertising by simple common sense.

It is a "feet-on-the-ground and eyes-on-the-ball" summary of modern, up-to-minute advertising principles and copy appeals.

"Making Advertisements
—and Making Them Pay"

Just because this is a book which pertains to business, don't imagine you will escape being entertained

Digitized by Google

when you read it. For its style is concise and its wit is engaging. It is an entertaining as well as a helpful business document.

If you are an advertising agent—
This is a book which you and the members of your copy department can read with profit and use as a business text-book.

If you are a publisher—
It is a volume which will help you to understand the problems of the advertisers who buy your space.

If you are an advertiser—
It will give you the bassis of the reasoning on which others spend millions of dollars yearly and may help you to improve your own copy so as to persuade your public more readily.

ROY S. DURSTINE

Mr. Durstine is a graduate of Princeton, *The New York Sun* and Calkins & Holden and is now Secretary and Treasurer of the advertising agency of Barton, Durstine & Osborn, Inc.

"Making Advertisements —*and Making Them Pay*"

CHARLES SCRIBNER'S SONS

597 FIFTH AVENUE NEW YORK CITY

Price $3.00 Post Prepaid.

"Making Advertisements —*and Making Them Pay*" will be released by us on Sept. 17th. Use the coupon or put in your order with your book-seller now.

CHARLES SCRIBNER'S SONS
NEW YORK CITY

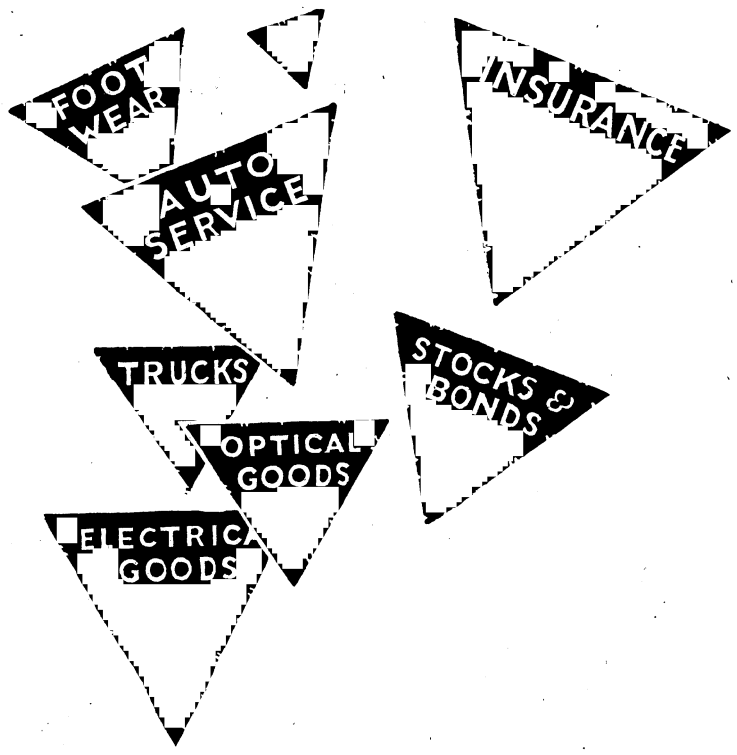
Please send.....copies of ROY S. DURSTINE'S "Making Advertisements—*and Making Them Pay*".

I enclose .....

.....

.....

Digitized by Google



Telephone Directory Advertising

will sell almost any product or service. Covers the entire Empire State and Northern New Jersey. Ask for particulars.

NEW YORK TELEPHONE COMPANY

P. W. ELDRIDGE, Jr., *Sales Mgr. Dir. Adtg.*
1261 Broadway at 31st St. New York
Telephone, Vanderbilt Official 130

Digitized by Google

Chain-Store Methods to Re vive Dead Country Stores

Better Merchandising, Closer Buying, More Attractive Windows and Modern Follow-Up Some of the Results a Chain of Country Stores Can Attain

By G. A. Nichols

MANUFACTURERS who look upon chain-store development as a menace to their best interests may be right so far as the operation of the large chains is concerned. These chains can make it hard for the independent retailer who will not or cannot measure up to the modern way of doing things or will even force him out of business altogether. Moreover, the bigger they get the more inclined they are to want to control factories or to do their own producing. But there is one kind of chain that ought to enlist the same earnest co-operation that the manufacturer is so ready to give to the individual retailer. This is the chain consisting of anywhere from two or three up to five or six stores.

PRINTERS' INK has already told of chain-store development along this line—of how drug stores, variety stores, groceries, dry goods stores, hardware stores and others had been united in a profitable way through the adaptation of the chain idea. Since that article appeared there have been some radical developments which lead the writer to believe that the manufacturer really has, right now, the opportunity of a lifetime in the intensive development of the chains on a reduced scale. Not only can he give increased and more intelligent attention to the small chains already in operation, but he can be the inspiration behind the organization of many other small chains, and thus save the independent retailer from himself.

It is agreed with practical unanimity that the chain-store method of operation is, with reservations, the thing the independent retailer needs. The individual retail store is in a position where it can utilize many of the strong features of chain-store management and still give the service which so many people demand, which they are ready to pay for, and the lack of which is really the weak link in the chain plan. Generally, when a retail store fails or falls away behind in the procession this is taken as another indication that the smaller retail store, as a type, is done for —that the steady trend is toward the city store, the mail-order house and the chain-store, making it increasingly difficult for the independent dealer to do business. These collapses result from poor storekeeping and failure to live up to the modern idea of selling which successful independent retailers and chain-store managements employ.

There is nothing to be gained by sticking one's head in the sand and imagining that the peril to the retail store as such is not real. It is real. The mortality among retail stores, especially those in the country districts, is something so serious that the manufacturers and jobbers do not like to think about it. But right here is where the opportunity for application of chain-store methods comes in.

There is a real chance for these stores to come back. They ought to come back.

DEAD STORES IN KANSAS

Just a brief reference to retailing conditions as they exist in the country districts of some of the Central Western States—in Kansas, for example—will show what is meant here.

A recent investigation brought out the surprising and almost unbelievable fact that within a radius of twenty-five miles of Topeka at least a dozen big store

Digitized by Google

buildings had been abandoned during the last year. They are standing vacant to-day. Most of these stores are situated in rich farming communities and ought to be doing a prosperous business now.

Disaster came upon some of them quickly. One store especially, the history of which is known to the writer, was going ahead prosperously only a few months ago. It was located in a fine, modern, two-story building in a little town fourteen miles from Topeka. At that time both the town and the store were making rapid and satisfactory progress. To-day both are dead.

Inquiries made of several retailers' journals and grocery jobbers show that the condition existing around Topeka is generally prevalent throughout the Central West, when the country stores are located anywhere near a sizable town. With all this as a criterion it is quite reasonable to believe that the rural store is having a tough experience right now all over the nation.

The chain-store idea in a revised form can be utilized to bring these abandoned stores back to life and to put new energy into many others that are lagging behind.

JOBBERS WILL ENCOURAGE NEW CHAINS

One wide-awake jobbing concern is so impressed with the possibilities of this idea that it is deliberately planning to encourage the establishment of chain stores in country districts.

"We believe," the president of this concern said to PRINTERS' INK, "that the country retailer as a class has got into the condition that a recent article in PRINTERS' INK ascribes to the salesman of to-day. He is flabby. He has lost his courage in the face of the steadily increasing aggressiveness of the city retailer. The automobile and good roads have made the country retailer believe that the city dealer could get his business for the asking. If the city dealer is all-powerful why is it that there are so many prosperous stores in suburban communities? It is many times easier for people in suburban neighborhoods to get downtown than it is for farmers to get to the city. Yet stores in those districts flourish. The difference plainly is in the quality of the retailer and in the methods employed.

"We believe that there is a golden opportunity to be found right now in the intensive development of country stores. Suppose, for example, somebody with a fair amount of capital should buy or rent the dozen abandoned stores around Topeka. He could standardize the whole twelve something after the plan followed by Woolworth, the Great Atlantic & Pacific Tea Company or the United Retail Stores Corporation.

"He could buy his goods in bulk for the whole twelve and keep them in a central warehouse. The stores could be served with goods each day or two or three times a week by a line of motor trucks.

"All the advertising and sales activities could be planned and directed from the central office. There would be a separate mailing list for each store. The advertising would be practically all of the direct-mail kind.

"All the stores would have their windows trimmed by one expert working out of the central office. Window trimming, as everybody knows, is one of the things in which the country store falls down. There are plenty of cutouts to be had. But the right kind of explicit A, B, C window trimming instruction is not available. And even if it were the average dealer has neither the time nor the talent to use it.

"The merchandising of the chain could be on an intensive basis, planned by headquarters. Special sales could be put on when needed and leader items could be supplied each store for price advertising purposes.

"This in brief illustrates our idea of country chain-store operation. It is logical. We believe it can be put over. I don't know that I care to tell you exactly the plans we are employing. Perhaps

Digitized by Google

Small Towne Stuff

Walter Jenkins, who Field Manages for Colgate & Comp., has just come back from a whirl around the United S. Everywhere he went, says Walter, he heard nothing but Drug Topics, Drug Topics. The druggists, they go wild about it, he says.

Has anybody heard anything from Bill McDermid, who used to be chief ad and sales mgr. of Mennen's? Bill, who is a ★ of the first magnitude, said he was going to announce his new connection soon—but nary a word yet.

Elmer Murphey, Pres. of Rhodes & Co., the sponge, pumice-and-so-forth people, has just come back from another one of his round-the-world trips. Last time he sold 6 million dollars worth of mdse.; this time only about 5 million. Elmer is some baby! He says Drug Topics is getting better and better every month.

Wuxtry! Jerry McQuade, editor of the greatest drug publication i. t. w. has a new pipe.

Frank Thomas went up and signed the Albany Chem. Comp. for a 4 page 12 times roto contract a while back. Attaboy, Frank; rents go up October 1st.

Bill Conant autoed in from Chi with Kirk Taylor a couple of weeks ago and lunched with V. E. Pratt and ye scribe.

Carl Weeks, Pres. of the Armand Co., is a good scout. He runs an ad every month in Drug Topics and writes "We are able to trace returns direct to the ad in Drug Topics."

Which reminds us that E. M. Stearns of the Allen Comp. wrote a nice letter a spell ago saying "The results from Drug Topics have been more than satisfactory."

Nell Vimick, who helped "make" Aladdin Dye Soap, is now sales manager of the Dyrite Company, and is said to be getting $20,000 per. Some salary—but Nell's all there.

George M. Kohn of Atlanta, who is Southern Adv. Mgr. of the best little d. p., spent his vacation in Saranac Lake and Franklin-ed back last week.

M. $. $.

Digitized by Google

SPACE OVERSOLD

We were unable to accommodate nearly 2000 lines of advertising ordered for our October number.

475,000 COPIES MONTHLY

NOT A SINGLE SUBSCRIBER IN ARREARS

$1.90 the Agate Line
November Forms Close October 5th

The HOUSEHOLD JOURNAL

The Small Town Magazine With a Mission

THE HOUSEHOLD JOURNAL

CHICAGO
2003 Harris
Trust Bldg.

I. E. SEYMOUR, Adv. Mgr.
BATAVIA, ILLINOIS

NEW YORK
A. H. GREENER
116 W. 39th St.

Digitized by Google

I shall later. But you need not be surprised to see a number of successful country store chains under independent management operating within a year."

The idea advanced by this wholesaler will apply with equally good results to chains of two, three or four stores. A country retailer who is operating one store successfully can run another without any formidable increase in his investment—if he is given expert advice by people who know. In almost any sizable town you can see a number of retailers operating more than one store. They do not call themselves chains, but the chain-store idea is there nevertheless. The same thing can be applied in the operation of country stores.

The time is especially favorable for this development in rural retailing, now that the American Farm Bureau Federation is starting out on its ambitious campaign to bring about the co-operative marketing of farm products. Whether the federation's idea succeeds or not in the fullest measure, it inevitably is going to bring about better conditions in the rural communities and the small towns.

Farmers are going to understand before the federation's publicity work gets along very far that their prosperity is tied up with that of the nearby town. This is an economic truth that the farmers ought to have known long ago. The decline of the country store is one of the things that is bringing it home to them with real force.

One interesting example of this is seen in an actual happening in one of the towns mentioned above, where the once prosperous leading store has been vacant for more than eight months.

Two years ago this town was very much alive. A business man from an adjacent city happened to be driving through there one Saturday afternoon. It seemed that all the farmers from the surrounding country were in town. Their cars were parked so thickly on the one street that the man could hardly get through. Saturday, of course, is the big day in towns of this kind, more business being done than all the rest of the week combined.

The business man was so impressed that he wanted to buy a farm. Going to a young couple that he knew, he offered them $25 an acre more for their farm than it was worth, but they refused to sell.

Last July they changed their minds and told their friend he could have the farm. He didn't want it. Anyway, he would not give them within fifty dollars an acre of his former offer. The reason was that the stores had been closed and the town was dead.

Thus it is shown that farm land is valuable in proportion to its proximity to a live town. Get this wholesome truth firmly fixed in Mr. Farmer's mind and there is little doubt about his supporting the country store if—and it is a most important if—the store is of a type to merit his confidence and patronage.

STORES WILL GET PATRONAGE IF THEY DESERVE IT

Farmers are being told these things now in language they can understand—the language of money. The telling is being done by people of their own kind. J. R. Howard and his associates in the Farm Federation are practical farmers who have achieved financial independence through the hardest kind of work. They are not agitators. Rather they are broad-minded business men who readily recognize that the farmer cannot go ahead on any one-sided basis. They are going to tell the farmer that he needs the country retailer as much as the country retailer needs him.

Aggressive methods on the part of the country retailer are needed if he is going to measure up to this big opportunity that seems to be coming his way regardless of the present unpromising direct outlook for the country store. Many country retailers are of a type, however, who never will be

Digitized by Google

able to measure up to anything. There has to be new blood. Perhaps it is well, this being so, that there are so many abandoned stores right now. The weaklings are dropping out. Now, if manufacturers and others seeking increased outlet for their goods will help the strong ones expand, a fair start will be made toward doing the whole thing right.

An aggressive young Westerner who is the editor of four small-town newspapers—the chain-store idea again, you see—summed the thing up very well when he told the writer that it is not such a difficult matter after all for the local retailer to prevent his trade from going to the city.

"He can accomplish this," said the editor, "by doing just one thing. He must give to the community the service that the community wants and have the things the people want to buy. When it comes to prices the small town can beat the cities hands down.

"The city retailer sends out a lot of advertising to the country trade. People read this and imagine they can save money by going to the city to trade. The fact of the matter is they can buy the same merchandise right at home for less money. But they don't know it, and many a country retailer never has taken the trouble to see that they found out.

"The simple fact that dozens of stores all over the State are successful in communities no larger than the ones where stores have failed makes it plain that the failures are due to the retailers themselves."

Freight Rates and the Things You Eat and Wear

"THE public should be forewarned and forearmed against any attempts to take advantage of the freight rate advancing for the purpose of justifying profiteering," says George Dallas Dixon, vice-president in charge of traffic of the Pennsylvania System.

"While it is true that in the case of some few articles and commodities small increases in price may be justified, nevertheless, the amounts which in any instance could fairly be added to the present prices are a very small fraction of the whole, and in the case of practically every article or commodity of daily consumption the increases in transportation charges are relatively so small as to be practically negligible."

Mr. Dixon tells specifically just what the increased cost will be in the case of several household necessities. In carload lots flour will cost 33 cents more per barrel from Minneapolis to Philadelphia, and a barrel contains 200 pounds. Eggs in carload lots will cost about one-half cent per dozen more than formerly and the increase in the case of less than carload shipments will be about two-thirds of a cent per dozen. Butter shipped in full cars from Chicago to Philadelphia will pay added freight costs of about four mills for every pound. If the shipment does not fill the car the increase will be about five and one-half mills.

Housekeepers in the larger cities who buy potatoes by the peck ought not to be charged more than one cent additional for each peck purchased because of higher transportation charges.

And so on, through a list of articles of food and clothing.

"Good and adequate transportation," Mr. Dixon concludes, "will serve the people of the country at large in dollars, where freight-rate increase is measured in cents, and just as soon as the additional facilities can be obtained I am confident the result will be a real and considerable saving in the cost of living."

New Accounts with Tracy-Parry Agency

The Tracy-Parry Company, Philadelphia, is handling the account of the Abram Cox Stove Company. A newspaper campaign is now running.

The New York office of this agency is now handling the account of the Cresca Company, "Cresca Food Delicacies," New York.

Digitized by Google

23,000 Professional Men

The men who care for the 5,000,000 persons who die annually in the United States have a basis of professional training in anatomy, chemistry and sanitary service in order to pass qualifying examinations in the States where they practice. There is, however, a big business element in the work of the funeral director. Modern standards require the maintenance of plant and establishment with equipment involving an outlay far in excess of that of a lawyer, doctor or dentist. There is frequently the funeral home, with complete office equipment, showroom for the display of caskets, suits and dresses and all the furniture of the modern funeral. There are receiving-rooms for the care of the dead as well as a chapel and apartments in which the family and relatives of the deceased may live for several days if necessary. Leading funeral directors operate their own motor equipment, consisting of hearse, ambulance and limousines.

There is a big and frequently overlooked market among funeral directors for the sale of many things. The American Funeral Director offers the key.

THE AMERICAN FUNERAL DIRECTOR

Published by

PERIODICAL PUBLISHING COMPANY **Grand Rapids, Michigan**

VICTOR B. BAER COMPANY, 47 West 42nd St., Room 527, New York City

EDWARD R. FORD, 53 W. Jackson Blvd., Chicago, Ill.

SAM LEAVICK, 510 Union Trust Bldg., Cincinnati, Ohio

Digitized by Google

Route Your Advertising to Call on the Same Concerns Your Salesmen Call on

DOMESTIC ENGINEERING will not carry your story to *every* Plumbing and Heating Contractor, but its subscribers are the biggest and most important men in the business.

Ask your own salesmen what trade publications they find on the desks of their pet accounts. We know the invariable answer will be DOMESTIC ENGINEERING.

Read by the BEST Plumbing and Heating Trade

DOMESTIC ENGINEERING is edited to appeal to the best Plumbing and Heating Trade —the concerns who do the bulk of the business in the plumbing and heating line.

You don't care much about having your men call on the small "in the basement" concern that does nothing but small repair work. If they should sell them, your credit department would probably demand cash. Very few of such concerns subscribe for DOMESTIC ENGINEERING.

DOMESTIC ENGINEERING can take your message *every week* to the livest and most prosperous heating and plumbing trade everywhere in the United States. We have proven that for many advertisers. Will you let us prove it to you?

DOMESTIC ENGINEERING
The Plumbing and Heating Weekly
407 South Dearborn St. CHICAGO
Member Audit Bureau of Circulations and Associated Business Papers, Inc.

Digitized by Google

A Grade-Mark May Also Serve as a Trade-Mark

Recent Decision That a Single Mark May Serve a Dual Purpose

Special Washington Correspondence

AID and comfort for the advertiser who desires to have a single mark serve as a trade-mark and a grade-mark are supplied by a recent expression by the arbiter at the United States Patent Office.

Concretely, it may be of little interest to the advertising public how "Acme" is used on seed. In the abstract, however, there is significance in the acknowledgment that a lone buy-word may indicate both origin and quality. For it is not a rare ambition of national advertisers to have their trade-marks popularly interpreted as quality marks.

The J. Chas. McCullough Seed Company and E. W. Conklin Company are rivals whose parallel use of "Acme," coupled with the initials of the respective firms, has been the means of drawing from the Patent Office the most incisive pronouncement yet made that a grade-mark may also serve as a trade-mark and vice versa. Time and again, in the annals of commercial identification, have private marks been refused registration at Washington because it was the conclusion of the umpires that their use was that of grade-marks rather than of trade-marks. Not long ago the head of the Patent Office admitted that he could conceive of circumstances wherein a grade-mark might "double" in the rôle of a trade-mark. Now, in justification of the admitted possibility of a double-purpose mark, we have the precedent established in the seed line.

From a legal standpoint, the dispute between the McCullough and Conklin companies is a rather complex tangle, and has involved a suit in court as well as an "opposition" and appeal at the U. S. Patent Office. In both quarters, however, the contest has hinged on the question whether the name "Acme," as used on seeds, has fulfilled a trade-mark purpose or has served merely as a grade-mark, indicating quality. In the initial pronouncement on the subject the court took the view that the word "Acme," accompanied by the initials of the trader, indicated source or origin as well as excellence and that the mark was known to the trade as indicating both quality and origin.

THE RULING OF THE COMMISSIONER OF PATENTS

Now comes the U. S. Commissioner of Patents, and in finally disposing of the Patent Office end of the controversy, rules as follows: "The evidence adduced in this case does not establish that the word 'Acme' was used only as a grade-mark and not as indicating origin. It is true that the applicant used other marks on grass seed besides 'Acme,' but it does not appear that the word was used only as a grade-mark and has no effect as indicating origin."

One moral that is underscored by the latest outcome in Washington is that of the importance of mustering ample and convincing evidence if it be desired to prove that a mark claimed as a trade-mark is, literally, no more than a grade-mark. Usually, under such circumstances, the question of "trade custom" is involved because the obvious and easy way to establish status as a grade-mark is to offer proof that not merely one or two firms, but the general run of participants in a commercial line, have been wont to make use of a specified type or class of marks and have utilized these as universally accepted keys to grade. It was on such a showing that there was decided, a couple of years ago, a memorable contest between the Dennison Manufacturing Company and the Denny Tag Company.

The comment of the Commis-

Digitized by Google

sioner of Patents that all the mass of evidence piled up in the current dispute in the seed trade failed to convince him that "Acme" served no more ambitious purpose than a gauge of grade, cannot be taken to mean that a contender for trade-mark rights will be given the benefit of the doubt under such circumstances. It is enough that it is conceded that one and the same mark can perform two services. There has been in the past a disposition to lean in the other direction.

For example, there may be recalled the very different outcome, some dozen years ago, of a dispute at the U. S. Patent Office between the United States Playing Card Company and the C. M. Clark Publishing Company. In this instance, the commodity involved was playing cards, and the Commissioner of Patents, when called upon to decide the appeal, made an examination of the price lists in circulation in trade, and drew therefrom the conclusion that the mark that it was sought to monopolize had been used not in the accepted fashion of a trade-mark, but as a grade, quality or style-mark. The same stern denial has been made to manufacturers of ticking and sheeting who have besought trade-mark recognition for alphabetical letters employed primarily or originally to indicate grade. In one instance "Imperial" was held to be no better than a grade-name for beer, and during a brush between the Vacuum Oil Company and the Climax Refining Company a Federal court said that the figures "600," indicating the fire test of oil, if associated with letters to denote grade, could not be recognized as the exclusive possession of any trade-mark aspirant.

Because its most notable predecessor was the Denny versus Dennison Tag case and because the present pronouncement is in such sharp contrast to the verdict in the tag case, there will be strong temptation to compare the logic that cost the Dennison company its registrations with the current case. In all candor, though, it cannot be claimed that there is anything contradictory to be pounced upon. In the tag case it was brought out that not merely the Denny company but half a dozen other firms in the trade were making use of alphabetical letters as grade-marks on tags—some of the same letters, indeed, that had been registered as trade-marks by Dennison. Furthermore, in the case of some of the letters that Dennison registered, but later had to vacate, it was insisted that a competing firm had employed the symbols as grade-marks for years before the Dennison company laid claim to them.

The most interesting angle of the tag controversy, and one that is doubly significant as we look back upon it in the light of the recent development, is that wherein the Dennison company staked its fate on exclusive use of the letter "D." It is manifest, of course, that this firm has special reason to desire to reserve "D" to its exclusive use, and accordingly it insisted that not only did it begin the use of "D" when no other firm was using it, but that this initial had come to have general recognition and acceptance in the trade as indicative of tags made by this concern and no other producer.

Not even in the case of "D," however, would the highest court concede that the taint of the grade-mark was so subordinate as to be ignored. And the reasoning employed was interesting, whatever degree of sympathy be accorded it. The judges of the Appeals bench at Washington hinted that the Dennison company might have had a monopoly of "D" had it not used, for equivalent purposes, the other alphabetical letters that lay exposed as grade-marks and nothing more, according to a preponderance of the trade. What sealed the fate of Dennison on "D," however, was that it came out that in conjunction with its various alphabetical marks, nor even excepting the meaningful "D," it invariably used the name "Dennison's." Moral: If you would have a grade-mark do duty also as a trade-mark, be careful not to affix a second mark that may be construed as the real trade-mark.

Digitized by Google

Hitting the Human Target

necessitates the use of advertising ammunition of the highest caliber. To make your message "leap to the eye" from among a horde of others, your advertising signs must have beauty and attractiveness above the ordinary. They will have both if they are

"ING-RICH" Porcelain Enameled Iron SIGNS

Their beautiful colors of solid, shining porcelain (fused into sheet steel) will give your message extraordinary appeal years after cheap painted or lithographed signs have faded away.

Made in any design or color combination you desire. Write for details.

INGRAM - RICHARDSON MFG. CO.
College Hill **Beaver Falls, Pa.**

Digitized by Google

THE SATURDAY EVENING POST

In its issue of August 21st, 1920, published an article on Foreign Trade which should be read by every American Manufacturer.

It showed the many pitfalls which lie in the way of manufacturers going for the first time into Foreign Trade. In particular it was pointed out that for success to be attained it was necessary to take into account the racial differences of view and temperament when preparing copy for foreign publications.

For nearly twenty years the J. ROLAND KAY COMPANY has been studying the peculiarities of foreign peoples and has been putting them into effect in advertising campaigns carried on for many of America's *most* successful manufacturers.

If you wish to get Foreign Trade we can help you—our experience and facilities are unmatched in the field of foreign advertising.

J. ROLAND KAY CO. INC.

FOUNDED 1904

INTERNATIONAL ADVERTISING AGENTS

Conway Building, CHICAGO 18 East 41st St., NEW YORK

LONDON PARIS TOKYO SYDNEY

Digitized by Google

Reversing the Letter of Endorsement

Recommending a Cigar to a Popular Man Has the Same Selling Effect as His Recommendation

THE big idea in an endorsement is that you have confidence in the other fellow's judgment. Then, unless you admit that you are either more or less than human, you like to know little intimate facts about the great and near great. If you knew that Harry Lauder used "Gloaming" chewing gum, you might like to try that kind. But if you knew that a great gum manufacturer had selected "Mother Machree" gum because he thought the popular Scotchman would like it, wouldn't you be still more interested?

This inborn inquisitiveness you may call plain human nature, or, if you speak in advertising jargon, you may call it "human interest," and you know it is in back of the never ending power-to-pull that centres in the use of personal testimonials—for whether they be on behalf of a washing machine, or a patent medicine, or a cigar, you like to know what your next-door neighbor has to say.

But advertising training has taught you to look askance upon the worn-out testimonial—with promises that the public no longer take seriously.

Advantage of this human interest from a testimonial slant, in a new way, has been taken by Kraus & Co., Inc., cigar makers, of Baltimore, Md.

Each advertisement, instead of being a "human interest" testimonial, was addressed, in the most personal sort of greeting, to a big man in the town, men whose names could never have been obtained for the usual sort of testimonial, men whose public position and prestige further the cause of the cigar being introduced.

Each advertisement simply announced to the mayor, to a big financial man, one of the well-known lawyers, a local baseball magnate, or a big business man, that a box of cigars was being sent him. In each case a man with a real personality had been selected, and through him the advertisements reached his coterie of followers, spoke to them in the language that they knew.

A SURPRISE ALL AROUND

The delightful part was that so far as it appeared on the surface not even permission was obtained—that it was all a huge surprise, but it is giving away no secret to an audience of advertising men to admit that in every instance permission was obtained—a permission made easy when it was explained that the man himself simply appeared as the recipient of a box of cigars—that he in no way had to approve or endorse them.

Among the first was the one to a popular ex-mayor:

"Greetings, ex-Mayor Preston:

"You made a mighty good mayor, Mr. Preston. We're reminded of that on every hand: fine streets, civic improvements, 31 per cent increase in population. You have a way of 'doing things.'

"But there's another accomplishment of yours we know of—your ability to judge a cigar in the first few, thoughtful puffs.

"So we're sending you, with our compliments, a box of Flor de Moss. We won't say much about them—we'll let their mellow mildness tell the story.

"Flor de Moss cigars are true Havana—there's the lingering flavor of Cuba's golden sunshine in every puff. Baltimore men are finding that out—we want to make sure you know it, too.

"Let us know how you like them."

For instance, when it came the turn of the baseball manager, one of the most popular sporting men

Digitized by Google

in town, the advertisement, beneath a speaking pen and ink likeness of the man himself, spoke out like this:

"Another Winner, Jack Dunn."

"Boy, how you can pick a winner!

"Every time Babe Ruth cracks another homer over the right field fence we think of you—you picked him. Eddie Murphy, too,

LOCAL CELEBRITIES GET BOXES OF CIGARS AND BECOME THE SUBJECT OF ADVERTISING COPY

of the old Athletics. And Fritz Maisel and Ernie Shore.

"Here's your chance to pick another winner, Dunnie—the Flor de Moss cigar. We're sending you a box to-day—on the house, of course.

"The mellow sweetness of Flor de Moss is as joy-bringing as a rally in the lucky seventh. And it brings a smile as broad as when Jack Bentley stabs a hot one over first. There's the fragrance of fine Havana in Flor de Moss, the flavor of Cuban sunshine in every puff.

"Slip a few to the boys. Give the umpires a chance to forget their grouch. Don't forget the boy that rubs 'em down.

"We're looking for you to repeat on the pennant, Jack, and we don't doubt you'll repeat on the cigars. Let us know what you think of them."

It was put on the sporting page, of course, along with the other news of the day, and next day when a baseball fan forgot the name of the cigar, he calmly walked into the store and asked for one of those cigars like they sent Jack Dunn. The next time he wanted one, he remembered the name.

When it came the lawyer's turn beneath a smiling picture, with a panama hat slipped to the back of his legal brow, there appeared this atmospheric introduction to legal circles:

"What's the verdict, Mr. Wolf?

"When the judge says 'dismissed,' when the jury says 'not guilty,' when the state's attorney says 'stet,' whenever the famous Harry Wolf smile starts beaming in all its serenity, that's when a Flor de Moss cigar makes a fitting companion.

"For Flor de Moss is as consistently mild and mellow as a headquarters reporter is consistently good-natured; as delightfully redolent as a 'Fifth Ward' banquet is delightfully 'wet' and as pleasantly flavored as a Democratic convention is pleasantly exciting.

"To-day you'll receive a box of Flor de Moss—a treat from us. Smoke them when the clerk says 'Court's adjourned until tomorrow morning at 10 o'clock.' The judge likes a good cigar, too; don't forget him. And State's Attorney 'Bobbie' Leach would rather smoke than make a speech—save him a few.

"We've got a 'winning case,' so we ask you to sit as 'judge and jury.' What's the verdict?"

And so on down the line, including the President of the electric railway, the automobile commissioner for the State, and men of equal calibre, with none of the

Digitized by Google

Announcement

THE Geiger-Jones Company, at present and for many years owners of Today's Housewife, announce the purchase of the controlling interest of The Arthur H. Crist Company, a printing and publishing institution located at Cooperstown, N. Y. This gives Today's Housewife as a permanent home one of the most complete printing plants in the East—containing modern fast black and white and color magazine presses; job presses; binding machines; batteries of linotypes and monotypes and all necessary equipment.

This equipment and the organization behind it is capable of printing, binding and mailing every month two and a half million magazines of as large as 800 lines to the page, in addition to job work, etc. It is housed in a modern concrete, fireproof building containing more than forty thousand feet of floor space.

The land, buildings and physical equipment at Cooperstown have been recently appraised by the Coats & Burchard Company, of New York, in excess of seven hundred thousand dollars. In addition to Today's Housewife, twenty-three magazines are now being printed under contract by The Arthur H. Crist Company.

H. M. GEIGER, *President*
THE GEIGER-JONES CO.

G. A. McCLELLAN, *President*
THE GEIGER-CRIST CO. THE ARTHUR H. CRIST CO.

Digitized by Google

LORENZEN & THOMPSON, INC.

PUBLISHERS' REPRESENTATIVES

Announce the opening of their offices in Chicago and New York with an experienced staff of BUSINESS GETTERS covering the national advertising field for a limited number of daily newspapers.

This organization offers to newspapers of standing a *thorough, complete, intelligent* and *efficient* representation.

A. F. LORENZEN, Pres. M. R. THOMPSON, V. P.
H. G. SCHRYVER, Secy.

WESTERN OFFICE
419 Marquette Building, Chicago
TEL. CENTRAL 4292
A. F. LORENZEN H. G. SCHRYVER
C. G. SHANNON

EASTERN OFFICE
19 West 44th Street, New York City
TEL. VANDERBILT 7612
M. R. THOMPSON J. L. SYTHOFF
E. J. CULLEN

Digitized by Google

usual movie actor and actresses or grandmothers and fathers of the usual testimonial fame to detract from the dignity of the campaign and of the cigar in back of it.

The cigars have been presented gracefully, in every instance, to a favorite public man, and because the rest of mankind is just naturally interested in the other fellow, they read the advertisements so addressed—with the hope of finding out just what kind of man he is.

And it naturally follows that when it's cigar time the man on the street remembers that the mayor or the judge of the superior court or some other "big bug" he admires is trying a Flor de Moss and he decides to try one, too. It's all simply a novel application of the old time "human interest."

Three New Accounts for Sherman & Bryan

The Rico Milk Products Company, East Troy, Wis., and Brooklyn, N. Y., manufacturer of "Super-Cream," has put its account with Sherman & Bryan, Inc., New York. A newspaper advertising campaign throughout the country will be undertaken.

Other new accounts with this agency are W. K. Jahn Company, Brooklyn, importers of confectioners' and bakers' specialties. An advertising campaign in trade papers will be conducted for this account.

Bessie Damsey, New York, negligees and silk underwear. Trade paper and consumer publications will be used for this account.

Dippy & Aitkin Now Aitkin-Kynett Co.

A. King Aitkin and H. H. Kynett have purchased the interest of Robert H. Dippy in the Dippy & Aitkin advertising agency, Philadelphia.

The agency business will be continued at Philadelphia and, with the exception of Mr. Dippy, the same personnel, under the style of the Aitkin-Kynett Co.

Cudahy Oleomargarine Being Advertised

New advertising in behalf of oleomargarine, manufactured by the Cudahy Packing Company, is being placed in newspapers generally. This account has recently been secured by the J. A. Snyder Company, of Chicago.

In Detroit The News Fully Covers the Field

DETROIT has one and only one medium that thoroughly covers the field—The News. Having more city circulation week days than the number of English speaking homes in Detroit, The News offers the national advertiser an opportunity but rarely encountered—the opportunity of covering thoroughly a city of more than a million inhabitants with one newspaper at one rate.

Largest Week Day and Sunday Circulation in Michigan

85% More City Circulation Week Days Than Nearest Competitor

74% More City Circulation Sunday Than Only Sunday Competitor

Digitized by Google

Year-Round Advertising for Athletic Underwear

Topkis Brothers Company Starts Campaign Partially as a Result of Suggestion in PRINTERS' INK

By Arthur Joyce

THEY were seated in the advertising conference room. Before them was spread a layout of merchandising charts. The subject under discussion was athletic underwear. An investigation had just been completed, covering ten of the principal cities in the United States.

Representatives of the advertising agency in these cities had been asked to station themselves in front of prominent hotels, office buildings and railroad stations; "scatter" themselves along the crowded streets and ask as many men as they could this question:

"What kind of underwear do you wear in winter?"

The object was to find out how many men wore athletic union suits all the year 'round.

From the answers obtained from several thousand persons, including jobbers and retail dealers in undergarments, it was apparent that a big percentage of men had relegated the old-fashioned "heavies" to the discard, along with the "Saturday night bath," the mustache-cup and the shaving mug, and were wearing twelve months in the year sleeveless, short-legged, athletic underwear.

Results of the investigation, now mapped out on charts over which the copy writers and merchandising men were deliberating, convinced the advertising agency that it was on the right track when, several months previously, it had recommended to a client the importance of an all-year campaign on athletic underwear for men.

And in the midst of the deliberations there came into the conference room an accounts manager associated with the agency. He carried a copy of PRINTERS' INK for March 11, 1920.

"Here's exactly what you've all been hoping to see," the accounts manager remarked. "Read this"—and he handed the publication to the head of the merchandising department with page 145 turned down.

The story explained that heavy underwear isn't needed by the average man who is employed in an office, factory or store, because "those places are heated so that with light underwear a man is warm enough."

The conferees were not surprised at the radical statements made in the story, but rather that there should come added confirmation of their belief that there's a year-round market for athletic underwear which could be developed remarkably through persistent twelve-months-in-the-year advertising.

The agency heads took the material that had been gathered by investigators to the office of the Topkis Brothers Company, Wilmington, Delaware. And on the strength of the investigation results there was mapped out an advertising campaign for Topkis athletic underwear.

Expressions from the trade indicate clearly that the union suit enjoys greater sales than separate garments. Union suits are considered more convenient, less expensive and are preferred by the trade because of the insurance against "broken stock."

Virtually every retailer interviewed during the investigation carried athletic underwear in stock during the winter months. The percentage of men who purchase athletic underwear during the cold weather months, they agreed, ranged from 3 to 90 per cent, according to local conditions apparent in the cities where the inquiry was conducted.

Digitized by Google

The Buying Power of Insurance Companies

With assets running into billions, with branch offices and agencies in every town in the country, has it ever occurred to you what a BIG job confronts the financial and supply departments of the big insurance companies? Trainloads of paper are consumed annually. Tons of paper clips! Rivers of ink! Forests of pencils!

The records of millions of policies must be kept. Files must be supplied for them. Typewriters, Adding Machines, Calculators, Mailing Machines, must be purchased,—not in small lots, —but in huge quantities.

The assets of the companies must themselves be invested in highest grade securities. Banks must be employed to handle the large sums disbursed annually for payments to policyholders.

DO YOU SELL OFFICE EQUIPMENT?

DO YOU SELL FURNITURE?

DO YOU SELL BONDS?

or

BANKING SERVICE?

TALK TO INSURANCE MEN THROUGH

The Weekly Underwriter

Established 1859

EIGHTY MAIDEN LANE

NEW YORK, N. Y.

Digitized by Google

Every Advertising Man Should Have This Atlas

The Standard Authority Since 1876

Used in all departments of the U. S. Government

1921 New Census Edition

RAND McNALLY COMMERCIAL ATLAS OF AMERICA

The RAND McNALLY Commercial Atlas of America is honestly revised each year. More than 70,000 changes are made annually in the maps and indexes! Every page is put under the microscope and every change is carefully checked.

The revisions for the 1921 edition are particularly noteworthy because they embrace all of the changes revealed in the latest Federal Census. We believe it is obvious that your old atlas, dependable as it was, cannot be entirely relied upon now.

Every sales manager and advertising man should place his order now for this new atlas. Only so many will be printed. Once they are gone it will be impossible to purchase this Atlas —*anywhere!*

The RAND McNALLY Commercial Atlas of America shows every detail of commercial value on the American continent. 540 pages. 250 pages of index, listing nearly 200,000 cities and towns. Nearly 300 maps in all. 96 double-page maps, size 21 x 28 inches, showing: Counties, Congressional Townships, Cities, Towns, Villages, Railroads, Electric Lines, Steamship Routes, Canals, Rivers, Lakes, Mountains, etc.

Save $5.00 by ordering now

The price of the 1921 New Census Edition of the RAND McNALLY Commercial Atlas of America will be $35 net. Orders will be accepted prior to December 31, 1920, at the pre-publication price of $30 net, transportation prepaid. SOLD DIRECT ONLY.

RAND McNALLY & COMPANY

Map Headquarters

536 S. CLARK ST., CHICAGO 42 E. 22ND ST., NEW YORK

Write for large Commercial Atlas Circular with sample map

Digitized by Google

Although it was found that a majority of the several thousand men interviewed have not yet been "educated" to wear athletic underwear during winter months, the investigation showed that a large percentage of them have been in the habit of wearing lightweight,

HERE'S a health tip for go-ahead men! Keep on wearing TOPKIS Athletic Union Suits right through the Fall! Thousands of men have profited from year 'round wear of athletic underwear. They've found it keeps them fit—on their toes!

Why don't you follow suit—and with a TOPKIS? There's real comfort in a TOPKIS. You'll find its roomy fit gives freedom in action—ease in repose. And it keeps on fitting—because made of nainsook that is pre-shrunk!

Look for the TOPKIS red diamond at better-class shops. It's the sign of unusual value in athletic underwear and a sensible custom—all-the-year-'round!

TOPKIS is also made in two-piece suits.

TOPKIS BROTHERS COMPANY
Wilmington, Delaware
General Sales Offices: 260 Broadway, New York City
Also Makers of Women's, Children's and Boys' Underwear

TOPKIS
Athletic Underwear

ONE OF THE SERIES FEATURING LIGHT-WEIGHT UNDERWEAR FOR WINTER

full-length, cotton-ribbed goods which, years ago, was considered to be in the summer underwear class. Only a small percentage of the men, it was learned, continue to wear really heavy winter underwear during the cold weather months. Figures obtained during the canvass disclosed that the percentage of men interviewed who admitted wearing athletic underwear the year round was 33.4.

The trade furnished concrete reasons why so many men wear athletic underwear in winter. The principal reasons were benefit to health; greater comfort to men who work indoors; more economical than heavy underwear, and the matter of labor-saving in laundering.

Not only in athletic underwear, but also in other lines of manufacture, is the tendency growing in favor of year-round advertising. National advertising, twelve months in the year, for example, educated consumers to eat Campbell's Soups in warm weather as well as in the cold months.

It created also a steady market for pancake flour, heretofore considered a seasonal proposition.

Sale of walnuts, prior to continuous national advertising of the Walnut Growers' Association, was confined largely to the holiday periods during winter months. Now the distribution is over a twelve-month period.

An electric home refrigerating device, which many persons might construe to be entirely a hot-weather proposition, is advertised all through the year and is sold in the winter months as well as during the summer.

Again, take oatmeal. Not so many years ago it was considered a strictly winter breakfast food. Now it's a continuous seller, advertised twelve months each year.

All of which indicates that the seasonal limitations in the matter of advertising so-called seasonal products have been successfully overcome and that the big tendency is toward all-year-round advertising for every product the use of which is not confined strictly to certain months of the year.

The points to be stressed in Topkis advertising will be the quality of the nainsook fabric, plus its healthful comfort, and convenience and its economy to men who wear it through the four seasons.

Digitized by Google

Makers of "Stouts" Band Together for Better Retailing

Advertise to the Trade and Show Dealers How to Make Robust Womankind Feel at Home in the Store

By E. McKenna

THE brother of the American Woman, whether a business man or one who merely looks on, will, it is assumed, be pleased to learn that the "old fat woman" has been abolished. Her inglorious place has been taken by an increasing number of women who are "large."

Of course, the sociologist has known for a long time that the stature of the American Woman is increasing—and her bulk also, if that podgy word bulk can be admitted as descriptive of woman in the highly sensitized masculine mind. The scientist can easily prove this assertion. He has learned the truth of it by a close and exacting study of woman "in the herd," to use one of his own illuminating phrases.

These learned men have our entire respect, and sometimes they even get so far as to evoke our interest, but they can't hope to incite our imagination to the same warmth as the man who measures the American Woman for her corset. So it is that from the manufacturer we receive knowledge we are readier to absorb, and acknowledge that for the woman herself is far more consoling than any derived from the classroom or lecture-hall.

The manufacturer of women's wear has discovered that 37 per cent of our sisters are "large"—that is to say, above the average woman, who in his language is spoken of as "the perfect 36."

The discovery that 37 per cent of American women are above this average has led to the incorporation of a group of firms making women's wear and representing each division of her apparel from hats to underwear.

The Associated Stylish Stout Wear Makers are incorporated to appeal directly and positively to this 37 per cent.

A representative of the Associated Stylish Stout Wear Makers explains the idea and the evolution thereof that lies at the base of their organization. In the days when the "old fat woman" held her inglorious place, garments for her were a mere afterthought, and as a result she was seldom well dressed. They were made by grading up from the smaller sizes based on the standard 36. Any storekeeper might find something that would with a little letting out here and there fit her—well, not exactly fit, but that wouldn't look so badly. But no garment was made for her, as a class, unless we include maternity gowns. Hence she was the black swan in Dame Fashion's brood, and naturally at enmity with "the perfect 36."

FORESAW A NEW RACE OF WOMEN

That was in the old days. Now, the woman above the average no longer drifts around the muddy edge of fashion. She has a standard of her own, and this is how it came about: The special gods that have as their care the beauty of our women drew into the business of dressmaking one I. Heller. He was an idealist, to whom one day a joyous generation of "Stylish Stouts" will raise an appropriate monument. Mr. Heller saw, after seven years of measuring and pondering on the results, that all those sweeping forces we call nature were evolving a new type of large woman—not a woman who had grown fat, but a new physical type. She was a typical product of new economic environment, successful in many fields of business, in professional paths and in social life. The blending of new races was producing her and the physical education of the schools was co-operating for her perfection. She was not the

Digitized by Google

Dependable
Statistics and Mailing Lists
covering
Automobiles and Motor Trucks

Mailing lists and statistics must be correctly and carefully compiled or they represent a liability rather than an asset.

We have fifteen years of experience back of our lists —fifteen years of conscientious service and honesty of purpose—that guarantee the most accurate information that it is possible to compile from the official state records.

We have an organization of four hundred people—each one ready to help you solve your problem of Dealer Service.

Our data on automobiles and motor trucks covers every county in the United States. We have a valuable booklet on motor car statistics, mailing lists, addressing and direct advertising which is mailed free upon request.

MOTOR LIST COMPANY

MARTIN TUTTLE, Proprietor

409 Grand Ave. Des Moines, Iowa

Chas. G. Tobin, Mgr.
636 Huron Road
Cleveland, Ohio

Chas. G. Tobin, Mgr.
310 Marquette Bldg.
Detroit, Mich.

Edw. G. Pratt, Jr., Mgr.
26 Treat Place
Newark, N. J.

Charles Paist, Jr., Mgr.
927 Arch Street
Philadelphia, Pa.

Digitized by Google

Announcing

A Chicago Morning Newspaper for Business Men

The initial issue of the Journal of Commerce will be published in Chicago, Monday morning, October 11. This newspaper will appear each week day morning.

It will be a complete newspaper of twelve to sixteen pages specializing in financial, commercial, and industrial news, giving for the first time a full and complete daily digest of all the business news of the middle west as well as brief summaries and statistics of commodity and security markets in all parts of the world.

This newspaper will be similar to the Journal of Commerce, published successfully for many years in San Francisco and the two papers will be under the same management.

The new publication is particularly commended to you for full and accurate news of the grain and live stock business and of the markets and industries peculiar to Chicago. It will afford a news service essential to the affairs of the Eastern business man.

This news service will have many divisions, among which are:

Stocks	Bonds	Grain	Live Stock
Real Estate	Insurance	Money	Foreign Exchange
Railroads	Automobiles	Weather Reports	Fruit
Theatres	Golf	Shipping	Cargo Manifests
Cotton	Steel and Iron	Dairy Products	Silver
Produce	Building Material	Provisions	Sugar
Dry Goods	Meats	Drugs	Canned Goods
Lumber	Chemicals	Groceries	Wool
Coffee	Dyes	Copper	Poultry
Painter's Supplies	Tea	Oils	Coal
Tropical Products	Lead	Cocoa	Naval Supplies
Seeds	Hemp	Cordage	Cottonseed
Leather	Nuts	Flaxseed	Spices

The subscription price is $12 a year—$1 a month. Subscribe now and maintain a complete file of this western business information.

ANDREW M. LAWRENCE
Editor and Publisher

GLENN GRISWOLD
Business Manager

The Journal of Commerce

108 South La Salle Street, Chicago

Digitized by Google

bundly person who stayed in her kitchen, or within the four walls of her home, but a woman who could row and ride and swim and dance, and moreover, a woman with a large mentality reflecting her physical appearance.

Beside the magnificence of stature of their new large woman, manufacturers placed in their mind's eye the sartorial ideal of the old average woman, "the perfect 36," and the standard to which all garment makers, by custom and convention, had been working.

"By Sartorius," let us imagine them saying, "this is an outrage. The '36' cannot be used as the basis for the construction of garments for this woman. She is in evidence in all walks of active life. Moreover—and this is important—she has exacting requirements, due to her position. This woman should have a standard for herself. Why not? She represents 37 per cent of the womanhood of the land."

Let no one uninitiated in the mysteries of woman's dress imagine "the perfect 46" is merely "the perfect 36" expanded or inflated, for the types are quite distinct, as different as the Latin and Scandinavian. And the complete requirements of this new modern type make it necessary for the new standard to reflect, not only symmetrical outline of figure, but harmony with the changing requirements of fashion.

But when this new standard for the large woman was created there was the problem of marketing to be overcome.

The merchandising of the "perfect 46" and those subtile gradations that arise from it and cover the grades in size from 40 to 52, was achieved when a group of manufacturers in no way associated or connected with each other and each making a different line of goods, were induced to use a group trade-mark—The Sveltline System. That was the first step. It required winning over to the idea a first-class manufacturer in each line of woman's apparel—first an underwear maker, then a corset maker, a blouse maker, a

QUALITY
YOU WANT IT

FRED R. DAPPRICH ADVERTISING AGENCY,
RICHMOND, VIRGINIA.

STANDARD RATE & DATA SERVICE,
DETROIT, MICHIGAN.

Gentlemen:—

In handing you our renewal for another year of your Data Service we cannot help but express our enthusiasm over the **QUALITY** and **ACCURACY** of this Service and acknowledge the **value** to the advertising agent which it represents.

We have had occasion to **COMPARE** it with **EVERYTHING** ELSE in its line and consider it to be the **ONE SERVICE** that **IS** pretty CLOSE to **ONE HUNDRED PER CENT IN EVERY WAY.**

Wishing you all kinds of success, I am,
Yours very cordially,
(Signed) FRED R. DAPPRICH.

EVERY issue contains detailed rates, mechanical requirements and minute circulation analysis on—

—DAILY NEWSPAPERS
—GENERAL MAGAZINES
—WOMEN'S MAGAZINES
—AGRICULTURAL PAPERS
—TRADE, CLASS & TECHNICAL PERIODICALS

No confusing reference marks or abbreviated information. Easy to read or carry around. Dependable data revised to the minute.

There is no obligation in asking us to send you a copy of the current issue on ten days' approval. Write today while it's fresh in your mind.

Standard Rate & Data Service
The National Authority
154 West Fort Street, Detroit, Mich.

References Any Advertising Agency
National Advertiser
Publisher or Publishers' Representative

Oldest—most reliable monthly rate service

***Insist on the* "STANDARD"**
It Is
The National Authority

Digitized by Google

Can You Write Interestingly to Hardware Dealers?

I AM ready to buy material for GOOD HARDWARE from men who can write short, pointed articles on subjects of interest to hardware dealers. GOOD HARDWARE is a lively monthly magazine that reaches every hardware dealer and every hardware jobber in the United States, Canada and Alaska.

Hardware dealers won't read long-winded treatises on the psychology of salesmanship nor rambling dissertations on the theory of anything. They will read about unique hardware stores, about successful plans for increasing business, about the methods that have put the leaders in the business at the top of the heap. The range of subjects is unlimited so long as the articles are brief and loaded with interest.

Articles will be paid for promptly on acceptance.

BEN GREELY, *Editor.*

GOOD HARDWARE
Butterick Building
NEW YORK

skirt maker, a dressmaker, and a suit maker, each of which had manufactured a specialty in his own line for the stout woman.

When this was consummated and the Associated Stylish Stout Wear Makers incorporated, the production side of the scheme was complete—a piece of co-operative enterprise unique in the history of manufacturing. Each had his own customers among the retail trade. But it was found that no single individual in the group could make the advertising of his special garment, could create that harmony of environment in a store that made the large woman feel she had a place there. She was appealed to in a negative sense. If she wanted a corset she could get one, or a hat or negligee. But what the large woman wants is not a corset, or negligee; she wants to be well dressed—as well dressed, at least, as her smaller-sized sister. She wanted that harmony of apparel that no single piece, were it ever so well designed and made, could give her.

ALL THE MANUFACTURERS FEATURE TRADE-MARK

The advertising of the Associated Stylish Stout Wear Makers was therefore planned for ensemble effect to give a picture of all the things needed for the total effect, and to create in the mind of the retailer sentiment in behalf of the large woman and to assist him in understanding this principle of making the large woman feel at home in his store.

To this end advertisements for the trade papers carry every item for the large woman's complete expression in dress in one piece of copy. They suggest by their very make-up the need of a Stout Wear Department, and the fact that each manufacturer in the Associated group carries the Sveltline trade-mark, gives the idea of uniformity of quality in each item.

That the psychology of this form of advertising carries through to the retailer seems proved by the assertion of a representative of the Associated Stylish Stout Wear Makers corporation that they are no longer advertising for sales only, but to create

Digitized by Google

Mailing a Mat

Is so much easier than mailing an electro, and the ease is more appreciated as the number mailed increases. This feature combined with the fact that they are cheaper than electros, and are prepared in quicker time, will make you conclude that you should be using them.

Of course when you think of mats, it's

O'FLAHERTY'S

PEERLESS MATS

***Made by* O'FLAHERTY**

225 West 39th St. New York

What Is Rotary?

Rotary is that Spirit, which, entering into men, creates a desire for self-improvement, elevating his thoughts, purifying his purposes, ennobling him with the inspiration of Service above Self. It is propagated by local clubs, federated into an International Association under the motto, "He profits most who serves best."

Do you want to do business with the type of men who compose this organization? There are 55,000 of them—you can reach them by advertising in

THE ROTARIAN

The Magazine of Service

Member Audit Bureau of Circulations

Eastern Representative
Wells W. Constantine
7 West 16th St., New York

CHICAGO
Great Britain
Thos. Stephenson
6 So. Charlotte St. Edinburgh, Scotland

Advertising Manager
Frank R. Jennings
910 So. Michigan Blvd., Chicago

Subscription price: $1.50 in U. S. A. and Cuba; $1.75 in Canada; $2.00 in all other countries.

Published Monthly by the International Association of Rotary Clubs

Digitized by Google

IT'S FOR MAILING YOUR

Samples
Special Parts
Premiums
Catalogs

Advertising
Novelties
Extra Parts
Books

GRIPLOX PARCEL POST CASES

SAVE COSTLY WRAPPING MATERIAL, TIME, EFFORT AND *MONEY*

Just drop in product to be sent, close the Griplox—takes but a fraction of a minute—and package is securely fastened and ready to mail. No time wasted in handling paper, string, glue and tape. Permits shipping clerk to turn out more work per day and saves cost of wrapping material.

***MOST* IMPORTANT—**

Griplox P. P. Cases Insure Safe Delivery of Your Mailable Products. Write Now for Samples.

Made only by

CHICAGO CARTON COMPANY

Chicago.

A SALESMANAGER

who can also handle advertising successfully wants a place with a firm who measures ability by results obtained.

Past record and references submitted on request.

Address "C. M." Box 70, Care of Printers' Ink

Digitized by Google

"sentiment in favor of the retailer's proper attitude toward the large woman."

To back up the advertising a joint representative is sent on the road, not to sell goods, but to teach the retailer how to make the large woman in his town feel at home in his establishment. Some retailers reported that they had set up a special department for the large woman, but nevertheless she couldn't be induced to enjoy herself in it, in the manner of smaller women.

The joint representative visited one of these stores in a mid-Western town. She found the goods well displayed at the right price and many material comforts for the reception of purchasers. It was early in the morning when she arrived, and, after making a survey of the place and finding nothing amiss, she sat down in an inconspicuous place to await developments.

A large and affluent blond woman entered and looked around with a smile of pleasure. She was met by a saleswoman, affable enough, but weighing about 95 pounds and measuring about five feet and half an inch, who looked her over with dark and appraising eyes. The incongruity accentuated in the prospective customer's mind her own unusual bulk. The smile left her face. She fingered a few pieces of goods and went out without a purchase. She could not feel at home there.

The representative called the proprietor and advised him to employ the largest saleswoman in town. He saw the point, took the advice, and to-day a perfect Juno of a saleswoman rules the best-paying department in his store.

In this case the selling apparently could not have been made successful by reliance on the copy alone. The copy required backing up of a peculiar nature the association was fortunate enough to find in their personal representative.

The McCutcheon-Gerson Service, Chicago, advertising agency, has established a New York office in charge of William J. MacInnes.

Character

JASON ROGER **says**
(*and he knows*):

"When an advertiser or agent is considering a newspaper as a vehicle through which to impress the people, he must not deal with only quantity of circulation nor that nebulous thing called quality, nor even both, without taking into account that priceless feature—CHARACTER."

On this basis, especially for the advertising of high-class goods and service to Britons at home and abroad there is

No Substitute
for
"PUNCH"

which is perhaps the most outstanding publication of

Character

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street
London, Eng.

Digitized by Google

A SERVICE FOR EXECUTIVES
COUNTRY-WIDE IN SCOPE

PERSONNEL INKLINGS

A Magazine for Executives

During the past few months we have received numerous requests for our bulletin. We have purposely limited the distribution of this bulletin to our clients and a few selected concerns of national standing. Now, however, we are extending the scope of the bulletin, and with the November issue PERSONNEL INKLINGS will appear as a full-fledged magazine, dealing exclusively with the many varied problems of personnel and employment—the only publication of its kind.

PERSONNEL INKLINGS will be published monthly and will have as contributors the leading authorities in its field.

$4.00 per year 35c per copy

PERSONNEL INKLINGS
INC.
340 Madison Avenue
New York City

The Mail-Order Catalogue and a Market Decline

Sears, Roebuck & Co. publish their large general catalogue twice a year. When prices begin to fall, so that a catalogue quotation which represents a close margin of profit and a "good buy" for the customer as the catalogue is printed gets out of line in a few weeks, what is the big mail-order house going to do? Will it be helpless before the general situation, letting the general catalogue price hold for six months and in taking a larger than customary profit losing much patronage? If not, how will it put lower prices into effect?

A condition of falling prices in many lines actually is here, as a circular sent out by Sears, Roebuck & Co. with their September supplement indicates. Alreadys hundreds of quotations in the fall catalogue are out of date, because too high. Gratifying news to customers must be this circular headed, "Many Prices Reduced Since Our Fall General Catalogue Was First Published."

This circular lists some 200 new lower prices, made not as bargains, but simply to reflect market declines. It states that these are "only a few of the reductions made." The lines affected include cotton staples, furs, shirts, sweaters, blankets, shoes, kitchen articles, soap, overalls, silks, furniture, bicycles.

Making a Busy Corner Tell Your Story

What relation has the appearance of Fifth Avenue and Forty-second Street, New York, "America's Busiest Corner," to a machine tool company? The Bullard Machine Tool Co., says that it is a very close relationship, one that is not only responsible for the automobiles that are there present, but also for certain outdoor advertising.

In a double-page trade paper advertisement it tells its story chiefly by two pictures of Fifth Avenue and Forty-second; one a picture of these streets thronged with vehicles and people; in the other all the vehicles have disappeared and Fifth Avenue seems to have been cleared for some parade.

For the picture of the vehicle-laden streets the advertisement says:

"Hour after hour the great flood of traffic pours by. Not a man in a thousand gives a thought to the shops, the men or the machine that makes this daily scene possible."

For the second picture, in which "every item related to Bullardized Production is removed," the justification for the removal is given in these words:

"Practically every motor fly-wheel of every motor truck and automobile made in America, and many other parts of motor trucks, automobiles, trolley cars, as well as moulds for rubber tires are produced in quantity and variety on the Bullard Vertical Turret Lathe, the Maxi-Mill or the Mult-Au-Matic."

Digitized by Google

The Golden Rule of Business
Simpson Advertising Service Co.
Honest Merchandise
Truthfully Advertised

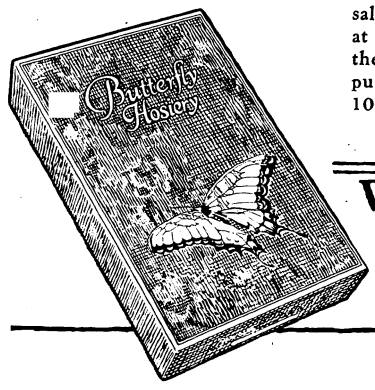
An advertising agency which is rendering the kind of service that the most successful sales and advertising managers can fully approve.

You will be relieved to know that you can obtain competent co-operation without ostentation. Our best friends are the advertisers we are serving.

ROY B. SIMPSON, President
915 Olive St.
SAINT LOUIS

PRINTING
— fit for its —
PURPOSE

TO-DAY merchandisers know the value of the package as a sales force. Its effect is strongest at the most important time—when the buyer is actually making the purchase. Idea and design are given 100 per cent. opportunity with
PROPER PRINTING



Wm. F. FELL CO.
PHILADELPHIA

RIGHT BELIEF
RIGHT KNOWLEDGE
RIGHT CONDUCT

Digitized by Google

13,206 Savings Accounts for a City of 18,293 People —That's Janesville, Wis.

Janesville, Wisconsin, census figures show a population of 18,293, an increase of 31.6%. Out of that population there are 13,206 savings accounts in the five banks of Janesville. This is an interesting statement because it has a very essential bearing on the purchasing power—quality of the citizens—and the general desirability of Janesville as a ground for the introduction of goods or increasing the sale of goods already in the Janesville market.

It is claimed that Janesville has the highest per capita bank deposits of any city in the state. The total bank deposits are $10,004,821, which means that for every man, woman and child there are $547.09 in the vaults of the banks. The average savings deposit is $295.12. The same ratio of wealth is true of the balance of the Gazette territory.

The Janesville Daily Gazette is distributing over nine thousand copies daily; has a Service Department ready to co-operate with its advertisers, working in harmony to the end that goods advertised may move through the dealers' hands and out to the public with a minimum of resistance.

Goods advertised in the Gazette are given the use of our prominent display window at the time the campaign is on. Dealers are assisted when desired with window trims while the campaign is on.

Have you included Janesville, the fast growing city, now twenty thousand estimated population, in your Fall campaign?

Janesville Daily Gazette

JANESVILLE, WISCONSIN

M. C. WATSON,
286 Fifth Ave.,
New York City

A. W. ALLEN
1336 Peoples Gas Bldg.,
Chicago, Ill.

Digitized by Google

The Eastman School of Professional Photography

Cements Relations with Customers and Learns of Possible Ways to Improve Product

By S. C. Lambert

THE ideal customer—the sort of person who never could be a nuisance—was, up until a few years ago, the man who would buy without question whatever you told him to buy. And later and in due season pay for it. The intelligent sort of buyer who always wanted something a little better than you had to sell or an improvement here or there was a nuisance who had to be told flatly and positively that he would be esteemed in proportion to his reticence. As a courtesy he might be informed that the company had years before considered a suggestion much like his and had decided that it was not practical. It was expected that the meddling buyer would understand without further question that when the company really decided anything, then that thing was decided in no mean way.

To-day only the companies that are traveling on momentum like the customer who takes hook, line and sinker the moment they hit the water. The best type of modern manager wants as many as possible of the "crank" customers —of the people who, by asking for something that he has not, may give a suggestion as to something that he ought to have. And the problem is to get people to make suggestions, and thus to keep the concern from driveling along in a rut.

There is another and still more forehanded way of looking at this subject. A manufacturing company that does not want to be known simply as a member of the "trade," but instead looks to be always a lap or so ahead of the plodding trade, is bound to be ahead of its market unless that market also is thinking. To such a company customers who are always going ahead, always wanting improvements on what has gone before, are good customers. The market that is satisfied to sell what it has always sold is a dangerous market. For in the effort to remain stationary, it will inevitably go back.

These are essentially the ideas of George Eastman—although I am not at all quoting him. It is in the working out of these ideas that the Eastman Kodak Company created its remarkable School of Professional Photography, which in turn creates a different sort of customer contact from any that I know. This school is not housed in a building in Rochester; it is homeless. It travels the length and breadth of the country, setting up its blackboards for a three-day seminar wherever enough professional photographers exist to make giving the courses worth while. It is not unlike the itinerent disputant scholar of the Middle Ages who traveled from centre to centre adding to the knowledge of each community, but also taking away something new for himself.

The school has been running since 190[illegible] with a recess through the war, and with a steadily increasing success. It did not become popular all at once; it had to prove its way and also to overcome the natural suspicion that perhaps it was only a medicine show after all, and when the interesting talks were over the "spielers" would pass out through the crowd with the infallible remedies all in bottles ready to buy and take home.

MORE THAN ADVERTISING

It is perfectly easy to comprehend this sort of a school as an advertising venture. Such a

Digitized by Google

policy would have as a prerequisite that there was a good market to cultivate—that the business of professional photographers was exceedingly lucrative. For this school is only for men and women who make their living out of photography; it is not at all for the amateur. But the whole business of the professionals, although very large, is not to be compared with that of the amateurs. The Eastman company has the amateur business and does not need the professional. Then why the school? Why not instruct the amateurs?

In answering these questions one gets an insight into the qualities of George Eastman, both as a business man and as a student of photography. Years ago when he made the first "dry plate" to supplant the old, awkward "wet plates" and thereby founded his present company, Mr. Eastman sold almost exclusively to professionals. There were hardly any amateurs to sell to.

When later he invented the film and then put it into a camera which he called a Kodak and began the period of "You press the button, we do the rest," his sales were almost exclusively to amateurs. The Kodak brought the amateur photographer into being—that is, the man who wants to record events by photography as opposed to the amateur who is principally concerned with artistic effects. Then Eastman stopped pushing dry plates, and although the business did not become wholly amateur it did take on an amateur slant. The company continued to make dry plates and it made large quantities of Bromide and later of Solio paper. The first paper was used almost exclusively by professionals, while both amateurs and professionals used the latter. But the company was, however inaccurately, known as a concern for amateurs. On the other hand, it was selling just about as much as it could produce. So apparently there was no need for worry.

During all of this time Mr. Eastman himself, aided by expert investigators, was doing a large amount of research work and was informally founding the present very extensive research department, which is now the largest in the world and costs something like $300,000 a year to maintain. That department was the most advanced in the world, but it was not in close personal touch with the people who were making photographs for a living.

THE BIG FIELD OF PHOTO FINISHING

The average amateur no longer cares to know much about the process of photography. He is content to aim the box and then send the film out for development. The art-loving amateurs, as gathered in camera clubs, form a tiny proportion of those who are taking photographs. The only convenient point of contact with the photographing public is through the professional photographers. Their problems are not very different from those of the amateur, but since their livelihood depends upon their skill they are more keenly interested in the solutions. And their problems are more advanced.

But there is another side. Although a minority of the professionals are students of the art, the great number of them are, as photographers, in a class with the musician who plays only "by ear." Then, too, a very large number, even if developed on the artistic side, are not developed at all on the business side. They do not know how to sell their product, they do not know how to advertise, and rarely do they know what it costs to make a photograph.

As far as the Eastman company was concerned, the professional photographers had ideas and problems which would serve to keep the company's investigating laboratories working along the most fruitful lines, while, on the other hand, the company had a wealth of scientific and business knowledge to disseminate. In the distance was the excellent prospect that if these professionals worked with the company, they would eventually want to buy the

Digitized by Google

The Florence Burchard Advertising Agency

15 EAST 40TH STREET
NEW YORK
TELEPHONE 8394 VANDERBILT

Now that—

Miss Euphemia Holden, formerly with Butterick and recently with Eaton, Crane & Pike, is a member of this organization I feel that we are doubly equipped to give our clients that close personal attention, conscientious interest and real SERVICE upon which we are building our success.

If you are manufacturing or selling any article which is bought by women—either a necessity or a luxury, you will be interested in discussing your market with us. A message over the telephone or an appointment by mail will bring us to your office, and of course such an interview implies no obligation on your part.

Florence Burchard

Digitized by Google

To New York Advertising Agencies

When Campaign plans are Ready,
Copy and Art OK,
The series approved for insertion,
You start it on its way.

Why lose valuable time by shipping patterns out of town, when the largest, most up-to-date electrotype plant in New York—convenient to your address for personal contact—can manufacture and ship advertising plate orders of any size.

REILLY

Electrotype Company

Two plants for quality and service

Telephone, Fitzroy 840

Downtown Plant, 4th and Lafayette Sts.
Uptown Plant, 209 West 38th St.

Digitized by Google

products that the company made.

That was the elementary situation. It does not differ, excepting in detail, from the relation which many another company has with its customers and which is sometimes advantaged by schools for salesmen. The right sort of a school for salesmen does something more than teach salesmen to sell; its objective is to teach salesmen how to teach customers to buy. The Eastman school goes a step beyond this. It aims not merely to teach its customers, but to teach anyone in the profession how to do better work and make more money, and then it takes for granted that it will have its share of the resulting harvest.

The school keeps for three days, and the first two days it opens at nine in the morning and continues until half-past nine in the evening, with an hour for luncheon. There are no luncheons, dinners, excursions or golf matches connected with it. It is not designed to provide amusement and there are no talks of what might be called an "inspirational" character. Those who attend come as students. A man who had been reared in a community where the fork is considered exclusively as an instrument for keeping things on the table during dissection and the knife as a real conveyor might, as far as the school itself is concerned, attend any number of sessions without ever realizing that his youth had been misspent. He can even attend a summer session without a Palm Beach suit and lavender tie!

THE THREE-DAY PROGRAMME

Three days has been found to be the practical limit of time that a professional man can spend away from his business, and thus an intense rather than a leisurely programme has been adopted. The men who do the teaching are from the Eastman laboratories, so that there can be no possibility of developing a group long on theory and short on the practical application of theory. They are all men who have practiced as professional photographers, have specialized in

GAINS!!

Richmond, Va.
34½%
but
The News Leader
258%

Richmond's population increase
34½%

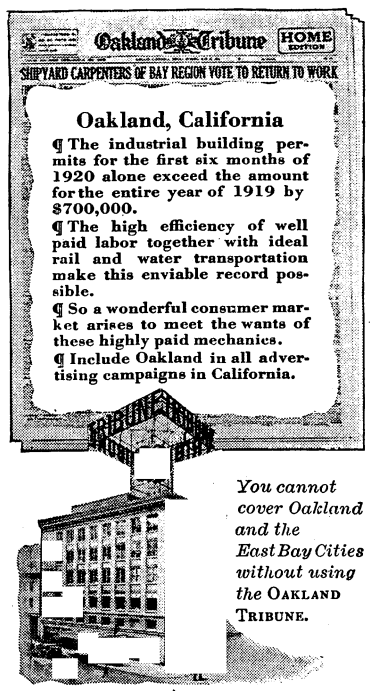
The News Leader's circulation increase
258%!!

In 1910
1 paper for 2 houses

In 1920
A paper for every house
and
4872 papers over—!!!

KELLY-SMITH CO.
47 West 34th St., New York City
KELLY-SMITH CO.
Lytton Building, Chicago, Ill.
J. B. KEOUGH
Candler Building, Atlanta, Ga.

Digitized by Google



Apartment Buildings—

millions of dollars are being spent in the construction of apartment buildings to meet the unprecedented demand for homes. In every city the story is the same.

The owners who construct and choose the material and equipment for these buildings can be reached effectively thru

BUILDINGS

***and* BUILDING MANAGEMENT**

Member A. B. C. and A. B. P.

City Hall Square Building
Chicago

some particular phase, and have been sufficiently in touch with the laboratories to be able to convey both the laboratory theory and their own personal experience.

Take a typical programme. On the first day, after the opening address, the members get down at 9.15 to the principles of photography relative to negative making. In this class are taken up the chemicals used in producing the negative and an illustrated discussion of the most approved equipment and arrangement of dark rooms as well as methods of negative development. From 10.15 to 11.25 the instructor goes into the handling, developing and printing of developing-out papers. From 11.25 until 12.00 is taken up the mounting of prints so that they will not warp or buckle in the hands of the purchaser. From 1.30 to 2.45 the possibilities in commercial photography are developed—methods of getting new business and how to devise and apply photography for the use of the ordinary business man. Then three-quarters of an hour is spent in explaining an accounting system, after which comes an hour's lecture on lenses; and in the evening, a longer lecture on making portraits in the home. The second day takes up direct contact printing and developing, advertising, retouching studio portraits, and a continuation of the study of commercial photography, with the evening devoted to the processes of enlargement. The third day is given over largely to the technique of finishing and the evening holds salesmanship, the advertising value of skilfully mounted portraits, and the best way to submit proofs to insure an order on them.

All of these talks are illustrated. The subjects are dramatized and there is an exhibit to cover each lesson. In addition each student is provided with a notebook, that contains most of the chemical formulas and processes set forth in the lectures—which the student might not otherwise get down correctly—and ample space for making notes of those suggestions

Digitized by Google

PITTSBURGH, PA.

Local Advertisers

place first in the six day evening paper field the PITTSBURGH EVENING SUN.

For the month of August, of the two six day evening papers in Pittsburgh, the Pittsburgh Evening Sun led in department store advertising, leading its competitor by over 12%.

In the morning field the PITTSBURGH MORNING POST led the two other morning papers in department store advertising.

The POST and SUN are always first in banks, trust companies and high-class financial advertising and are the clean home papers of Pittsburgh.

The POST and SUN are members of the A.B.C., their circulation is proved as to quantity and is admitted by advertisers generally to be first in quality in Pittsburgh.

CONE & WOODMAN, *Inc.*

New York Chicago Atlanta Detroit Kansas City

Digitized by Google

IF YOU ARE A REAL SALES MANAGER—THIS MAY INTEREST YOU

WE HAVE an exceptional opportunity for a General Sales Manager who has had experience in selling to retail drug stores and other places where soft drinks are dispensed.

Must be a man big enough to take entire charge of marketing plans for a new and very superior product with a substantial organization and plenty of capital back of it.

Don't write unless you have had enough experience to handle a really big job.

KING COFFEE PRODUCTS CORPORATION
Detroit . Michigan

Digitized by Google

which prove most interesting to him. A series of paper-bound textbooks rounds out the course.

It was, indeed, a pretentious undertaking to start out a school of this kind and expect men to close their studios and attend. But it was rightly held by the management of the company that unless the school proved itself so valuable to the photographer that he found it good business to give up his affairs for three days and attend it, then the school itself had no excuse for being.

In the beginning, it was really attended only by those who, for the moment, had nothing else to do. To-day, in most communities, the photographers, being advised well in advance of the sessions, attend with far more regularity than they do their own trade conventions. It is usual to have an attendance of at least one-half of all the photographers in the district covered by the school, and it is not unusual to have 80 per cent of them.

The photographers think that the school is a success and the company also thinks so. The photographers say they make money out of what they learn. The company finds that it not only gets a better distribution of goods to professionals, but is able to take almost from day to day the pulse of the market.

The school gives remarkable testimony to the commercial advantages that result from an altruistic educational development of a market.

New York Mail Carriers Will Make Own Uniform

Letter carriers of New York City, at their annual meeting decided to form a co-operative company for the manufacture of mail carrier uniforms. The New York mail carriers say that this action was decided upon because the price of their uniforms has increased 125 per cent in the last three years.

The company is to be called the New York Letter Carriers' Uniform Manufacturing Corporation. It will be capitalized at $30,000, the shares, of $10 par value each, to be held by letter carriers. It is expected that the corporation will be making uniforms by January 1. If the plan is successful the company will probably manufacture uniforms for other cities.

MAKING LETTERS PAY SYSTEM
Directed by Edward H. Schulze
a yearly service, founded 1914 and used by 3500 business concerns to increase the effectiveness of business letters.

Systems and services for developing business with the least waste effort and at the lowest possible cost.

The first part of either system will be sent FREE for ten days' use. No obligation except to agree to return the part if you cannot use it.

MAKING IT PAY CORPORATION
222 West 42nd St., New York

MAKING PRINTED MATTER PAY SYSTEM
Directed by Gilbert P. Farrar
a yearly service—devoted to increasing effectiveness of printed matter. Companion service to MAKING LETTERS PAY SYSTEM.

LK Co.

For Printing—

Choose your printer as you would choose a partner in your business. His ability and devotion to your interests are important factors in the success of your campaigns.

The Kehlmann organization gives this special kind of service to many prominent advertisers. Enlist it in your own service.

L. Kehlmann Company
Designing — Printing — Embossing
239 West 28th St., New York City

Digitized by Google

50% INCREASE

From The AMERICAN BANKER of Sept. 6, 1920

THE PROFITS OF EFFICIENCY

This issue of the AMERICAN BANKER contains about 7,500 lines of advertising—the largest amount ever carried in any one regular issue of this publication. The issue of the same week last year carried about 5,000 lines, while the same number the year before produced about 3,000 lines, a gain of over 150% in two years, and a gain for the last year of 50%. In this period the cost of production has increased tremendously, but instead of increasing the subscription price, we have bent our efforts toward improving the editorial and news contents, with the result that the circulation has increased rapidly, which has meant increased value to our advertisers. Notwithstanding the cost to us for making these improvements, we have not raised the advertising rate, and we are able to record the best year in the history of the AMERICAN BANKER — in circulation, readers' interest and advertising value.

American Banker

NEW YORK

OLDEST AND MOST WIDELY CIRCULATED

Banking Journal in America

Advertising Executive

who knows

Markets - Values - Men

Available for connection with a progressive agency, or with forward looking manufacturer whose product and plant provide a sound basis for sales expansion.

—Advertising and selling experience ranges from copy writer to advertising manager. At present account executive with well-known agency—a well-paid, responsible position involving Saturday Post campaigns.

—A broad-visioned merchandiser familiar with most every selling channel, sales conventions, market investigation, trade conditions and other factors of influence in the proper functioning of a campaign.

—Have applied this experience successfully in increasing sales for manufacturers of

Food Products, Furniture, Typewriters, Tractors, Farm Implements, Trucks, and other lines.

—To the manufacturer or agency having a real opportunity I offer the same enthusiasm, judgment and loyalty that has made past connections successful. Salary, $4500 to $5000. Address **"Executive," care Printers' Ink, 833 Peoples Gas Bldg., Chicago.**

Available About October 1

How United Cigar Stores Rewards Loyalty

The United Cigar Stores in announcing the addition of six new members to its board of directors says:

"There is probably no other corporation of equal importance in this country which elects its board of directors from its own working ranks as does the United Cigar Stores Co. From the very date of its foundation no one has enjoyed the distinction of being a director of the United who has not risen to that position by virtue of his own loyalty and efficiency as shown in his work for the company. In increasing the company's number of directors to eighteen and electing six new directors the company has not deviated from its fixed policy.

"From this fact surely there is not a man in any branch of our organization who can not feel encouraged that there is always in front of him the largest, widest chance for advancement."

The six new directors, who have also been made vice-presidents, are: Julius Schwartz, F. I. Becton, Samuel Simons, Albert C. Allen, L. E. Denslow and M. A. Bouvier.

Mr. Schwartz, Mr. Simons and Mr. Bouvier, came into the United organization as salesmen in 1903. Mr. Allen and Mr. Becton joined the auditing department of the United organization in 1903. Mr. Denslow entered the employ of the company as an architect in 1905.

Chinese Are Keen Observers of Trade-Marks

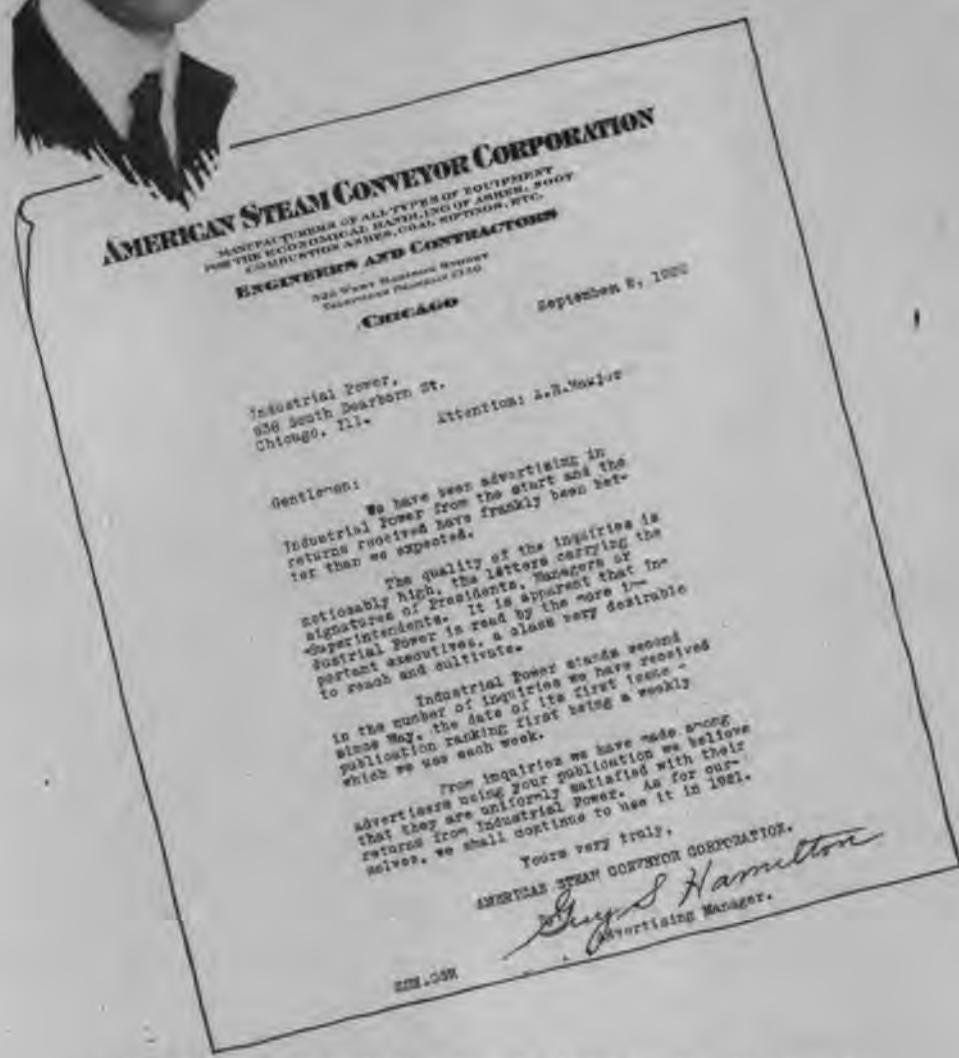
Although China has no trade-mark law in the modern sense, there is no place in the world where there is a more wholesome veneration for "chops," or well-known trade names. A dealer in cotton piece goods in Shanghai recently told a PRINTERS' INK correspondent that his firm had been marketing a brand of Manchester cotton goods in China for some twenty years. Recently the manufacturer had a new trade-mark die made for stamping on the end of the goods, the old one being badly worn and printing badly. The Chinese dealers refused to accept the new, clean-cut trade-mark and insisted upon the old one that they were accustomed to purchasing. The manufacturer, to protect his trade, had to discard the new die and salvage the old one from the junk pile.

Officers of New Publishers' Representatives

Officers of Lorenzen & Thompson, a new firm of publishers' representatives which was announced in PRINTERS' INK last week are: President, A. F. Lorenzen; vice-president, M. R. Thompson; secretary H. G. Schryver. Messrs. Lorenzen & Schryver are located in the Chicago office, with C. G. Shannon. Mr. Thompson, with E. J. Cullen and J. L. Sythoff, are in the New York office.

Digitized by Google

results!



AMERICAN STEAM CONVEYOR CORPORATION

MANUFACTURERS OF ALL TYPES OF EQUIPMENT FOR THE ECONOMICAL HANDLING OF ASHES, SOOT COMBUSTION ASHES, COAL SIFTINGS, ETC.

ENGINEERS AND CONTRACTORS

538 West Madison Street
Telephone Monroe 2340

CHICAGO September 8, 1920

Industrial Power,
538 South Dearborn St.
Chicago, Ill. Attention: A.R.Moulor

Gentlemen:

We have been advertising in Industrial Power from the start and the returns received here frankly been better than we expected.

The quality of the inquiries is noticeably high, the letters carrying the signatures of Presidents, Managers or Superintendents. It is apparent that Industrial Power is read by the more important executives, a class very desirable to reach and cultivate.

Industrial Power stands second in the number of inquiries we have received since May, the date of its first issue - publication ranking first being a weekly which we use each week.

From inquiries we have made among advertisers using your publication we believe that they are uniformly satisfied with their returns from Industrial Power. As for ourselves, we shall continue to use it in 1921.

Yours very truly,

AMERICAN STEAM CONVEYOR CORPORATION.

Guy S. Hamilton
Advertising Manager.

GSH.CSW

Results count! Industrial Power produces results. Mr. Hamilton's experience is in line with that of other advertisers.

For the sake of thrift in your advertising let us tell you the full story of How and Why

"Industrial Power Delivers the Goods!"

INDUSTRIAL POWER
538 S. Dearborn St., Chicago

Industrial Power

50,000 Officials in 20,000 Plants

Digitized by Google

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 1bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year, $1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, $100; half page, $50; quarter page, $25; one inch, minimum $7.70. Classified 55 cents a line, Minimum order $2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:
C. P. Russell — Albert E. Haase
Roland Cole — Edward T. Tandy

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, SEPTEMBER 16, 1920

The Unchanging World

It's just the same old world it was before the war. This in spite of the many prophecies that it would be a remade world. Gentle souls who were too young to remember other wars told us naïvely that this was a war to end wars. Probably similar hopes found voice as facts after the Civil War, the Napoleonic wars and every war before that. Mankind, we were assured, was being purified —presumably we would lose our ambitions, our desire for profits, our pet aversions, in short our humanness.

We were even told that natural laws were suspended. The economist who said we were on a permanently higher price level probably assumed that the law of supply and demand had suspended —aghast at unheard of demand. Labor, we were told, had come into its own and would never give up the whip hand.

About the only law which no one to our knowledge has claimed to be changed is the law of gravitation. We have not yet heard of ripe apples falling to the moon, or toddling babes floating in the air as they fell from the window.

It is the error of the uninformed to consider temporary phenomena as permanent conditions. The world has been through all of this post-war confusion time and again. The economic history of the years following the two long and great wars of the last century has been set down in fair detail. The bewailer of present conditions could quote page after page from the papers of 1865 to 1870 and avoid the effort of thinking up comment of his own. He would hit the mark, too.

The conditions to-day are different from all post-war conditions only in degree. Let the business man who wants to lay out policies of selling, advertising, production and handling labor in the light of what is coming, look into economic history.

Someone, with great good judgment once said, "I judge the future by the past." The business man who can overcome his prejudice of "impractical" subjects long enough to read a little history, especially economic history, will find solace and hope comparable to that which the Bible brings to the bereaved.

When the Pump Must Be Primed

It speaks well indeed for advertising when those who know it and understand it best for what it really is, can voice a demand that advertising be delivered in some respects from its enthusiastic friends. Reams of perfectly good white paper have been cov-

Digitized by Google

ered with typewriting in an effort to show why retailers did not co-operate more resultfully in the selling of advertised goods. The retailer also has been preached to and even abused not a little. He has been pictured as a man who could not hear opportunity when it was knocking its loudest. Manufacturers grew discouraged when retailers could not or would not see the obvious advantages of doing their part to capture sales brought within reach by national publicity.

But it is now being generally agreed that the fault is not necessarily with the retailer, and most certainly not with the advertising. The trouble, as many see it, is that some advertisers have such an abiding faith in what advertising can accomplish that they take it for granted that the retailer has the same faith and the same knowledge—that he can see things the same way they do. This has betrayed them into the costly error of failing to make their advertising appeal complete—a policy that has caused many retailers to believe that national advertising would deliver business into their hands day by day without effort on their part just as the ravens brought manna to Elijah in the wilderness.

Many a retailer has camped right alongside much highly profitable potential trade while getting scarcely any of it. He has waited for the ravens to bring it to him. He has done this much after the manner of one thinking that national advertising had some mystical power. He has not been effectually taught that national advertising makes people willing to buy a thing, but that he has to put out advertising efforts of his own if he is going to join his store to this willingness.

He has to prime the pump before the sales will begin to come up.

This is so simple a truth that the wonder is every retailer within the reach of nationally advertised goods did not understand it long ago. Manufacturers ought to devote some special attention to this phase of business-getting. Heretofore they have shown too much of a tendency to do all the work and bear all the expense themselves. This is not good business either from their standpoint or that of the retailer. The best results come to advertised goods in a community when the individual retailer spends more money in behalf of those goods in that town than does the national advertiser himself. Get the retailer properly lined up in a publicity way, get him to spend his own money and then nationally advertised goods will have clear sailing to the additional benefit and profit of all concerned.

A Selling Tax on Foreign Trade

The salesman, it seems, must always stand as an inviting quarry for the tax levier. Our own Government would not resist the temptation of considering salesmanship as a source of revenue. Witness the bill proposing a tax on advertising, introduced in Congress last spring by Representative Thompson. The latest attempt to place a tax upon selling effort is aimed at the manufacturer who sells abroad.

Sweden has decided to tax the salesmen of other nations who come into Sweden. Commercial travelers must, on arrival in Sweden, apply to the police in the district of first landing with a view to obtaining a commercial traveler's license. This license costs 100 kroner (approximately $20) for the first thirty days or less, and 50 kroner for every additional fifteen days after the first thirty days. A resident agent or a principal of a firm, if not a Swedish subject, must also pay these rates before business can be carried on.

The American manufacturer who has displayed any interest in selling his products in Sweden may see in this tax an effort on the part of the Swedish Government to force him to do business through Swedes and to forego his desire to have as his representative an American. It may also appear in this light to the Eng-

Digitized by Google

lish manufacturer, and to the French manufacturer. The idea that exclusive representation of some foreign manufacturer, especially of an American manufacturer who has a widely advertised product, is the royal road to wealth has been rampant in the Scandinavian countries. But this idea is being gradually dispelled, for the foreign manufacturer who sees any worth-while volume of sales in those countries finds that it is best to have a representative from his own country.

It may be, however, that the Swedish Government considered such taxation solely as a necessary means of increasing its treasury. If it did, it chose the wrong source, for it will hinder the development of its foreign trade.

No matter what the reason for the tax, the Swedish consumer of foreign products will pay the tax in the end.

Credit and the Bank's Duty

Never before has the question of credit been of greater importance. While most bankers believe that the peak of the crisis is past, money is apt to remain tight for some time. One of the most hopeful signs is that the public seems to have made up its mind that the dangerous inflation had gone far enough, and that business must keep within lines of existing credit.

The public probably helped avert a panic. Are the bankers doing their share in the circumstances? The merchant who knows what it costs to do business, who keeps good books and is careful, is often penalized by the banker in favor of his less efficient neighbor merchant, usually a heavier borrower at the bank. Many a small merchant loses money on half his products because he doesn't know how much it costs him to do business, and he uses up the credit some other man should have.

The banks owe all of us a merchandising service to the local merchant, and an advertising campaign to tell the merchant about it. The General Electric Company will help even a dealer who does not carry its line, so to rearrange his store that goods will sell easier and turnover be quicker. The Victor Talking Machine Co. has a crew of men who spend their time showing the retailer how to be a better merchant. These two are but isolated examples of a policy on the big manufacturer's part to help the retailer in his own particular selling problems.

This policy is fast becoming general. Why don't the banks profit by the example? An advertising and merchandising council would be a big talking point for any bank. More than that, it would help in solving more quickly a problem which is still acute and which is holding back the coming wave of national prosperity. Helping a merchant do business in a way that will make him deserving of credit is within the province of every local bank.

The bank which takes up the idea could easily start a movement which would prove of national importance.

Silk Industry Forms Athletic Association

The Silk Athletic Association of America has been organized in New York for the purpose of promoting good fellowship and making better men. The organizers are A. J. Hennessy, of H. R. Mallinson & Co.; G. L. Rockwell, of Schwarzenbach, Huber & Co.; Jack Sellers, of the Susquehanna Silk Mills, and William Vogt, of Cheney Bros. They intend to make the new association the parent body of sports activities in the silk industry, including baseball, tennis, golf, basket-ball and track events.

Membership in the association is limited to those in the industry who are interested in any line of sports.

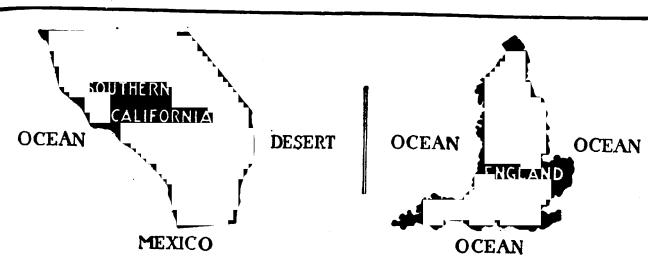
Become Secretary of Burleigh Withers Co.

Hugh Carr McDonald, formerly connected with the Chicago office of the *American Magazine* as advertising salesman, has joined the Burleigh Withers Company, commercial artists, Chicago, as secretary.

Henry A. Dix & Sons Co. Account for Collin Armstrong

Collin Armstrong, Inc., New York, is now handling the advertising of Henry A. Dix & Sons Company, New York, manufacturer of Dix-Mark Dresses.

Digitized by Google



Southern California: Commercially, a Peninsula

In Area Larger Than England

By all odds the most sharply-defined "zone" in the United States. Bounded on three sides (ocean, Mexico, desert)—does not dove-tail into other zones—has no doubtful border territory—exists a unit in itself.

"Zone Southern California" is one of America's biggest customers. Los Angeles—its "London"—is now largest Pacific port in Western Hemisphere, exceeds in population Seattle and Portland combined.

Yet, as a Market, the Zone Resembles a Single Gigantic City

—A mile of trolley to each 148 families; a mile of boulevard to each 83 families; 3 motor-vehicles to each 4 families. Constant intermingling. Uniform aims and loyalty.

One—Dominant—Newspaper

occupies the position as sole "zone" daily—the only newspaper which both covers and concentrates within the zone. **The only morning newspaper used by Los Angeles department stores.**

HENCE THE ZONE FORMULA:
In size a nation; in commerce a peninsula; in character a city; in reading-habits a subscriber to—

The Los Angeles Times

During first half 1920 THE TIMES led second morning newspaper by 4,551,218 agate lines advertising.

Digitized by Google

ADVERTISING MANAGER

open for position with New York firm. A shark out of water, but very much alive, wants to get into his old swimming-hole, New York City. At present employed as Advertising Manager with a large Chicago Manufacturer. Desire to return East for personal reasons. Address T. A. C., care of Printers' Ink, 833 Peoples Gas Bldg., Chicago, Ill.

Promotion Man

A splendid opportunity presents itself for a bright, pithy writer, with a keen sense of logic and an appreciation of refined effects in typography and layout, to connect with a metropolitan newspaper.

Publicity or journalistic experience advantageous, though preference will be given to a trained newspaper promotion man. Send brief business history and specimen of work. Salary commensurate with experience and ability. All answers strictly confidential.

Address "B. N.," Box 71, care of Printers' Ink.

Urge Standardization of American Business Methods

The standardizing of American business methods for the purpose of promoting sales at home and abroad was advocated at the annual convention of the National Association of Office Appliance Manufacturers held last week in Atlantic City.

A sense of optimism with respect to the future for both home consumptoin and export business pervaded the meeting. In most plants labor conditions are growing steadily better and the situation is beginning to approximate normal, it was said.

Sales conventions were held to be a very important element in the big job of making America fit for the struggle for world markets.

United Drug Profits Over $2,000,000 in Six Months

The United Drug Company reports for six months ended on June 30 net profits after taxes of $2,587,595.

Its net sales for the six months were $34,947,343 and cost of merchandise sold, $22,900,715. Operating expenses aggregated $8,826,812 and total income, $3,225,532. Depreciation charges were $355,335 and taxes were provided for amounting to $239,459. For doubtful accounts $43,143 was charged off, leaving net profits of $2,587,595.

New Direct Mail Advertising Agency in Philadelphia

The Arrow Company, a new direct-by-mail advertising company, with headquarters in Philadelphia, has just announced its formation. John R. Hogan is president, Ralph E. Tweed is vice-president, and Charles R. Paul is secretary-treasurer. Mr. Tweed was formerly with the Richard A. Foley Advertising Agency, and before then was with the service department of The Franklin Printing Company, both of Philadelphia.

P. C. Staples Made Vice-President of Bell Telephone Co.

Philip C. Staples has been appointed vice-president of the Bell Telephone Company of Pennsylvania. Mr. Staples has been connected with the Bell system for sixteen years. More recently he has been Philadelphia advertising manager, division manager, and assistant to the president. His new position places him in charge of public relations and personnel matters.

Geiger-Jones Buys Printing Plant

The Geiger-Jones Company, owner of *Today's Housewife*, has purchased a controlling interest in The Arthur Crist Company, a printing and publishing institution located at Cooperstown, N. Y.

Digitized by Google

Available

A man, whose present work is known to practically every business establishment in America and who has taken a major part in sales and advertising campaigns aggregating 40 millions of dollars—although he is still in his thirties—will engage as an executive of a sound advertising agency or as the general sales manager of a thorough-going manufacturing institution.

$20,000

Address C. B. F., Box 72, care Printers' Ink.

We look before ***You*** leap. Free consultation service on what, where, and when to tell the public about yourself, your product, and your business.

STANLEY E. GUNNISON, Inc.
30 CHURCH ST., NEW YORK

General Advertising *Merchandising Counsel*

When you want information on college town merchandising or college paper advertising "ASK THE COLLEGIATE."

CSA

Collegiate Special Advertising Agency, Inc.
503 Fifth Avenue, New York
Established 1913

Chicago Office: 110 So. Wabash Avenue

SPOT CASH WE BUY
Job Lots, Close-Outs, Discontinued Stocks, etc., in all lines. No quantity too large. Quick Cash for bargains.
Send Samples and Full Particulars
BARGAIN BULLETIN FREE
FANTUS BROS. 521 S. Dearborn St. CHICAGO
WE BUY ANYTHING

RDS THE RICHEY DATA SERVICE

September Bulletin—sent you without cost—tells you now you can have the latest data on sales, advertising and business conditions for instant pocket reference. Ask for it.

THE RICHEY DATA SERVICE
403 Meridian Life Building, Indianapolis, U.S.A.

Digitized by Google

The Little Schoolmaster's Classroom

UNDOUBTEDLY some business men have used advertising, or more often free publicity, in an attempt to keep prices high in the face of obviously declining commodity markets. The Schoolmaster has seen dozens of newspaper items—usually date-lined Atlantic City—quoting the less-known presidents of little-known associations as warning the public that they had better stock up now, as prices will undoubtedly be higher later in the fall.

Of course, the Schoolmaster does not pretend to be a market prophet. Perhaps prices will advance still further, but most items of the sort he has seen, have been highly scented with selfish propaganda. The reasons given for the higher prices have not been convincing, and the subsequent course of the markets of late have not borne out the prophesies.

* * *

But in one neighborhood at least advertising has been effective in bringing down retail prices, and the medium has been one that advertising men don't recognize—the "sandwich man." (It would be interesting to learn where "sandwich men" are obtained, now that prohibition has—it is reported—enabled the guests of ten-cent lodging houses to move to suites in the Pershing Square Hotels.

A champion of the "white-collar class" noticed that although the wholesale prices of tomatoes were four cents they were being retailed at twenty cents. The same neighborhood grocers were selling apples that cost $1.00 for sixty pounds at fifty cents a pound. Other mark-ups were in proportion.

Knowing what wonders advertising can do, he equipped five men with placards, stating that day's wholesale price of various vegetables and fruits, and bade them patrol the district—not avoiding the merchants' stores. The second time they got around, the retail price of tomatoes had dropped to ten cents. Apples were offered at ten cents, and other commodities were reduced as much as fifty per cent. The average drop was about twenty-five per cent.

The Schoolmaster is informed that the same plan is now being used in other neighborhoods with equally good results.

The Class may take away either—or both—of two lessons if they please. The first lesson is that it is useless to advertise an untruth. The second is that no medium is too humble if the message is worth reading—and the circulation well chosen.

* * *

It was Saturday afternoon in August, in Elizabeth, N. J. The Schoolmaster was visiting at the home of a friend over the week-end. His host mentioned the need of a new straw hat. Always interested to see what people buy, where they buy it, and why they buy it where they do, the Schoolmaster urged that they go "down town" at once and make the purchase.

Fifteen minutes later the host led the way into a haberdasher's store on the main business street, never having stopped for a minute even to look at straw hats in the windows of any of four other men's furnishing stores that had been passed on the way.

While his friend was buying his hat, the Schoolmaster happened to see on the counter a box of garters of the special kind he always wears and he selected a pair and handed them to an elderly gentleman to wrap. Said elderly gentleman turned out to be the proprietor of the establishment, and the Schoolmaster proceeded to engage him in conversation.

"Do you suppose you would sell more of this garter if it were more extensively advertised?"

"Yes," replied the proprietor, "there's no doubt about it. I've

Digitized by Google

Announcing

The birth of a Big Brother to

THE COPYWRITER'S FRIEND

ORIGINALLY intended only as a good-will offering for our clients and publisher friends, our specially designed advertising layout and space measuring ruler nicknamed THE COPYWRITER'S FRIEND, met with such an enthusiastic reception that it became necessary to have it made up for sale purposes, with the result that during the last ten months it has lightened the annoying layout, measuring and type estimating burdens of OVER THREE THOUSAND FOUR HUNDRED advertising men scattered throughout every state in the Union.

BORN, one might say, of popular demand, now comes a brand new brother—bigger, stronger and better designed; 24 inches long of first quality wood, nicely finished in two colors and highly enameled with real celluloid ruling edges; agate, pica, inch and newspaper column scales, also charts for instant calculation of type, space and copy areas.

IF YOU have trouble with line rulings, column designations, true layouts, type measuring, estimating or broken pencil points you will welcome BIG BROTHER with open arms and the price is but two dollars each, set right down in your own office ready for business.

DON'T bother writing a letter—just slip two smacks in an envelope with your name and address and the postman will put BIG BROTHER on your desk next week, ready and willing to take up his daily task of serving you well.

THE SHEEHAN ADVERTISING COMPANY

Sheehan For Service

MITCHELL BUILDING - - - - SPRINGFIELD, OHIO

Digitized by Google

We Were Wrong

There are 120,000 Members of the Iowa Farm Bureaus, not 100,000 as stated last week. And it is growing fast. Our Iowa circulation exceeds 80,000 and it is growing too. Total circulation exceeds 150,000, all just as good.

CORN BELT FARMER, DES MOINES, IOWA

BAD DEBTS AND FEDERAL TAXES

Bad debts play an important part in computing your Federal taxes. We have prepared an interesting letter on the subject, which is sent upon request to those interested.

AMERICAN ADJUSTMENT CO.,
406 World Building, New York City

GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000	4-page Folders, 3¼x6¼ in.	$10.00
	Each additional thousand	3.50
1000	4-page Folders, 4x9 in...	12.50
	Each additional thousand	4.50
1000	4-page Folders, 6x9 in...	16.00
	Each additional thousand	6.00

FREE—our large package of samples

ERNEST A. FANTUS CO., Printers
525 So. Dearborn St., Chicago

ALBERT R BOURGES
CONSULTING PHOTO ENGRAVER
FLATIRON BUILDING NEW YORK CITY

DAY GRAMERCY 536 — NIGHT AUDUBON 9560-3120

A Personal and Emergency Service limited to non-competitive clients

---

Your Export Chain—

are all its links of equal strength? The *foreign-language* or translating link, is it of proper size and "mettle"? Does it withstand the strain of technical descriptions and of colloquial sales appeals? If not, employ the link that holds and functions as it should.

MANUFACTURERS' TRANSLATION BUREAU

220 Broadway New York
(Telephone 3489 Cortlandt)

Write for Card "The Metric System Simplified" and free coupon-book for the translation of export correspondence.

often wondered why they don't advertise them more generally. They do advertise them in our trade papers." (He said "our trade papers" in a tone almost of pride that it pleased the Schoolmaster to hear.) "But I had them before that. The way I happened to run across them in the first place was when a salesman showed me a pair he was wearing. He didn't know who made them or where the maker was located, but I inquired around until I found out and then I ordered some. Guess we were the first store hereabouts to carry them." (This rather proudly.) "They could make a small fortune on those garters if they'd *push* them right," he concluded earnestly.

"How are you fixed on merchandise in general?" asked the Schoolmaster, changing the subject. "Are you stocked up on high-priced stuff for fall that you may have to sell at reduced prices, or have you been holding back on ordering?"

"No; I haven't dared hold back. Most likely I'd be stuck for goods in the fall if I had. No; I've got orders in for everything all along the line, and at higher prices, too."

* * *

"What are you going to do about it if the bottom drops out? Will you lose a lot of money, or did your manufacturers agree to protect you in case of a slump?"

"No; there isn't any such clause in my orders—but I'm not worrying any," he replied very confidently.

"How so?" asked the Schoolmaster, wondering at his calm assurance.

"Well, you see, I'm dealing only with folks I *know*. I've been dealing with many of them for more than fifteen years now and

Digitized by Google

they've never gone back on me. Firms like—" and he mentioned a number of fine houses, nearly all important national advertisers. "Those folks'll do what's right by me when the time comes just as they always have, so I'm not fretting myself over the fall.

"Now," he continued, "once in a while smart young salesmen blow in here with a swift line of talk about their goods—stuff nobody ever heard about—and they say a lot about 'guarantees,' and 'protecting' me, and all that, but most of the times I've let myself be taken in by them I've had the devil's own time trying to get any satisfaction on the 'guarantee' in case anything has gone wrong. So I stick to the fellows I know I can depend on, and they play square and that's enough guarantee for me."

"Why did you go to that particular store to buy your hat?" the Schoolmaster inquired of his friend after they had left the establishment.

"Oh, I always buy everything there. They're so square and satisfactory to trade with. Their prices are reasonable and they are so ready to make good on anything that isn't right. Why, last fall I bought a shirt there—" and he launched into an enthusiastic testimonial regarding what they did about a shirt that faded.

"The lesson for the Class very soon will be one mostly on garters and the value of confidence in merchandising," said the Schoolmaster to himself as he walked home with his friend.

Los Angeles — The largest city in the West
IN LOS ANGELES
IT IS THE
LOS ANGELES EVENING HERALD
MEMBER A. B. C.
Government Circulation Statement
April 1, 1920
134,686
Largest Daily Circulation in the West
REPRESENTATIVES
New York: Lester J. Clarke, 604 Times Bldg.
Chicago: G. Logan Payne Co., 432 Marquette Bldg.

Harry Simmons

A slogan
That hits
Like thunder
And pulls
Like _____!
I have
Written them
Before
And can
Do it again.
Are you
Praying for
An inspiration?
Try me!

29 South LaSalle Street
Telephone State 5499
CHICAGO

Why not have Simmons write it?

Pallen's New Double "Master" Mail Order Device

Enclosed with your circulars in an envelope, will produce the same high percentage of cash orders, per thousand mailed, as Pallen's TRIPLE "Master" Mail Order Device. Write for samples, particulars and prices.

J. PALLEN & CO., Columbus, O.

A Man With Vision WANTED

One who has sold advertising to musical instrument houses, music publications, agencies, etc.

Place as special department manager, good salary, with chance to improve income as advertising increases. Address "T. E.," Box 73, care of Printers' Ink.

Digitized by Google

400 Million Chinese buy annually $650,000,000 foreign mdse. Soon will buy $2,000,000,000. Our Chinese section a powerful medium for developing this market.

WORLD SALESMAN

A Monthly Journal of International Trade

SAMPLE COPY, 10c.

182 West 4th St. New York

Concrete

314 New Telegraph Bldg. Detroit, Mich.

Covers the construction field—a live, influential, energetic business paper.

Charter member of Audit Bureau of Circulations and of Associated Business Papers, Inc.

Unused Postage Bought

We buy unused postage stamps of any amount or denomination for spot cash. Mail them to us, and receive cash by return mail. We also buy old gold, silver, platinum, diamonds, watches, jewelry, War Bonds and Stamps—anything valuable. Goods returned within 10 days if you're not satisfied with the amount we return you. Bank references. The Ohio Smelting & Refining Co., 283 Lennox Bldg., Cleveland, Ohio.

"Our increase of business with you is the best proof of our appreciation of your work for us"

—A Client's Letter

GEORGE SETON THOMPSON CO

608 So. Dearborn St., Chicago

The **MAILBAG**

A Journal of Direct-Mail Advertising

APRIL — 1920

The DIRECT-MAIL "HOW"

is answered in this monthly journal of direct-mail advertising. Articles from those who have had practical experience with letters, booklets, circulars, enclosures, house organs, etc. How to Write Letters that Win; How to Collect Money by Mail; How to Conduct a Real Follow-Up; How to Use Mail Salesmen—these and similar subjects covered. If you want to keep abreast of the latest in direct-mail work—if you want the biggest dollar's worth you ever bought, send your subscription NOW.

$1.00 a year

MAILBAG PUBLISHING CO.
1806 E. 40th St. Cleveland, Ohio

More Than 4,500 Dealers

in confections and soft drinks in the Philadelphia territory subscribe to the

RETAIL LEDGER

Twice a Month ; Sub. $1.00 a Year

How France Is Bringing About Her Economic Rebirth

A statement of simple facts by Minister Plenipotentiary and Director General of French Services in the United States Casenave, made on the eve of the issue of new French bonds in the United States, gives a broad idea of what France has done for her economic rebirth.

With the war ended, "the first great problem," he said, "involved the total or partial rebuilding of over half a million homes and 3,800 factories. The French government has advanced 20,152,000,000 frs. to the liberated regions for the purpose of reconstruction, with the result that of the 3,800 factories, 76 per cent had resumed operation by last June. The population of the invaded regions by November 1, 1918, had fallen to 1,944,000. This figure had risen nearly to the pre-war figure of 4,000,000 by June 1, 1920. Houses capable of sheltering 870,000 people have been totally rebuilt since the armistice. Municipal life has been resumed in 4,006 communes, and of the 6,445 schools in these regions before the war 5,345 have been reopened. Of the 265,000,000 cubic yards of trenches, 156,000,000 have been filled in, and more than 200,000,000 square yards of land have been cleared of barbed wire. France, famous for her highways, has hastened to repair them. To date 13,000 miles have been completely repaired.

"Of the five important railway systems in France only two suffered seriously in the war, Le Nord and L'Est. In all, on both roads, 1,810 miles of double track were destroyed. These have been entirely rebuilt, together with 1,510 bridges, twelve tunnels, and 586 railway and signal stations."

Detroit Agency Changes Name

The Walter F. Zimmer Company, Detroit advertising agency, has been changed in name to Zimmer-Thien, Inc. The personnel of the agency remains the same: Walter F. Zimmer, president and treasurer; Robert R. Thien, vice-president, and Kenneth H. MacQueen, secretary.

POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. $1; 1 year $2.

POSTAGE 18 East 18th St., New York City

"GIBBONS Knows CANADA"

TORONTO MONTREAL WINNIPEG

Digitized by Google

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

YOUNG MAN TO HANDLE SERVICE DEPARTMENT.
Capable of writing advertising copy, making layouts, etc. Apply to Morning Star, Wilmington, N. C.

Advertising—Bookkeeper and typist with agency experience; must be able to handle considerable detail; very good chance for advancement; state age, experience, phone number and salary desired. Box 862, Printers' Ink.

Advertisement writer wanted by progressive New England Department Store. Salary $60 to $75 per week. Submit a few specimens of work and give information as to positions held which will be considered confidential pending interview. Box 833, Printers' Ink.

A progressive, recently organized Advertising Agency offers wonderful opportunity to some ambitious young man with limited capital and one or more national accounts of medium size, straight commission basis to start with; a view to eventually including such party as a member of the firm. Box 831, Printers' Ink.

WANTED—An alert and experienced Solicitor with a few active accounts. He will be backed by our Agency with an exceptional service organization. We are securing a great many good leads, which we turn over to our men. A worth-while opportunity for a capable man. Apply in person or with fully written details to Mr. George S. Dyer.
THE BROWN ADV. AGENCY,
25th Floor, World's Tower Building,
110 West 40th Street, New York City.

Manager Wanted

A First-Class Subscription Book Sales Manager.
Salary. Apply to
The Encyclopedia Press, Inc.,
23 East 41st St., New York City.

Advertising Manager

A successful publisher who has taken up a new trade-paper proposition in a nation-wide field has a rare opportunity to offer a first-class Advertising Manager with definite and substantial experience in mill and factory equipment and machinery advertising or kindred lines. Right man, who can prove up on character and ability to organize and manage a staff of advertising salesmen and take full charge of that department, will be given an interest without investment. Full particulars as to experience and references essential for interview. Box 853, Printers' Ink.

Advertising Solicitors wanted by a leading established oil trade publication, in important cities; part or full time. Good proposition; commission basis. Leads furnished and close co-operation given. Write fully, stating experience. Box 832, Printers' Ink.

Circulation Man wanted for rapidly-growing Chicago monthly. Young man with some knowledge of A. B. C. records, who has the ability to write a concise, courteous sales letter. Apply by letter only, stating age, experience and starting salary. The Dartnell Corporation, 223 West Jackson Blvd., Chicago.

ADVERTISING EXECUTIVE

A thoroughly reliable man, who can put across a new mail-order proposition, to take a share in the business. A profit of $50,000 the first six months is a conservative estimate, but there is an element of risk as in any other new business and unless you can afford to lose $5,000 do not answer. Box 856, Printers' Ink.

WANTED

Artist for advertising layout — a facile draughtsman with poster ideas who can visualize advertising thought. State salary and experience. Address Box 836, Printers' Ink.

Wanted--Superintendent Photo-Engraving

A position is open for an executive to take full charge of a Photo-Engraving establishment in the East.

Please tell us your age, executive experience (as well as technical), salary expected, and all about yourself in first letter. Good salary to the right man. Box 838, Printers' Ink.

Digitized by Google

A large metropolitan Southern newspaper has an opening for copy writer to take full charge of copy and art departments. At present there are two artists, two copy writers, and a girl beginning copy writing. We want a man or woman who can, and is willing, to write good, sound merchandising copy, necessary to be able to make neat layouts and letter clear attractive letters. To the right party we will pay $50.00 per week to start. This is an opportunity to connect with a live organization which believes in team work, and a good chance to grow into big job. Apply at once, send samples of your work, and write letter stating full particulars. Box 846, Printers' Ink.

MISCELLANEOUS

GRAPHOTYPE WANTED

A ready purchaser for a hand operating Graphotype will be found by addressing

Box 845, Printers' Ink.

State condition and lowest price.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

Addressograph Equipment—Two Power Addressographs, Model B Card Index; 1 Hand Graphotype; 2 Oak Filing Cabinets, 36 Drawers each; 2 Sanitary Bases; 73 Metal Drawers and 11,400 Card Index Frames. Will sell for $600 cash. Would cost today, if new, more than $1,000. Box 842, Printes' Ink.

PAPER

for your catalog at below market price.

24x36—25-Lb. News

Write for Particulars

Box 865, Care of Printers' Ink

POSITIONS WANTED

"Make-It-Pay" Copy Writer and Artist contemplating a change. Open to a Trade Journal proposition. Long, successful experience. Box 863, care of Printers' Ink.

Publicity Woman desires permanent position in New York City. Experienced newspaper and magazine writer; college graduate; theatrical and motion picture publicity. Interested in connection with mercantile house. Box 835, P. I.

Advertising Manager

Technical, industrial and commercial; 15 years' experience; grounded in merchandising and sales promotion; married. Available now. Location and salary open. Box 855, Printers' Ink.

HIGH-CLASS ADVERTISER'S REPRESENTATIVE IS OPEN FOR POSITION IN PHILADELPHIA TERRITORY. ADDRESS BOX 850, PRINTERS' INK.

Advertising Assistant — Young man, Magazine and Newspaper Advertising Agency experience, desires location in New York City. Best references as to ability and character. Box 843, P. I.

Ambitious young woman, college graduate with valuable editorial experience, wants position in New York with advertising agency or advertising department of well-established concern. Box 861, P. I.

ADVERTISING MANAGERS — Communicate with a real live man on posters, window displays, cards, etc. Brilliant designs in beautiful colors with a selling appeal. Agency experience. Box 851, P. I.

Advertising Man—Some experience, college graduate, original, forceful copy, layouts; expert stenographer-secretary. Opportunity more than financial consideration. New York or vicinity. Box 859, Printers' Ink.

VERSATILE FELLOW, with considerable successful experience as an editor and writer of business articles and fiction, seeks a part-time position with some Philadelphia publisher or advertising agency. Box 837, Printers' Ink.

Writer with experience in newspaper reporting, magazine writing and editing, publicity executive work and pamphlet and advertising writing, desires advertising position. Salary $75 per week. Address Kathleen Winter, 10 West 11th Street, New York City.

ART MANAGER

Commercial artist seeks connection with advertising agency. Handle layouts, art, engravings, printing and all production matters except copy. Versatile, all-around man. 20 years' experience. Box 852, Printers' Ink.

PRINTING SALESMAN

Desires connection where ability to produce results is appreciated. Six years' experience with high-grade printing establishment. Employed at present. Box 854, Printers' Ink.

Classified Manager

seeks position with large daily newspaper.

Have specialized in classified and possess a thorough training on largest New York newspapers. Can show highly successful record.

Open for employment on short notice. Box 849, Printers' Ink.

Advertising copy writer and correspondent, experience with leading film corporation and publisher includes preparation of sales letters, mail order, general, and direct-by-mail advertising material. Familiar with cuts, layouts and technical details. Seeks broader field with growing manufacturer or agency. Age 25. Address Box 840, Printers' Ink.

Digitized by Google

Man with 5 years' newspaper and 3 years' publicity experience. Good executive, editor, writer, practical printer. Can write ad copy. Will go anywhere for right opportunity. Age thirty, married, university graduate. Box 848, P. I.

Young Advertising Man, now handling magazine and direct-by-mail advertising for publisher, seeks broader opportunity with agency. He will bring you energy and enthusiasm, tempered with practical experience. See him and judge for yourself. Box 864, Printers' Ink.

SALES AND ADVERTISING MANAGER seeks a job where real constructive sales and advertising knowledge are essential requisites in securing maximum sales results. Now employed, but desires change because of limited production facilities of present employer. Address Confidential, Box 834, Printers' Ink.

Assistant to Advertising Director

Two years' advertising experience. Knowledge of layouts, copy, art work, engraving, typography and office management. College graduate, age 25, possessing initiative, originality and advertising sense, desires connection in above capacity. Salary moderate. Box 839, P. I.

ADVERTISING ASSISTANT

Young man, twenty-three years of age, college education, desires position as assistant in advertising department, service department or agency. One year's agency experience. Have written copy, made layouts and have practical knowledge of printing. I. C. S. advertising student. Future of primary importance. Box 860, Printers' Ink.

SALES PROMOTION

Connection wanted by young woman with unusual talent for writing sales letters that sell, capable of analysis and sustained action, so that each successive follow-up carries a particular punch and hits the sales mark; knows advertising and has done actual selling in the field. Salary $3000. Box 858, Printers' Ink.

SOMEWHERE IN NEW YORK— is the Agency with which I will connect. I came up to New England three or four months ago, but I'm homesick in more ways than one, and I'm going back.

Age 39; practical advertising experience, 17 years. This experience embraces sound merchandising knowledge, ability to create forceful, sensesalable copy, make attractive layouts and sell Agency service. Have been sales executive, copy chief, advertising manager for magazine publisher, account executive, newspaper artist.

At present business manager for Agency handling national media accounts. Prefer similar position, but Opportunity and Future are main considerations. Salary $5,000. Available Oct. 1 or sooner. Box 844, Printers' Ink.

ADVERTISING SOLICITOR—Fourteen years in general trade and export fields, including advertising and branch office manager, open for engagement. Wide acquaintance New York and Eastern territory. Thoroughly reliable; best credentials. Box 867, Printers' Ink.

Advertising Illustrator

Capable figure man, painter in all mediums, pen and ink; a visualizer; desires position or connection with Chicago agency or studio. Box 847, care of Printers' Ink, 833 Peoples Gas Bldg., Chicago.

PHILADELPHIA

A young advertising man, 24, university graduate, American, desires connection as assistant advertising manager, or similar capacity, with a progressive Philadelphia organization. Box 868, Printers' Ink.

YOUNG, AMBITIOUS AND LOYAL ADVERTISING MAN with agency, newspaper and advertising manager's experience wants job as assistant to advertising manager, copy writer or house-organ editor with firm in Middle West. College and Alexander Hamilton education. References. W. B., 606 East Prospect Street, Kewanee, Ill.

Contact, Plan & Copy

Agency service man, with commercial and research experience, desires position in Manhattan or nearby with Agency, or as Advertising Manager for Manufacturer in technical or automotive lines. Merchandising by modern, scientific methods. Box 857, Printers' Ink.

PRINTING SALESMAN

Thoroughly experienced with the mechanical and selling of the business, with practical experience in advertising, sales promotion and direct-mail campaigns. Ten years in the printing trade and two years foreign traveling has given me a wide scope of the business as a whole. Yours to purchase.

Age 29; single; college education; any location. Box 866, Printers' Ink, 833 Peoples Gas Bldg., Chicago, Ill.

"A SALESMAN WHO CAN SELL"

That is what I want to be able to say of myself a few years from now.

Twenty years old; Christian; well bred; high school education; six months' office experience; exceptional references.

I desire to join a high-grade business organization in New York City where young men who have a natural aptitude for selling can be properly trained; in appearance, personality and manner I feel qualified to meet prospects and to win confidence.

Salary moderate; making the right start is more important to me. Address J. H., Box 841, Printers' Ink.

Digitized by Google

Table of Contents

PRINTERS' INK, September 16, 1920

Would Better Merchandising Solve Most of Our Problems?..*Roy Dickinson* 3

Selling Small Dealer First for Wider Distribution.....*Roland Cole* 17

Flabby Salesmen? Oh Yes—the Other Fellow's!.....*William A. Wolff* 25

Travel by Air Now Being Promoted..... 28

It Is Ideas That Move Merchandise .....*Robert R. Updegraff* 33

"How Much Will It Cost?"—Does Your Advertising Tell?..*Robert H. Isbell* 41

"Tie-Up" Is the Basis of the New Sherwin-Williams Campaign..... 49
C. M. Lemperly

Elements That Go to Make Art Embellishment Striking..... 57
W. Livingston Larned

England and France Permanent Selling Ground..... 60

Wholesalers of Coal Advertise Their Functions.....*Hugh E. Agnew* 65

German Toys Are Here, but Quality Is Lacking.....*C. M. Harrison* 73

Frankness in Copy Instills Confidence.....*R. Bigelow Lockwood* 81

Training the College Mind Toward G. E.....*Augustus Paul Cooke* 89

Patent Medicines Threatened in England.....*Thomas Russell* 93

Billy Sunday, Copy Writer.....*H. T. Mitchell* 99

In the "Good Will Ledger".....*Arthur A. Higgins* 109

The Letter-Writing Diplomat.....*F. C. Manning* 117

Giving the Dealer Business-Building Tips in the Advertising..... 125

Chain-Store Methods to Revive Dead Country Stores.....*G. A. Nichols* 133

A Grade-Mark May Also Serve as a Trade-Mark..... 141

Reversing the Letter of Endorsement..... 145

Year-Round Advertising for Athletic Underwear.....*Arthur Joyce* 150

Makers of "Stouts" Band Together for Better Retailing.....*E. McKenna* 154

The Eastman School of Professional Photography.....*S. C. Lambert* 165

Editorials 176
The Unchanging World—When the Pump Must Be Primed—A Selling Tax on Foreign Trade—Credit and the Bank's Duty.

The Little Schoolmaster's Classroom..... 182

Digitized by Google

Impression
and
Reiteration

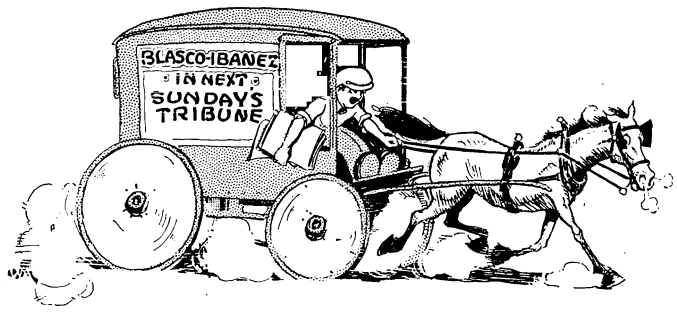
are the two Hand-maidens of good advertising, for through reiteration, impression is made that becomes permanent, an impression that leads to action, *i. e.*, the purchase of the commodity advertised. Both are emphasized in Out-Door advertising.

Thos. Cusack Co.

Harrison & Loomis Sts.
CHICAGO

Broadway at 25th St.
NEW YORK

Digitized by Google



Why Color Ads Pay In The Chicago Tribune

Only in the "Blue Ribbon" Fiction Section of the Sunday paper does The Chicago Tribune sell color.

What the public think of this "Blue Ribbon" Fiction Section is evidenced by the fact that it has been a prime factor in raising circulation from 350,000 to 750,000 during the past five years.

It has long been the practice for newspapers to print second rate or second-run fiction, but The Chicago Tribune has broken away from this tradition. It buys the best stories by the leading authors of the day, bidding against the magazines for literary prizes by Chesterton, McCutcheon, Hergesheimer, Wodehouse, Blasco Ibanez, Walpole, etc.

Not more than three color ads can appear in any issue of The Sunday Tribune, so that every one stands out conspicuously.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Tribune Bldg., Chicago—512 Fifth Ave., New York—406 Haas Bldg., Los Angeles

Write for The Tribune's 1920 BOOK OF FACTS.

Digitized by Google

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXII, No. 13 NEW YORK, SEPTEMBER 23, 1920 10c A COPY

Conservation Plus Beauty

PRESENTING the economic and decorative value of paints and varnishes has long been the two fold advertising policy of our client, the Acme White Lead and Color Works of Detroit, Mich.

It was natural therefore, for the Acme White Lead and Color Works to take a prominent part in the National Campaign to "Save the Surface and you save all." The truth of that slogan is being prominently featured in all the advertisements in addition to an effective appeal to the artistic sense.

Acme Quality Paints and Varnishes are nationally known as leaders. They are made in the largest and best equipped plant of its kind in the world. Advertising Headquarters is proud to have helped the Acme White Lead and Color Works for nearly fourteen years tell the public "if it's a surface to be painted, enameled, stained, varnished, or finished in any way, there's an Acme Quality Kind to fit the purpose."

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK BOSTON CLEVELAND CHICAGO

Digitized by Google

The Man Who Buys

In the Purchasing Departments of more than 25,000 important concerns in the U. S. and abroad, this illustration is typical in this respect—while numerous papers, circulars, etc., daily come and go, one reference book *(Thomas' Register)* stands in front of the buyer every day in the year. At any moment it gives him the sources of supply for anything he wants. It is the first thing he consults—usually the only thing. Likewise the foreman, superintendent and all others having to do with ordering, go to it for information.

Descriptive and other advertising matter therein automatically comes to the attention of the above buyers at the important moment when they are interested. It costs for only one time, but lasts for at least a year, producing the highest class of inquiries continuously throughout the year in as large volume as though repeated every issue in weekly or monthly periodicals.

Ask any of the 2315 advertisers in last edition.

THOMAS PUBLISHING COMPANY, 129-135 Lafayette Street New York City

4500 Pages, 9 x 12

Price $15.00

5980 Advertisements

2315 Advertisers

Digitized by Google

PRINTERS' INK
Registered U. S. Patent Office

Issued weekly. Subscription $3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXII NEW YORK, SEPTEMBER 23, 1920 No. 13

The "Oversold" Campaign That Builds Good Will for an Entire Industry

Western Electric Company Finds the Golden Rule Works Out in Business as Well as Elsewhere

By Harry T. Mitchell

UNSOAPED soapbox orators may keep right on vociferating their belief that big corporations lack that divine spark of sentiment most hardworking individuals possess; but if you should happen to ask P. L. Thomson, advertising manager of the Western Electric Company, he'll show you a sheaf of some 400 letters as proof to the contrary.

These letters are all friendly, human messages from executives of public utilities and of other corporate branches of the electrical industry—letters of approbation inspired by the beneficent, quasi-altruistic character of the Western Electric Company's present campaign of "helping-hand advertising," a newer and unusual sort of institutional advertising.

Back in the infant days of 1920 the company, being in the happy position of having its output oversold, called a conference of its big chiefs to grapple with the problem of how best to spend its customary appropriation for advertising. Many thoughtful hours were spent by these men in deep meditation, deliberation and lengthy discussion.

Sales stimulation being unnecessary, undesirable, in fact, what was to be done? Decrease the budget? No. Change over to a programme of institutional advertising? Yes.

But even as these officials agreed what to do, they disagreed how to do it. Several wished to tell all about the company's past, stressing its fifty years in business, its magnitude, its service, and so on. Others contended, however, that this would only appear as so much braggadocio. And then came a happy suggestion:

"Why not spend our money to help the industry as a whole?"

As they looked over the field, scrutinizing conditions, they saw that 450 miles of street-railway track had recently been abandoned, 608 miles dismantled and junked, and 4,802 miles placed in the hands of receivers—all for a lack of resources to keep going. They perceived many of the electric-light companies veritably starving from insufficient incomes. Some were barely earning pennies where dollars would have been a fair return on the capital invested. Others were flickering along without any net return whatever on their investment.

In similar straits they found the steam roads, too, and likewise the telephone companies, both large users of electricity.

"We realized," says Mr. Thomson, "that public utilities, unlike private businesses, could not cope with upgoing costs by the simple expedient of raising prices. Service is their sole product, and the

Table of Contents on page 186

Digitized by Google

rates they may charge are fixed by regulating commissions. As we all know, commissions seldom move very fast. The famous racing tortoise of fable was as the wind compared with some of the commissions that have a finger in the destinies of public utilities.

"High operating costs and shrunken incomes have quite naturally affected the securities of many public utilities, so that few new investors are attracted. During the war the tremendous expansion of industry called for a proportionate expansion of the utilities that had to serve them. Money was short. Reserves were eaten into, in many instances gobbled up entirely, so that today finds most of the country's public utilities fighting an uphill battle against rising costs and fixed incomes."

It was evident to the Western Electric Company that only as the public utilities were helped out of the hole could there be any appreciable advance on the part of manufacturers who supply them with equipment. The path of duty then became clear, and lo! on the path of duty trekked Opportunity.

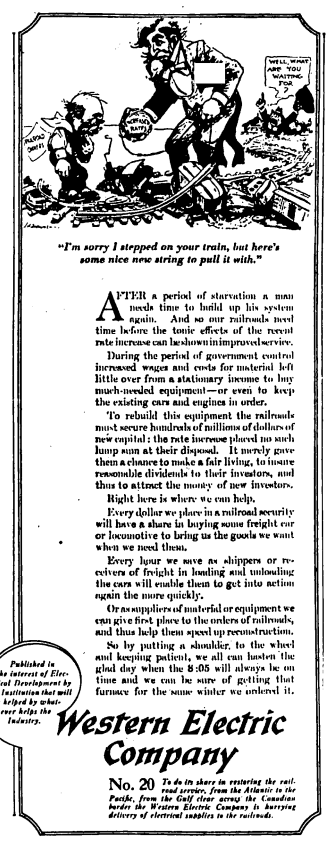
Believing that much of the public opinion derogatory to the railway and light companies had been influenced by false prophets with communistic ideas—agitators who trumpeted unsound theories—the Western Electric Company made its decision. It determined to do its part in counteracting such antagonistic propaganda. It undertook what it termed "A Little Adventure in Good Will."

Ten advertisements were built forthwith, each designed to engender warm feeling, tolerance and good will for the particular department of the electrical industry it discussed. The copy follows lines of simple, philosophical reasoning. Each advertisement gets down to fundamental economics, and all ten are premised on the fact that no matter whose money is invested there should be a fair return on it—a return at least adequate enough to pay for the service rendered and leave a fair margin for the investor.

The most unusual and outstanding feature of this campaign is not so much the helping-hand tone of the copy as the utter frankness of the company in explaining its own selfish motive—its own hope of reward. In each advertisement, circled by a curlicue effect in the border, appears this unevasive shibboleth:

"Published in the interest of Electrical Development by an Institution that will be helped by whatever helps the Industry."

The company believes it has headed off all suspicion of a "nigger in the woodpile" by thus squatting its dark gentleman in a most natural pose right atop the



"I'm sorry I stepped on your train, but here's some nice new string to pull it with."

AFTER a period of starvation a man needs time to build up his system again. And so our railroads need time before the tonic effects of the recent rate increase can be shown in improved service.

During the period of government control increased wages and costs for material left little over from a stationary income to buy much-needed equipment—or even to keep the existing cars and engines in order.

To rebuild this equipment the railroads must secure hundreds of millions of dollars of new capital; the rate increase placed no such lump sum at their disposal. It merely gave them a chance to make a fair living, to insure reasonable dividends to their investors, and thus to attract the money of new investors.

Right here is where we can help.

Every dollar we place in a railroad security will have a share in buying some freight car or locomotive to bring us the goods we want when we need them.

Every hour we save as shippers or receivers of freight in loading and unloading the cars will enable them to get into action again the more quickly.

Or as suppliers of material or equipment we can give first place to the orders of railroads, and thus help them speed up reconstruction.

So by putting a shoulder to the wheel and keeping patient, we all can hasten the glad day when the 8:05 will always be on time and we can be sure of getting that furnace for the same winter we ordered it.

Published in the interest of Electrical Development by an Institution that will be helped by whatever helps the Industry.

Western Electric Company

No. 20 *To do its share in restoring the railroad service, from the Atlantic to the Pacific, from the Gulf clear across the Canadian border the Western Electric Company is hurrying delivery of electrical supplies to the railroads.*

FRIENDSHIP FOR THE INDUSTRY IS A CHIEF FEATURE OF THIS SERIES

Digitized by Google

Our Cleveland Office

WITHIN the past two years our Cleveland Office has grown from a force of twelve to one of thirty-five people. Service to old and new clients has been the reason for expansion.

Cleveland now has an organization which closely matches, in operating arrangement, that of the New York Office. Cleveland and New York work in very close cooperation. New York produces art and copy for Cleveland when it seems desirable and, in turn, Cleveland lends its special talents to the production of campaigns for clients of the New York Office.

Thoroughly qualified and equipped to go "on its own", Cleveland contributes to the efficiency of the other offices and yet draws upon them whenever their facilities, equipment or personnel can be used to the advantage of Cleveland Office clients. Cleveland is an important unit in our reciprocating organization.

This is one of a series of 15 explanatory talks on our organization and our facilities. The entire series in pamphlet form—"Our Business and Yours"—will be mailed you on request.

TRUTH WELL TOLD

THE H.K.McCANN COMPANY
Advertising · 61 Broadway · New York
CLEVELAND SAN FRANCISCO TORONTO

Digitized by Google

woodpile itself. Extremists cannot very well whisper, "Wall Street" and "Deep stuff" and other mystic phrases, when a motive so open and aboveboard, so business-like and legitimate, is paraded for all who read to see.

"Our theory," says Mr. Thomson, "was that if our service, goods and prices were up to standard we could afford to take our chances of getting, later on, our share of any new business that might become available through such benefits as the campaign might bring about in other branches of the industry.

"Our justification for spending the money is that by helping to create an intelligent public opinion toward the utilities we will be rendering a service which, if truly appreciated, may result sooner or later in their buying our goods.

"We felt at the beginning that if we could show that we were a friendly and beneficent influence in the industry at large—by trying to be a good neighbor—we would find the industry ready and glad to do business with us. We didn't want to go after future business in the usual way, by emphasizing our bigness, our age. We wanted to be more human."

The first ten advertisements were placed in mediums appealing to readers of more or less intellectual propensities. In addition, electros were offered to all public-utility companies for them to run in their local newspapers over their own names. The Western Electric Company did not require any credit being given for copy used locally, but a great many of the public utilities used the line, "Reprinted by courtesy Western Electric Company," apparently in the belief that nice things said always sound better coming from an outside source.

These first ten advertisements were in the nature of an experiment, but immediately they appeared presidents and other executives of public utilities all over the country began to write enthusiastic letters of thanks. They congratulated the company for sensing the need of the industry, called the copy "great stuff" and otherwise betrayed a deep sense of appreciation and gratitude.

Several hundred communications were already on file by the time the Western Electric Company began to merchandise the series to its customers by sending out the advertisements in booklet form.

Replies from other sources came in, too. One man, styling himself a student of economics, wrote that he was so impressed with the logic of the ads and their soundness of argument that he wished to do his small part "to keep up the good work"—and enclosed his check for $500!

Long before the campaign was finished, the Western Electric officials were thoroughly convinced that the campaign idea was a success, so much so that it warranted being continued. So a second series of ten more ads was planned. The utility executives who had commended the first ten were asked to outline their most acute problems, and the new series, now running, was written in accordance with their answers.

The steam railway people, for example, having been granted an increase in rates, asked that an appeal be made for the people to be patient, and upon this theme an ad was at once planned and executed. It argued that the rise in rates could not work wonders in service overnight, and counseled co-operation rather than criticism.

The entire campaign thus far has achieved reactions of unexpected aspect and importance. The National Electric Light Association, with a membership comprising most of the country's central stations, or electric light companies, recently appointed a committee to encourage other manufacturers who serve the central-station industry to emulate the helpful efforts of the Western Electric Company.

The American Electric Railway Association has sent a written indorsement of this kind of advertising to all street-railway executives.

The Association of Railway Executives, an organization of

Digitized by Google

"BACK UP" Your Dealers

The Concentration of Our Circulation in towns under 25,000 offers to manufacturers the opportunity to co-operate with and "back up" their dealers in the small towns at a cost which is not only lower than obtains elsewhere, but which offers practically no waste circulation.

By using *The American Woman* your message is delivered into 500,000 homes, all of whom are prepaid subscribers to *The American Woman.*

THE AMERICAN WOMAN

"The Real Magazine of the Small Towns"

Member of the Audit Bureau of Circulations

Western Advertising Office
W. H. McCURDY, Mgr.
30 N. Dearborn St., Chicago, Ill.

Eastern Advertising Office
W. F. HARING, Mgr.
Flatiron Bldg., New York

Digitized by Google

steam-road presidents, has issued a similar letter to its members, alluding to the changing attitude toward the railroads as evidenced by such a campaign as the Western Electric's.

The Society for Electrical Development, whose members are manufacturers, contractors, jobbers and electric light companies, has issued a like letter to its membership, suggesting that the Western Electric's example be followed by other manufacturers, each in his own way.

Mr. Thomson believes that the success of the experiment forecasts a more general tendency among manufacturers toward friendly co-operation. In other words, he is convinced that soon we shall see the poor old Golden Rule at work in business.

Charles B. Falls Wins Poster Prize

The first prize in a poster contest conducted as a preliminary to a drive for funds for a building in memory of the Americans who gave their lives in the war, to be erected in New York, has been awarded to Charles B. Falls. The second prize was given to Edward Penfield, and the third prize went to Martin S. De Muth.

Scogreene Advertising Service Formed at New York

The Scogreene Advertising Service, Inc., has been formed at New York by T. D. Scoble, Jr., and R. A. Greene. Mr. Scoble was formerly advertising manager of The Yale & Towne Manufacturing Company. Mr. Greene has also been engaged in advertising work for the Yale & Towne organization.

C. O. Johnson Joins the "Sun and New York Herald"

C. O. Johnson, formerly with the New York *Times*, has been made classified advertising manager of *The Sun and New York Herald*. Mr. Johnson had been with the New York *Times* for seven years, the last five of which were spent as classified advertising manager.

New Foreign Representatives of Kansas City "Journal"

Prudden, King & Prudden, Inc., New York, have been appointed representatives for the Kansas City Journal Company, publisher of the Kansas City *Journal* and Kansas City *Weekly Journal*, effective October 1.

A Pioneer in Advertising Measurement Work

THE H. K. MCCANN COMPANY
CLEVELAND, OHIO, Sept. 14, 1920.

Editor of PRINTERS' INK:

The article on "Millines" in your issue of September 9 is interesting, and I am glad to see the idea worked out. I had the same bright idea in 1912, but never put it into practice. My unit was arbitrarily called the "Eltime," meaning one line one hundred thousand times, or one-tenth as great as Mr. Jefferson's, as I was dealing with farm papers which gave much smaller totals.

E. M. Carney, now of Carney-Kerr, took the idea off my hands and threatened to work it out, after we had discussed a good many modifying factors which confronted me. For example, a unit in a farm paper with a 756-line page would be worth more than a unit in a weekly farm newspaper of full page size. We also ran into some snags in the way of preferred positions, etc., so that the purpose I had in mind, which was the proper division of advertising expenditures between branches, looked a little complicated.

I also ran into some difficulty in getting an accurate picture by reason of the fact that yearly contracts often gave us a considerable advantage in some publications in the matter of cost per unit, and as these things were fluctuating all the time it was hard to use our unit for comparative purposes.

I suppose Lyon and Healey have worked these things out in practice, but I should like to have Mr. Jefferson go into even greater detail in another article. I think a unit of this kind, with a standard set of rules for varying the absolute product of lines times circulation, would be an excellent thing for keeping comparative records of advertising from year to year, and I should like to see PRINTERS' INK keep the subject alive for a time.

L. W. ELLIS.

New Paper for Wholesale Paper Dealers

The American Paper Merchant is the name of a new monthly paper to be published in Chicago by Phil. A. Howard, president of the Ben Franklin Publishing Company, which publishes *Ben Franklin Monthly*, covering the printing and allied trades. The new publication will be devoted exclusively to the problems of the paper jobber.

Edward Carlin Joins J. R. Mayers Co.

A foreign-language department has been established by The J. R. Mayers Company, Inc., New York, under the direction of Edward Carlin. Mr. Carlin was formerly with Frank Seaman, Inc., New York, and more recently has been counsel to foreign-language publications.

Digitized by Google

At 20 cents, the new flat rate of the Standard Union, advertisers get the most for the least in Brooklyn.

Most of them know it.

Digitized by Google

Important Change in Stetson Advertising Policy

Conservative Hat Firm Replaces Style Appeal with Narrative Copy to Explain High Price of Hats

By Roland Cole

WHEN an old, conservative house like the John B. Stetson Company makes a radical change in the appearance and substance of its advertising, the event is of keen interest to sales and advertising executives everywhere.

For years the advertising of the Stetson company has been quietly and consistently a style story. It has always seemed to carry that rare quality—a hidden meaning. It meant more than it said. Then suddenly, without announcement or explanation, it dropped the old and put on the new. The name "Stetson" and the "hat," for so many years the familiar feature of Stetson advertising, disappeared from sight, and in its place appeared a woman in furs and a story—a narrative—entitled "Esau, the Skilful Hunter, Has Returned." Three things combined to make the change notable in the opinion of other advertisers: the conservative reputation of the company; the sharp transition from style to story; and the nature of the story.

The advertising policy of the company has always been a conservative one. John B. Stetson founded the business in 1865. He was a man of faith and spiritual ideals. Upon such ideas was the business founded and around these it prospered. Back in 1865 advertising as we know it to-day did not exist, and John B. Stetson had his own ideas on the subject. His first advertising effort was a circularizing campaign of a most unusual kind. He procured a list of the clothing and hat dealers in every city and town in the Southwest, and sent each one of them a sample hat with a letter asking for an order for a dozen. Perhaps the reader may not consider this a conservative policy. It is not referred to here as an instance of the conservative policy, but as an illustration of Stetson's faith in his product.

Back of every advertising policy is a reason. *A priori,* changes in advertising policies are significant for the reasons back of them. John B. Stetson was said to be the first man in the hat business to adopt the one-price system. Selling prices on Stetson hats remained the same for forty-five years, from 1865 to 1910. There were many advances in material and wages during this period, but the increased cost of stock and labor was met with scientific economies in manufacturing. No matter how hard pressed for money Stetson was in the early days of his career, and there were many days of financial stringency, no man was ever able to buy a Stetson hat at less than the price originally placed upon it.

During the last few years it has been necessary to raise the selling price of Stetson hats several times. Users of Stetsons have accepted the increase as the public everywhere has accepted the increased price of almost every article of merchandise, as the general result of high prices and scarcity of labor and material. But why has it been necessary to raise the price of hats? If labor is hard to get and material scarce, what are the particular reasons for that in the case of Stetson hats?

MAKING ADVERTISING CONFORM TO EDITORIAL POLICY

Mont H. Wright, director of publicity of the John B. Stetson Company, said:

"We believe the public is entitled to an honest explanation. This our latest advertisement seeks to make. The change we

Digitized by Google

It isn't the Calories —

or "Doodads" in Bread and Butter that make Boys and Girls like it,—

it's the TASTE.

It isn't the Theory —

of Poster Advertising that brings repeat orders from seasoned National Advertisers,—

it's RESULTS

¶ *Nordhem Service* is known by its results. Nordhem Service is the *Result* of results, and is yours to command.

IVAN · B · NORDHEM COMPANY

Poster Advertising, Painted & Electrical Displays in the United States & Canada

5 West 40th Street · · New York City

Bessemer Bldg. · · · Pittsburgh, Pa.

Digitized by Google

have made from the style to the narrative form of copy is due to a growing conviction I have had for a long time that advertising to be most effective should carry out to a degree the editorial policy of the publication in which it appears, and in addition should seek to impart news and informa-

ESAU, THE SKILFUL HUNTER, HAS RETURNED

by Richard J. Beamish

WHEN the world war dealt of men by millions from farms and factory the habits and occupations of whole communities were twisted topsy-turvy. New trades were born. Old arts and practices were revived.

Esau, the mighty hunter, was reborn and came again into the birthright surrendered so long ago to Jacob.

Into the forests went thousands of hunters and trappers after skins to keep warm the men exposed to the bitter cold and sweeping storms of Northern Europe, the aviators flying the icy upper levels of the air.

That was the beginning of the great hunt, the most determined, the costliest and the most successful fur forage this old earth has ever known.

Then women took up the demand for fur where the fighting men had it down. Not since man emerged into civilization has there been such a hunting and trapping as that which woman inspires today.

Prices for fur have soared beyond all precedent and previous imagining.

Esau brings the furry pelts of his kill into the highest market of all time. Modistes and milliners of world-wide authority have set the fashion in furs. Dressmakers and furriers have catered the fashion into every community and stratum of civilized society.

The fur fashion has also been set for men. Custom tailors and makers of ready-to-wear have snapped up all the suitable fur they can get for fur collars and linings of overcoats and orulers. Fur caps and gloves are in unprecedented demand.

The return of Esau has driven sky-high all fabrics into which fur enters.

Beaver, Nutria, Hare, Rabbit — soft, fine furs always in high favor with Madame, are precisely those furs on which the maker of fine hats must also rely, because of their supreme felting quality.

So your next derby or soft hat must pay a considerable tribute to *Madame's love of fine furs.*

* * *

"Fur on my hat!" you say. "What do you mean?"

Exactly that! Every good hat worn by men is *felted fur*. Examine your Stetson under a microscope and you will see neither warp nor woof, but a fine, close-meshed material, denser, softer, more durable than any product of loom and needle.

The felting process is one of the most interesting and least known of all industrial fabrications. Every filament of fur consists of a central shaft with tiny barbs extending along it, opening toward the tip of the filament. In the making of Stetson Hats, the furs best adapted are the Beaver, Nutria, Hare, Scotch Rabbit and pelts of like fineness.

The fur is cut from the hide by knives revolving like the blades of a lawn mower.

The fur fibres are weighed, so many ounces to a hat and the filaments are now ready for felting.

They are fed into a machine which blows them under high pressure into a chamber containing a finely perforated copper cone about three feet high.

Through the perforations comes sufficient suction to catch the filaments after they have been whirled madly around the chamber by the blast, their barbs having meanwhile tangled and locked as they whirled.

A skilled worker opens the chamber and finds adhering to the cone a film so tender that a careless touch will lick it. He removes the cone with the fur felt upon it, carefully wraps it in flannel, places a metal cover over it and plunges it into hot water to shrink and compact the felt.

Then follows the coloring with dyes of the highest quality, the shaping and trimming, the stiffening with India shellac, the finishing touches of finest leather and silk—all of which have climbed to record-breaking costs since the war.

Every Stetson is hand finished, just as every Stetson shape has been designed by artists who have studied heads, the temperaments, the facial conformations, the callings and the preferences of mankind.

* * *

Fur on a hat! Nothing but the best fur if it's a Stetson. And the quality is maintained, even though fur prices have increased to ten times the pre-war level, and Beaver and other fine furs used in a Stetson are obtained only after arduous search and high bidding.

Esau, the skilful hunter, has returned. He sets his snares and his price. Fair woman clamors for the choice of his spoils and you, Messieurs, must pay your share of the toll!

Now if you want to know more about the inside facts of Hat Quality, The John B. Stetson Company, Philadelphia, will be glad to send you the little book, "The Making of a Stetson Hat"—showing how these fine Stetsons are made of the furry pelts brought home by Esau, the hunter.

THE NEW STETSON COPY IN NATIONAL MEDIUMS—NOTE THE CHANGE FROM STYLE TO STORY

tion about a product in a way that will make the advertising seem timely and educational. In other words, advertising, to be most effective, must have real news value."

The latest Stetson advertisement is the best possible illustration of what Mr. Wright means. It is divided into three parts: why fur is high, the use of fur in the making of men's hats, the high quality of fur used in Stetson hats. It is in narrative form, illustrated and set after the typographical style of the publication in which it appears. It even has an author—Richard J. Beamish. The story, however, is the point of chief interest.

Everybody knows that the summer use of furs by women has sent fur prices skyrocketing. Just how this situation has been operating to increase the selling prices of men's hats has not been clear. The advertisement tells us:

"Beaver, Nutria, Hare, Rabbit —soft, fine furs always in high favor with Madame, are precisely those furs on which the maker of fine hats must also rely, because of their supreme felting quality.

"So your next derby or soft hat must pay a considerable tribute to madame's love of fine furs."

Briefly, there follows a description of the felting process, the kind of furs used, how they are cut from the hide, how the flying fur is worked into felt, coloring, shaping and trimming, all of which comes down to this striking conclusion:

"Esau, the skilful hunter, has returned. He sets his snares and his price. Fair woman clamors for the choice of his spoils and you, messieurs, must pay your share of the toll!

"Now, if you want to know more about the inside facts of Hat Quality," concludes the new-style advertisement, "the John B. Stetson Company, Philadelphia, will be glad to send you the little book 'The Making of a Stetson Hat.'"

The booklet, 32 pages and cover, printed in two colors and illustrated profusely, begins with an interesting chapter on the origin of hats. The rest of it goes into illuminating detail on the various manufacturing operations, such as "carroting" the fur, removing it from the hide, blowing, mixing and cleaning it, and so on to the curling of the hat brim and the trimming of the finished hat.

Digitized by Google

"'Cross lots"

Remember when you were a boy you never went to school the long way 'round. It was always "'cross lots." In business you still have the same desire, to go "'cross lots"—getting to your customers by the shortest path.

THE AMERICAN FRUIT GROWER as an advertising medium represents a short path to 200,000 fruit growers in this country. A good many manufacturers know this. For, during the first six months of 1920

156,680 lines of
ADVERTISING
appeared in the pages of the
AMERICAN FRUIT GROWER.

AMERICAN FRUIT GROWER

CHICAGO

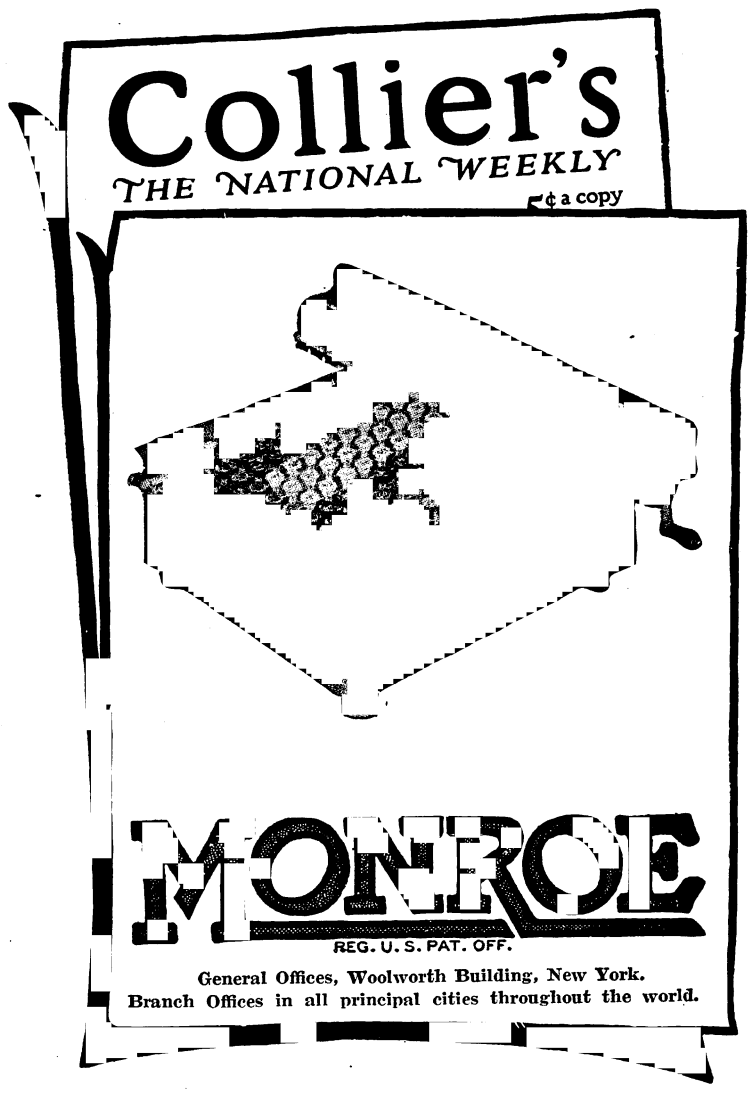
The National Fruit Journal of America

Guaranteed minimum circulation, 200,000 monthly

Members of Agricultural Publishers Association
Members of Agricultural Editors Association

SAMUEL ADAMS, Editor
ROBERT B. CAMPBELL, Publisher
J. E. FORD, Director of Advertising

Digitized by Google



Digitized by Google

Monroe and Collier's

The Monroe Calculating Machine Co., is using Collier's as the backbone of its 1920 national advertising campaign.

Collier's
THE NATIONAL WEEKLY
J. E. WILLIAMS, *Advertising Manager*

Digitized by Google

Baltimore Undeveloped On Soluble Coffee

IF YOU ask Baltimore consumers whether they use soluble coffee, seven out of ten won't know what you're talking about. As a result this product holds nothing like the interest it should for Baltimore retailers.

Such a condition shows Baltimore up as an open field, anything but fully developed on soluble coffee. Quite true, five brands are now on the market, but their percentage of distribution and sales is low taking into consideration the immensity of the possibilities.

The Baltimore Market is distinctively worth going after. Cultivate it intensively! Start a campaign of active sales efforts and back up your dealers with definitized advertising in Baltimore's great afternoon paper, The NEWS, that wields a power which dealers know and recognize. Baltimore has 120,000 homes. 90,000 of these are occupied by White people who speak English, and of its total circulation of a little more than 100,000, The NEWS sells 87,000 copies every afternoon in Baltimore City.

Would you like to know the standing of the five brands of soluble coffee now on the Baltimore market, their percentage of sales, distribution, activity ratings, reports of dealers, etc., together with the possibilities of this market? If so, write us on your business stationery for a copy of our report.

The Baltimore News

Goes Home and *Stays* Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Digitized by Google

Illinois Central R. R. Seeks Service Improvement through Advertising

Tells Public Railroad Is Run for Its Benefit, Whereas Under Plumb Plan It Would Be Run for Benefit of People Who Work on It

A FEW years ago the railroads in a Western State got together on a co-operative advertising campaign the object of which was to make public sentiment favorable to the common carriers. It got along in pretty good shape for a few months. And then one day it used advertising space in most of the newspapers of the State, inviting people to send in any complaints they might have and any suggestions for bettering the service. This wrecked the whole thing. So many complaints came in that the railroads decided that the advertising bureau's promising young life should end then and there.

"The public will complain anyway," one high official explained, "and if we go out of our way to invite this sort of thing we are making ourselves a lot of serious and unnecessary trouble."

But this was in 1913, and the advertising viewpoint in railroading or in anything else can change mightily in seven years. It has changed so radically in the case of the Illinois Central Railroad that the patrons of that line all along the system are being personally invited by C. H. Markham, president, to send their complaints, criticisms and suggestions to him direct.

The road is running a newspaper campaign over the signature of Mr. Markham explaining that it is anxious to serve the public to the very limit of its ability. Mr. Markham tells the patrons of his road that the management is putting forth its best efforts to restore its equipment and enlarge its facilities, but that all this would take time and that he hoped the public would be patient until such improvement could take place.

The advertising was inspired by charges made in public print and otherwise that the railroads were not functioning and were not putting into use such facilities as they had. There have been charges to the effect that the scarcity in freight cars was brought about through lack of good management on the part of the railroads and that much rolling stock was not being used at all.

COURTS CRITICISM

Answering this criticism, the Illinois Central advertisements present a statement of the gross ton-miles of freight handled by the road per year during the last ten years. This shows that during the month of May, 1920, the road carried more freight than in any previous month in its history.

This message was given the widest publicity. It was displayed prominently in all the stations and offices of the company, as well as appearing in the newspapers.

Mr. Markham, when he made the wide-open invitation for constructive suggestions and criticisms, fully realized that he was going to get all sorts of unreasonable and uncalled-for complaints and requests, as well as the other kind. The former ill-fated co-operative advertising campaign brought forth such an abundant harvest of unreasonable complaints and requests that the railroads dropped it quickly. The same thing is working out to a degree in the Illinois Central effort. Small towns want fine, new stations built. The road is invited to build two or three miles of country highway leading into some enterprising town. A commercial club writes suggesting that it establish a community centre.

"But in the main," Mr. Markham said to PRINTERS' INK, "we

Digitized by Google

are getting reasonable complaints and ideas. Moreover, we are getting boosts as well as knocks.

"What is more, I actually have been able to gain from these letters a number of extremely valuable suggestions for bettering the service at nominal cost. These are ideas that I never would have got in any other way. Some of them are so simple that the wonder is none of us has ever thought of them before. This shows conclusively that the railroad people don't know everything about railroading. The person looking at the proposition from the standpoint of the outsider can get angles on it that we on the inside might overlook entirely.

IS THIS PUBLIC OWNERSHIP?

"It would be proper to say, to all intents and purposes, that the public practically is running the Illinois Central Railroad. The Plumb plan proposes to operate the railroads for the benefit of the people who work on them. Our plan is even better, we believe. We are going to operate our road for the benefit of the people who use it and whose money supports it. This being so, it is only natural that we should be guided in very large measure by the ideas of these people. It is my belief that the public will run the railroads of the country from now on, anyway. Our new plan is only a beginning."

Mr. Markham has received eager inquiries from other roads as to how the new system is working, even though it has been in operation less than a month. He has been able to give them such good reports of what it has done even in this limited time that other roads are contemplating trying similar methods. No definite announcement to this effect is available now, but PRINTERS' INK learns that similar advertising directed to the public soon will be put out by at least two other large railway systems.

Mr. Markham means exactly what he says when he invites people to send their letters to him personally.

"I read every one of these letters," he said, "and answer each in person. It is my belief that the railroad president should be one of the easiest persons on the system to reach and that everything possible should be done to get him in close touch with the people served by his road.

"The old-time railroad president was an isolated individual. If a patron had a complaint he probably would take it to some minor official. That official, as a general thing, would be more interested in keeping his superior from knowing that a complaint had originated in his jurisdiction than in satisfying the patron. This caused many complaints to be smothered, thus intensifying the people's dissatisfaction.

"The trouble is, the people do not understand the railroads and the railroads have not taken the trouble to enlighten them. Abuse and misrepresentation have been part of the bill of fare eaten by the railroads every day—so much so that they got used to it.

"There is no reason at all why this should be. People are fair nine times out of ten. State your case to them and they will meet you at least halfway."

Mr. Markham showed one letter to illustrate his point. It was sent to him by a person who got one of his circulars asking for constructive criticism.

"When I got this circular," the letter said, "I thought it was the same old bunk. But I replied to it because it gave me a chance to tell you what I thought of the service on our line. Last week there was a decided improvement, and I just want to tell you that this is the first time I ever heard of a railroad caring about what any passenger thought of it. The service now is excellent."

The public seems to be taking Mr. Markham at his word. And he is more pleased than anybody else that such is the case.

Paul Gardner Hobart, formerly with Critchfield & Co. and William H. Rankin Company, Chicago, has established an advertising service office in Chicago.

Digitized by Google

There Is Nothing Obvious under the Sun .

And Hence the Copy Writer's Job Is Just So Much Harder Than He Thought

By Philip C. Gunion

Advertising Manager, Industrial Bearings Division, Hyatt Roller Bearing Co.

WRITERS of literature can afford to use language that is either obvious or cryptic because it makes their work more interesting to the discriminating reader.

Writers of advertising, however, must say something that will be plainly understood by all who read, so they resort to the obvious—they say it in such simple language that no one can fail to get their meaning.

They think they do.

They find out later, sometimes painfully, that nothing is so obvious, so plain spoken, so axiomatic, so self-evident, that somebody will not misunderstand and make "much ado about nothing."

If Balzac's "The Quest of the Absolute" had dealt with the problem of finding a language by means of which man could talk to his fellow men and register one hundred per cent, he'd have helped the advertising fraternity greatly.

What's obvious to one man may have no meaning, or even a very complex meaning, to his neighbor. The worth of the obvious is the number of people that will find it so, and a little obviousness is a dangerous thing.

While talking in my office with a friend another friend looked in and said, "Going to take Pot Luck with me to-night?" Without a moment's hesitation, because it was obvious to me just what he meant, I replied, "No, I have another engagement, thank you."

"What did he mean?" asked my other friend in a surprised tone. The words "Pot Luck" meant nothing to him, but appeared crude and perhaps had a sound of the gambling ring. So I explained to him, as I will explain here in order to make this article as obvious as possible, that "taking Pot Luck" means going home to dinner with a man unannounced to his family and sharing whatever is in the pot that night. It is obvious that to bring this term up to date we might better call it "Fireless Cooker Luck," or "Delicatessen Luck."

A recent advertisement featured a certain mechanical specialty as being like a modern man's shirt because it is split—thereby making it easier to put on. Isn't that perfectly obvious to you men who comb your hair and then put on your shirt like a coat instead of sneaking it carefully over your head as in the old days of non-split shirts? To some of you yes, but not to all, for one took the pains to write, "Do you actually think anybody bothers to unbutton these new fangled shirts all the way down? Or don't you think they still slip them over the head in the good old way?" Your obvious point didn't register with that man; he'd used the old style shirt too long to learn the advantages of the new.

You remember the bashful suitor who finally discovered that his fair lady was willing to exchange a kiss for a rose. When his first dozen gave out he left hurriedly to get more roses! Overlooking the obvious cost that boy a lot of time and roses.

PERFECTLY OBVIOUS—AND YET?

Did something that at first appeared mystical to you afterward appear most obvious? Make this simple test. Can you remember when you were first told that you could catch a bird by putting salt on its tail? Be honest now, wasn't it quite some time later when you figured out the obvious fact that if you could get near enough for the salting process the bird was yours anyhow? Remember how

Digitized by Google

silly you felt about it? That was the knowledge of the obvious stealing over you.

There was a short account in the newspapers one morning about the winning of a golf cup by the friend of two other friends, M and N. M dropped in at N's office, and they read the account together. It stated very plainly, "Mr. Wilcox, who meets Mr. Brant for the amateur championship at Rumson, won the Vice-President's Cup yesterday." M said that the championship game had been played yesterday and that the cup was the prize. N said that the championship was to be played later, basing his contention on the word "meets." M answered that it was probably written "met" and that the printer needed a few more letters to fill out the line, so he changed it to "meets." This alleged action of the compositor may account for the high cost of "authors' corrections," but N was correct in his contention that "meets" was perfectly obvious because the championship *was* played later in the week—the compositor was blameless. To further point out this fearful habit of compositors M explained that in a story in a recent issue of a great weekly the following material appeared, "the long, slim racing car hummed, she fairly purred as the boy opened the throttle on the open road." The line ended at "she" and he said that the compositor had changed "it" into "she" to fill out the line, as nobody would call an automobile "she"—shades of the printer who invented line justification!

So copy writers and copy readers and copy critics, and you who place on copy the final O. K., don't be surprised if some of those who read misunderstand you. Use your wonderful slogan "The Purpur Motor Car Has No Peer!" but don't see red if a few people now and then ask your salesmen why a supposedly reputable manufacturer makes a car without a peer. And when you boast that your car "crawls in traffic," don't forget that perhaps some nervous old ladies (of both sexes) are more nervous than ever when in traffic and wouldn't think of buying a car that couldn't get out faster than a crawl.

To paraphrase the old Quaker's explanation to his wife, "All the world misses the obvious but me and thee, and sometimes thee muffs it too."

Tractor Account With Klau-Van Pietersom-Dunlap

The Allis-Chalmers Manufacturing Company, Milwaukee, has commissioned Klau-Van Pietersom-Dunlap, Milwaukee, to handle the advertising of the Allis-Chalmers Tractors. The campaign will feature the 10-20, 18-30 and All Purpose Tractor and will embrace a number of farm papers.

Klau-Van Pietersom-Dunlap have also been appointed advertising agents for Parry Products Company, maker of Shur-Gain Stock Foods.

W. E. Willis With "The Sun and New York Herald"

W. E. Willis, formerly Eastern manager of the national advertising department of the Philadelphia *North American*, New York *American* and Chicago *Herald*, is now with the national advertising department of *The Sun and New York Herald* and New York *Evening Sun*. Mr. Willis was also for some years with the advertising department in Philadelphia of John Wanamaker.

Takes a Product's Trade-Mark for Firm Name

The E. Kirstein Sons Company, Rochester, N. Y., and the Rochester Optical Company, which consolidated a short time ago, have taken the name Shur-on Optical Company, Inc. No change in the directorate of the consolidated firms is involved in this change of name.

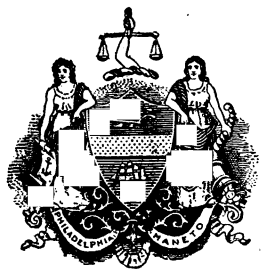
Olds Seed Account With Logan Agency

The L. L. Olds Seed Company, Madison, Wis., has put its account in the hands of Thomas F. Logan, Inc., New York. This account will be handled by the Chicago office of the Logan agency.

Fred Blauvelt With Stanley E. Gunnison

Fred Blauvelt, for a number of years business manager of the Cowen Company, New York, has been elected secretary and a member of the board of directors of Stanley E. Gunnison, Inc., New York.

Digitized by Google



Seal of Philadelphia

Selling Lubricating Oil to the motorists of Philadelphia

Observation of motorists shows that while they may be particular as to the kind of gasoline they buy, the importance of lubricating oil does not always have their attention.

See how they'll drive up to a garage and after buying their gasoline, they'll say "and let me have a quart of oil."

Those who know oil and what it should do declare that the whole performance of the motor is dependent upon the selection of the proper lubricant.

In Philadelphia and its suburbs there are owned approximately 80,000 passenger cars and 18,000 business vehicles ranging from the light delivery runabout to the massive freight truck.

How many of these owners or drivers know anything about lubricating oil, and how many of them even know a thing about your oil?

Newspaper advertising gives you a chance to talk to them, to educate them, to tell them new things they ought to know about your oil and what it can do for them. You can change your copy as often as you want to without extra expense.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

Net paid average circulation for the six months ending April 1, 1920, as per U. S. Post Office report: 466,732 copies a day.

"In Philadelphia nearly everybody reads the Bulletin"

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

In Philadelphia there are more than 16,000 manufacturing plants; all of them buying lubricating oil.

Digitized by Google

SCRIPPS NEWSPAPERS

Increase Your Sales in Akron

AS a matter of fact, every one of Akron' big factories is running.

The production of automobile tires is somewhat cur tailed, temporarily.

The manufacture of other rubber products goes or as busily as ever.

Akron's other industries are entirely unaffected by th situation in the tire business, and many of these diversifie enterprises are in operation day and night. Akron has large production of farming implements, cereal foods clay products, iron castings, sewer pipe, stoves, machinery cutlery, paper, linoleums, matches—there being si hundred establishments.

THERE is no unemployment in Akron. Although it is ur doubtedly true that some tire workers have left the city to see employment elsewhere, this represents but a small percentage c Akron's 208,435 population. There are few, if any, desirabl houses for rent. The many workers who remain are all workin full time, or "over-time," except in tire manufacture, where th 32-hour week is said to be temporarily in force. Furthermore there has been considerable re-employment in the case of rubbe workers, following readjustments in various departments.

Base your sales plans in Akron on FACTS. Akron is still the FIFTH market in importance in Ohio and presents an inviting field for profitable sales promotion. To secure maximum sales in this important Ohio city, the advertising columns of The PRESS are indispensable.

The Akron Press

Digitized by Google

SCRIPPS NEWSPAPERS

THE advertising which men do, lives after them. Institutional advertising will build prestige and everlasting goodwill when placed in newspapers of character, honesty and vigor.

Such newspapers are the Scripps Newspapers.

The twenty-two Scripps Newspapers are:

Akron Press
Cleveland Press
Cincinnati Post
Columbus Citizen
Covington (Ky.) Post
Dallas Dispatch
Denver Express
Des Moines News
Evansville Press
Houston Press
Los Angeles Record
Memphis Press
Oklahoma News
Portland (Ore.) News
Sacramento Star
San Diego Sun
San Francisco Daily News
Seattle Star
Spokane Press
Tacoma Times
Terre Haute Post
Toledo News-Bee

Scripps Newspapers

Foreign Advertising Department

Union National Bank Building, Cleveland, Ohio

New York Office: MARBRIDGE BLDG. *Chicago Office:* 1ST NATL. BANK BLDG.

Digitized by Google

Standardized

Newspaper advertising values are relative. A standard is set by a few great papers. That standard is *basic*. Other papers measure up to or fall below the standard. Their values are comparative.

Newspaper advertising value in Chicago is judged by one standard — The Chicago Daily News.

It is basic. It is fundamental. It is the gauge by which — consciously or unconsciously—experienced advertisers measure the efficiency of other Chicago newspapers. It does not represent a *comparative value,* but the *basis* of comparison.

Why?

—Because 94% of its nearly 400,000 circulation is concentrated in Chicago and suburbs. That is a standard of advertising efficiency unequalled by any newspaper in Chicago—*or by any newspaper in the United States.* And

—Because, for over forty-four years, The Daily News has been the standard of newspaper value in nearly every worth-while home in Chicago.

The Daily News

First in Chicago

Digitized by Google

Germany Enters British Domain with "Sheffield-Made Goods"

International Agreement to Accord Protection to Collective Trade-Marks Urged by British Board of Trade

Special Washington Correspondence

A FEW weeks ago, a Sheffield cutlery manufacturer, strolling leisurely in a London street, had his attention arrested by a display of razors in a shop window. The razors appeared to be the standard product of the Sheffield man's plant, and yet something was lacking to complete the familiar appearance. Closer inspection of the goods in the window and a talk with the merchant behind the window solved the mystery.

The wares had never seen Sheffield, although each unit was stamped "Sheffield make" and bore also the registered trade-mark of the firm whose managing director had been stopped short in his stroll. The goods had come from Germany, having been sent in barter for meat exported from England to the territory beyond the Rhine. Some of the consignments have no private trade-mark names and bear no mark of origin other than "Sheffield make."

Reports from Antwerp to the U. S. Bureau of Foreign and Domestic Commerce at Washington some time ago chronicled the reappearance in that market of German products camouflaged as "Sheffield goods." At about the same time came the news that merchants in Brussels whose suspicions had been aroused had traced to continental factories edged goods masquerading as of Sheffield nativity. Even Canada is understood to have shared in the distribution of make-believe Sheffields.

This evidence that German name jugglers are returning to their old practices is chiefly responsible, it is claimed, for the renewed effort in Great Britain to secure international recognition and protection for collective or community trade-marks, of which the Sheffield inscription is, perhaps, the world's best-known example. The recently issued report of the British Board of Trade Committee on Merchandise Marks makes significant recommendations on this score. There is urged, "international protection of regional appellations" and specific recommendation is made to this effect: "Endeavors should be made to reach an international agreement for the better protection of the names of towns which are specially connected with particular industries, e. g., Sheffield." Again, it is given as the judgment of the committee that representations should be made to the U. S. Federal Trade Commission regarding the use of British hallmarks as trade-marks in the United States of America.

PROTECTION LONG SOUGHT FOR COMMUNITY TRADE-MARKS

No little curiosity may be felt in American advertising circles as to whether pressure from outside will have any effect in inducing the United States Government to accord protection to collective or community trade-marks, for it is not only foreign exploiters of community prestige who are restive in the face of American disdain of collective marks. There are not a few trade associations and groups of producers in the United States that are no less keen on the subject, and the number is increasing as a result of the numerous current projects for co-operative advertising campaigns, etc.

Authorities at Washington have remained adamant in their refusal to admit to registration at the U. S. Patent Office collective marks that are not owned and used by "traders." If a group of fruit growers pool their product in an "exchange" which actually

Digitized by Google

requires ownership of the goods, well and good, the exchange may register its composite mark. But let the keeper of the community seal be a mere "uplift" organization in behalf of better marketing, taking no title to the goods it exploits, and it is futile to essay registration.

When the liberal new U. S. trade-mark law was enacted a few months ago there was hope in some quarters that a way had been opened to secure Federal credentials for collective trade-marks. It turned out, however, that, while the new law makes sweeping concessions in what may be sanctioned as a trade-mark, it makes no amendment as to who may register a trade-mark. Interests that are not bona fide "traders" are yet out in the cold. It is recalled, in this same connection, that officials of the U. S. Bureau of Foreign and Domestic Commerce prepared, several years ago, a bill specifically authorizing the registration in the United States of collective or community trade-marks, but the bill was not introduced in Congress. The situation may take on a different aspect if a foreign power urges recognition of collective trade-marks on a reciprocal basis.

An Architect Advises Advertising and Advertises

ADVERTISING gotten for nothing is worth next to nothing. A profession such as architecture that relies upon an allied profession, engineering, to spread its merits may find that the profession doing the advertising will overshadow it in the public mind.

A. L. Brockway, an architect of Syracuse, N. Y., and one of the leaders of the American Institute of Architects, has frequently stated that the advertising which architects get from engineering firms is worth what it costs—nothing, and that if the architectural profession is going to keep from being absorbed or overshadowed by engineers it must make its functions clear to the public through paid advertising.

For over three years this Syracuse architect has practiced what he has preached. Three years ago Mr. Brockway ran a series of advertisements in a Syracuse newspaper on "The Functions of the Architect."

This year a campaign that is signed by eight Syracuse architests has appeared in the same Syracuse newspaper. This new and co-operative effort is more elaborate and is on a greater scale than the campaign which Mr. Brockway made single-handed three years ago. This last series of advertisements was on "The Duties of the Architect and How to Choose an Architect."

As an illustration of the broad-minded and fair spirit of this advertising of a profession, which has among its members some who believe advertising unethical, the following quotation should be considered, taken from an advertisement of the latest campaign:

"Some of the large contracting and engineering concerns of the country tell business men who are contemplating building that they don't need an architect; that they will make the plans for them. This may be in their judgment a good way to sell their organization. But it is not true. The trained architect is trained to see every problem from every angle and he plans, and arranges, and solves the problems from every angle as only such an expert professional adviser can do. He can buy materials for his client just as low as the general contractor.

"The architect has always been, through history, the intimate personal adviser of the citizen, the community and the State. He is keeping abreast of the times, helping to solve the complex economic and sociological problems of today. In that, the American Institute of Architects has led the way. Some of us are now pointing the way to the institute. There are fourteen members in Syracuse of the Central New York Chapter. Let them have the chance to show their fitness."

Digitized by Google

William Fisher Manages Binger Departments

William Fisher has severed his connections with the Apeda Studio to organize the photo sales division for the Binger Company, of New York. He will have complete supervision in the capacity of general manager of the photo advertising, fashion and commercial departments.

In addition to the above departments, motion picture display work will also be under his personal direction. He will have associated with him, among others on his staff, O. Avati, formerly of the Apeda Studio, in the capacity of studio director, and H. Bluestone, also of the Apeda, who will be in charge of studio production.

Mr. Fisher, Mr. Avati and Mr. Bluestone will have an interest in these departments.

S. H. Giellerup With George Batten Co.

S. H. Giellerup, recently advertising manager of the Standard Kid Manufacturing Company, Boston, has joined the George Batten Company, Inc., New York. D. C. Rogers, who has had charge of the dealer's service bureau for the Standard Kid Manufacturing Company, succeeds Mr. Giellerup as advertising manager.

Robert R. Updegraff Leaves Erickson Agency

Robert R. Updegraff has resigned as account executive of The Erickson Company, New York. Mr. Updegraff had been with the Erickson agency for the last two and one-half years, first as chief copy editor and later as account executive. He expects to devote his time to The Displays Company, in which he has acquired an interest, and to do editorial and advertising work. He will continue to contribute to PRINTERS' INK.

White Tar Account for Kobbe Agency

Philip Kobbe Company, Inc., New York, is now placing the advertising for the White Tar Company, New York, and is featuring White Tar Moth Bags for clothes protection. Newspaper and rotogravure space is being used.

Butler Brothers Account With N. W. Ayer & Son

Butler Brothers, wholesale mail-order house, Chicago, New York, and St. Louis, have put their advertising account in the hands of N. W. Ayer & Son. Plans for campaigns are now being made by the agency.

The
George L. Dyer Company
42 Broadway
New York
Western Offices
76 W. Monroe St.
Chicago

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

Digitized by Google

The "Unseen Influence" of the Bank in Approving Advertised Equipment

Are Advertisers Recognizing the Importance of Cultivating the Banker's Good Will?

By C. W. Garrison

Advertising Manager, The Lakewood Engineering Company, Cleveland

THERE has always been more or less talk about the "unseen influence," but the importance of the banker's unseen hand has, possibly, been questioned by many of us.

That the banker plays a big part in business has been more evident in the smaller cities. In the rural communities, for instance, it has long been known that a farmer can borrow money to buy a piece of machinery whose value is nationally established more easily than he can finance the purchase of equipment that is unknown.

The small-town banker is the hub of the wheel, in most cases. This is, I believe, an acknowledged fact.

The influence of the bigger bankers in the larger centres has been more or less screened. Yet that influence is there to be reckoned with. It has been becoming more apparent during the last few years, until it has now reached a point where we might say that it occupies the centre of the stage.

The expansion of our industrial plants, the construction of our roads, the improvement of our transportation systems—in all of these national problems the bank exerts a tremendous influence. And with the inauguration of the Federal Reserve System the influence of the bank has been made even stronger.

Should we not consider very seriously the necessity for cultivating this increasingly important factor that enters into our business dealings? Are we making the proper effort to influence the thinking of this group?

A certain plant was considering the installation of machinery that would permit two men to do the work that formerly required seven. This meant five men released for other work and a considerable saving in the overhead in that particular department.

But the machines required an investment of approximately $10,000. And the manufacturer didn't have the money. It was necessary to go to the chief executive of that concern and convince him of the wisdom of investing $10,000 (that he didn't have) in new equipment. And the firm's banker had to be "sold" on the wisdom of investing in machines that would help that manufacturer to increase production per man. He had to be sold on the *dollar and cents* value of the new equipment. He had to be shown how those machines would help the manufacturer to make more money.

How much easier it would have been for the salesman if this banker had been even the least bit familiar with the policy of the company he represented!

This is only one of many instances where the bank has been the deciding factor in the sale. The salesman may make the "prospect" *want* his goods—can probably get him to promise to buy in 90 or 120 days. But it's the man who holds the purse-strings who can make the signature on the dotted line pay dividends.

New Accounts for Burnham & Ferris Agency

The Prentice-Hall Tax Service and the Business Information Service, New York, have put their accounts in the hands of Burnham & Ferris, New York.

Digitized by Google

Height of Efficiency

Some of the shrewdest and most successful national advertisers use THE PEOPLE'S HOME JOURNAL because they appreciate the extra value of an ALL-THE-FAMILY magazine.

Its fiction, its departments and its features are edited with the ALL-THE-FAMILY interest in mind.

To appeal directly to the purchasing agent of the family and at the same time influence all the other consumers in that family is the height of advertising efficiency.

The People's Home Journal
NEW YORK

For 35 Years the Magazine for Every Member of the Family

Digitized by Google

Putting Pulling Power

FOR the third time since January an ELECTRICAL WORLD editor is traveling from New York to California in active co-operation with the National Electrical Light Association. Three other ELECTRICAL WORLD editors have made the trip from the Atlantic to the Pacific in the same period, scouring up and down the states between for facts and figures of essential importance to electrical engineering and commercial interests.

Out of the power plant world a demand, multiplied and insistent, comes for information on oil engines. As a result, a noted authority on Diesel and semi-Diesel engines is added to the editorial staff of POWER. He is sent out to visit all important installations of these engines throughout the country. Over three months of travel and study will be spent by this POWER editor solely to gain for POWER readers a fuller knowledge of oil engine operating performance under all possible service applications and conditions.

A McGRAW-HILL man representing ENGINEERING & MINING JOURNAL, after having been forced out of Mexico by warring factions, has again plunged into that turbulent country to learn and report actual conditions affecting mining and oil well operations and prospects and equipment opportunities.

An editor of INGENIERIA INTERNACIONAL comes back from a long trip through the countries of South America bringing much valuable data on trade conditions, engineering and industrial development, and equipment requirements.

AMERICAN MACHINIST recently sent one of its executives on a tour of Europe to study the metal-working industries abroad for the benefit of similar industries and machine-tool manufacturers at home.

An editor of ENGINEERING NEWS-RECORD also has just returned from Europe, where he has been investigating engineering practice and equipment usage and needs in the construction field.

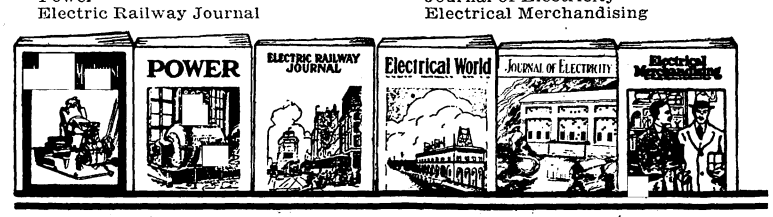
General departure from rule-of-thumb methods is an urgent need of the chemically controlled industries. To this end CHEMICAL & METALLURGICAL ENGINEERING has made an exhaustive investigation on which is founded one of the most significant and important issues of any publication in the engineering and industrial press—the September 8th "Convention" issue of CHEMICAL & METALLURGICAL ENGINEERING.

Electrification of steam railroads is a question pregnant with transportation improvement possibilities in this country. So an ELECTRIC RAILWAY JOURNAL editor recently made an extended trip over the system of the Chicago, Milwaukee & St. Paul R. R. to study this famous achievement in

McGraw-Hill Company, Inc.,

American Machinist
Power
Electric Railway Journal

Electrical World
Journal of Electricity
Electrical Merchandising



Digitized by Google

into the Business Paper

railroad development. Returning east this editor made a sweeping tour of Canada, getting data vitally interesting to American electric railway men and builders of electric railway material on today's methods, equipment, plans and outlook of the foremost Canadian electric railways.

The extraordinary success of ELECTRICAL MERCHANDISING since its inauguration in 1907 is largely due to the indefatigable field work of the editors. These editors comb the continent with their journeys. They are constantly in personal contact with the electrical dealers, jobbers and contractors. They meet them at their conventions, clubs, clambakes, summer camps, offices, stores, warehouses and homes. They are keeping in touch with movements and materials and markets and methods and men—helping these men individually and through their organization.

Industrial, agricultural and commercial development of the West beyond the Rockies depends in large measure on the development of electricity from water power. To promote the industrial development of these great States with their specialized problem, McGRAW-HILL service to the electrical field was expanded in September, 1919, by the purchase of the JOURNAL OF ELECTRICITY. The acquisition of this publication demonstrates that McGRAW-HILL service, when conditions require, is intensive, as well as comprehensive.

As an editor of COAL AGE recently wrote, "Read your COAL AGE closely, and you will see that no stone is being left unturned to make COAL AGE a mirror of the industry, to make the achievements and experience of some enterprising individual somewhere the pivotal point for an advance of the entire craft."

This is the policy that governs ALL McGRAW-HILL publications. It picks the ablest men as editors. It sends them out into the fields served by those publications. It bids them seek the problems of those fields. And through their publications these editors lead and co-ordinate the search for the answer to those problems.

That is the kind of service that puts pulling power into a business publication.

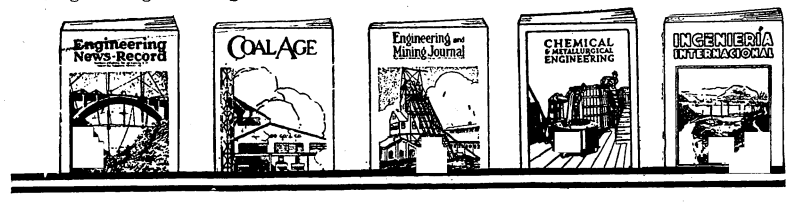
That is why McGRAW-HILL publications are dominant in their fields.

That is why they are read—with care and respect—by the biggest men in those fields.

And that is why they exert the influence on those men that makes advertising in McGRAW-HILL publications productive.

Tenth Ave. at 36th St., New York

Engineering News-Record
Coal Age
Engineering & Mining Journal
Ingenieria Internacional
Chemical & Metallurgical Engineering



Digitized by Google

Try it out in Representative Milwaukee

Stability:

Distribution, copy that *pulls*, profitable results, steadily increasing sales—stability in a stable market—is secured at a minimum cost in Milwaukee, with the exclusive use of a single newspaper.

Because 4 out of every 5 English-speaking families in Milwaukee read the JOURNAL every day. The JOURNAL is their Buying Guide.

Your message in the JOURNAL guarantees you and your product as *right* to nearly all of Milwaukee. And it does it at one cost because no other medium is needed to establish your merchandise in this rich, progressive market.

Write today, without obligation, for interesting information of the Milwaukee Market in direct relation to your product.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr

O'MARA & ORMSBEE, Inc.
Special Representatives
New York Chicago

Digitized by Google

Merchandising the Advertising Campaign to the Consumer

The Fuller Brush Company Gets Its Salesmen to Sell the Advertising When They Sell Brushes

By Arthur McClure

THE Fuller Brush Company, of Hartford, Conn., does not sell its goods through dealers, but sells direct to the consumer by its own house-to-house canvassers. The merchandising plan of the company possesses many out-of-the-ordinary features. At the time a previous story appeared in PRINTERS' INK* four years ago, one big problem connected with the advertising campaign had not been solved, namely, the merchandising of the advertising campaign to the consumer.

In other words, when a Fuller salesman interviews a housekeeper in her own home and consummates or fails to consummate a sale, the company seeks to induce the salesman to explain to his prospect the details of the advertising campaign, show her proofs of current and future advertisements, interest her in the Fuller merchandising plan described in the advertisements, and make her a Fuller convert.

This, the reader will agree, is a man-sized job for a house-to-house canvasser.

In four years' time some interesting changes have been made in the Fuller plan. The present article will briefly refer to them and explain how the company gets its salesmen to sell the advertising when they sell the brushes.

A matter of this kind is one in which every sales executive is concerned—the close co-ordination of advertising and sales effort. The present story is not designed particularly to inform manufacturers who sell through dealers about the kind of competition they must be prepared to meet from concerns like Fuller, but to suggest how the dealer-outlet man may profitably use a few of the ideas which Fuller is finding effective.

Sales work and advertising should function like pitcher and catcher. If the advertising does not deliver the goods at a time or in a place where the salesman can receive them, the combination loses something. The Fuller plan secures a close articulation of the advertising campaign with the work of the sales representative.

ADVERTISING TO HOLD SALE IN SUSPENSE

The reader will get the clearest idea of the subject by approaching it from the side of the advertising campaign instead of the sales canvass.

Four points are involved: (1) the advertising campaign; (2) the salesmen's portfolio; (3) the sales manual; and (4) selling the advertising.

First, what is the particular problem of the Fuller advertising campaign? How to advertise a product that cannot be bought in a store, for which orders by mail are not desired and where prospects must wait until the salesman calls upon them in their homes at intervals of four to six months.

The company advertises in women's publications. Half-page space is used to carry a fairly heavy message to the housekeeper. She has to be told about the quality and usefulness of Fuller brushes; that the brushes cannot be purchased in dealers' stores or by mail; that they can be purchased only from a Fuller representative who will call at the house; that it will pay her to wait for the Fuller representative before purchasing other makes of brushes elsewhere; and that when the Fuller representative calls it will pay her to purchase a suffi-

*Issue of November 9, 1916, page 90.

Digitized by Google

cient quantity to take care of her wants until he calls again.

At first glance the advertising campaign seems to be designed to sell brushes. It certainly is that. But in addition it seeks to sell the women of the country the idea of buying brushes scientifically after an analysis of their housekeeping needs with the help of a representative.

In this last statement is the genius of the whole Fuller idea. Why, at the outset of his business career, did Alfred G. Fuller, now president of the company, decide against the plan of selling his brushes through the dealer? Such a method of distribution would have been the obvious, easy way—the shortest cut to a big sales volume.

Because he had a vision of a "brush service" that would make housework easier. He believed brushes should be designed for particular tasks. He thought of housework in terms of brushes. It was not merely a brush, or a quantity of brushes, all alike, for every house, but a set of brushes, all different, each one specially devised for a special task, that constituted his vision. To rely upon a dealer or his clerk to present that service to the housekeeper was expecting the impossible. Brushes in a dealer's store would be just brushes. They might be hair, clothes, bath, bowl or mops to the clerk. That would not mean a complete brush service; it would mean only different styles from which a customer could make a selection.

In Fuller's estimation there was only one way to carry this story to the housekeeper—in person. Selling by mail would be exactly like selling through the dealer, except the brushes would be offered for sale on a catalogue page instead of a dealer's counter. Fuller began his career by calling personally upon the housekeeper. He studied her brush needs. He became an expert along this line. He decided, therefore, to multiply himself by training other men to do what he did. This meant national adtising, a tremendous sales force, an educational course and an intensive programme of personal solicitation. When his representative called upon the lady of the house, he wanted it to be in the rôle of a household efficiency expert, not as a solicitor.

Then when the representative presented himself at the front door, how could these things be got over to the woman of the house before she or the servant closed the door in his face? By national advertising. Thus would the entree be secured. With the representative comfortably seated in madame's living-room and the brushes draped all about, how could madame be sold on the idea of buying this way? By selling her on the national advertising. How could the company make sure that the salesman would do this? By giving him an advertising portfolio that contained the whole story in presentable shape. How induce him to use it? By making it a part of his sales education, summed up and recorded in a sales manual that he could

MAKING IT EASIER FOR HOUSE-TO-HOUSE CANVASSERS

Digitized by Google

carry with him and refer to as a text-book.

Probably the most striking thing about Fuller advertising is that it is employed to sell an idea which involves the purchase of goods at some future date not under the control of the purchaser. Looked at from this angle, it is unique in the realm of advertising.

Before the advertisements of the 1920 campaign appeared there was placed in the hands of each Fuller representative a complete portfolio of all advertisements for the year. This carried full-sized reproductions of the copy along with a message to the representative on the value and importance of the campaign and the use of the portfolio. The latter is to be shown on every call, the magazines in which the advertisements appear are to be individually mentioned and described and the current month's copy should be particularly emphasized.

The first benefit of such a plan is to the representative. It would be difficult to conceive a more effective way of drilling the sales force in the advertising, making them watch it and follow it and sell it to their customers and prospects. The other benefit is the lasting impression made on the housekeeper. Few other manufacturers have the same opportunity of merchandising their advertising directly to the consumer. The all-round advantages are so obvious that scarcely anything need be said beyond a description of the plan. It is literally sending a personal representative with each advertisement.

PRODUCT AND SALES ORGANIZATION

The line of products comprises about seventy-five articles, including brushes and mops, and these are featured alternately in the advertising. The country is divided into four sales zones, North Atlantic, Eastern, Central and Western, each one of which is split up into districts. A district may contain anywhere from five to ten branch offices, located in the principal cities. Altogether there are 110 branches. In the territory of each branch office there are from five to fifty sales representatives, including men and women, a total for the entire organization of 1,050.

At the home office, sales are in charge of the director of sales, under which office are four sales managers, one for each of the zones. Under the sales director is also the educational department, with so many functions it is hard to arrange them in order for a clear description. To begin with, the educational department handles the advertising, sales promotion and helps educate new representatives. It issues all printed matter, employees' magazine, sales manual, bulletins. It has charge of sales conventions, schools, stereopticon lectures, sales contests and prizes. If this is not enough, it has just taken over the putting out of a one-reel industrial comedy film featuring Fuller brushes.

New representatives are hired by the branch manager, who instructs the new man or woman on the line and supplies him with literature, including the sales manual and demonstration outline. He also receives a sample case containing about twenty-five of the best selling brushes and is accompanied by the branch manager into the field for practical training. Special training is given at schools held from time to time throughout the country under the direction of the educational department, and at a national convention at the factory once a year.

Every salesman has a definitely outlined territory all his own and handles his business independently. His orders are sent to the nearest distributing station, of which there are three—Hartford, Toledo and Kansas City. The goods are shipped to the salesman direct, he keeps his commission (note that the commission plan is followed), and remits the remainder.

Salesmen work their territories intensively, using the "free brush offer" card plan. A card, postcard size, is mailed to or left personally at each house. This says

Digitized by Google

in effect that an advertising representative of the company will call within a few days and present the lady of the house with a special Fuller brush, absolutely free. A distinctive feature of the plan is the genuineness of the free offer. Madame is told on the card that the free brush offer is, frankly, a part of the company's advertising campaign. When the salesman calls he says, "If you will kindly get the card, I'll just step in and redeem it for you." Notice the salesman is now inside!

Newspaper advertising is employed occasionally to supplement the national magazine campaign, and to meet local competition.

IMPORTANCE OF SALES MANUAL

The sales manual is put out in a small loose-leaf binder. It is charged to the salesmen and the amount paid is refunded upon return of the book in good condition —not a bad idea, to give the book value, insure careful use and ultimate return.

The manual is a monumental work and leaves nothing to chance. It is divided into two parts, one of which is the standard sales talk and demonstration of Fuller service, and the other is an illustrated catalogue of the line with a table of excuses and answers.

There are two best ways of closing the order, says the manual, the "selective" plan and the "building up" plan.

Under the former the salesman demonstrates all the brushes featured in the sales talk and selects the brushes he thinks the prospect should have to care for her particular household properly. This, of course, is based on the number and kind of rooms and the size of the house. The selection would include brushes for the bath, bowl, bedrooms, and mops, dusters, and the like.

Under the "building up" plan, the representative makes the selection in his mind of brushes needed, then concentrates on them one at a time, completing each sale before going to the next brush.

One section of the manual is devoted to the explanation of the national advertising and how it is to be woven into the sales talk. It begins:

"Here are some of our advertisements that we will run this year in the different magazines. Now you know that to advertise in these magazines a concern has got to be reliable, otherwise they would not accept the advertisements."

Then each magazine is taken up individually and its circulation, general character and good points referred to. All the time the representative keeps his portfolio before the eyes of his prospect, occasionally stopping to read a portion of an advertisement, explain the points of a brush, enlarge upon advantages, or describe the unsatisfactory features of ordinary brushes or the way of buying them at stores.

As an evidence of the success of the company's advertising and selling policy the increase of 1919 business over 1918 was 188 per cent. Business of 1920 is increasing at the rate of 90 per cent over 1919.

J. A. Holland With Smith, Denne & Moore

J. A. Holland, formerly advertising manager of the Canadian Consolidated Rubber Company, and who, since his demobilization from the Canadian army, has been with the service department of The Winter Thomas Advertising Agency, London, England, has jointed the staff of the Montreal office of Smith, Denne & Moore, Limited.

Harry Thompson Mitchell Leaves Storm Agency

Harry Thompson Mitchell, recently with Jules P. Storm & Sons, Inc., New York, has established an editorial and advertising service in that city. Before joining the Storm agency, Mr. Thompson had been with Barron G. Collier, Inc., at New York and at Washington, and with the Nash Motors Company at Kenosha, Wis.

J. N. Morency With "Hoard's Dairyman"

Joseph N. Morency, formerly with *Better Farming,* Chicago, has joined the staff of advertising representatives of *Hoard's Dairyman,* Fort Atkinson, Wis. He will represent the publication in the field direct from the office of publication.

Digitized by Google

WHAT MAKES A GREAT NEWSPAPER?

THE SMILE-BRINGER

Smile-bringers! That is what they are
Who lift the mist and heal the scar.
Mine, though a boy, has glow of face
That makes my heart a happy place.

He Isn't a Prospective Customer, *but*—

As one of the scores of brain children of William Herschell, poet of The Indianapolis News, he brings a message of cheer to the thousands of his followers over the state.

Herschell poems and features are written for jes' folks. "The Kid has Gone to the Colors" aroused heart interest throughout the country and "Long Boy" was sung wherever the A. E. F. set foot. Herschell and his features are indicative of the editorial excellence of The News.

"Bill" Herschell has been a member of The News "Idle Ward" for years and is enshrined in the hearts of Hoosierland.

The Indianapolis News

First in National Advertising in Six-Day Evening Field

New York Office
DAN A. CARROLL
Tribune Building

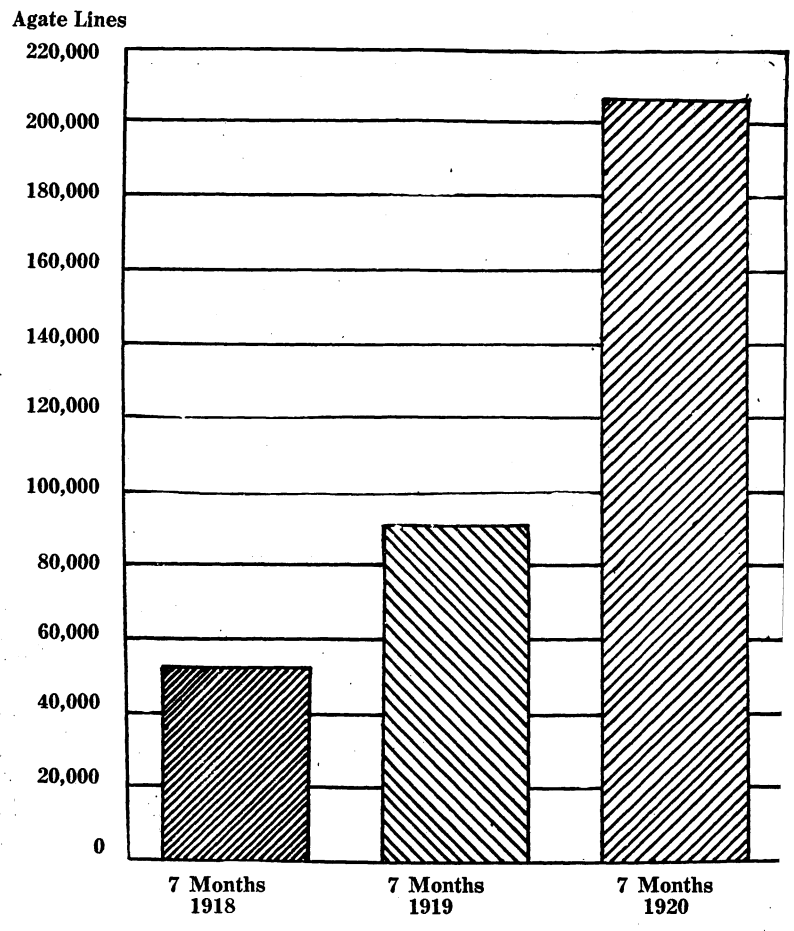
FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Digitized by Google

Because It Gets Results



Growth of Photogravure Advertising in THE SUNDAY SU

Digitized by Google

¶ The graphic chart at the left shows at a glance the phenomenal growth of Photogravure Advertising in THE BALTIMORE SUNDAY SUN.

¶ From January 1st to July 31st, 1920 THE SUNDAY SUN carried 207,926 agate lines of Photogravure Advertising—exceeding that for the same period of 1919 by 116,471 agate lines, an increase of over 127 per cent.

¶ In the first seven months of 1920 THE SUNDAY SUN carried 63,023 more agate lines of Photogravure Advertising than it did the first seven months of 1918 and 1919 combined.

¶ Advertisers have found that The *Sunpaper's* Photogravure takes their sales message into practically all worthwhile homes in Baltimore and Maryland. So they come back season after season.

¶ More convincing evidence that

Everything In Baltimore Revolves Around THE SUN

Morning Evening Sunday

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago.

Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"

Digitized by Google

The LARGEST PAPER
In the State of Connecticut

The
HARTFORD
Sunday
COURANT

The LARGEST
MORNING PAPER
In the State of Connecticut

The
HARTFORD
Daily
COURANT

Gilman, Nicoll & Ruthman
REPRESENTATIVES
World Bldg. New York
Tribune Bldg. Chicago.

Digitized by Google

Telling the Whole Truth Is Not a Whit Too Much

Deception Will React Against Its Instigator, in the End

By Richard H. Lee

Special Counsel, National Vigilance Committee, A. A. C. of W.

ONE of the most disturbing factors in present-day merchandising, and incidentally in advertising, as it relates to merchandise, is the deceptive branding of products. In some instances, the practice deals in untruths and is criminal in law. In others, while the terms themselves are truthful, they are deceptive, confidence destroying and fraudulent in fact.

The National Vigilance Committee of the Associated Advertising Clubs and its various local Better Business Bureaus, through their merchandise departments, have for some time been making a survey of this situation as it affects reader confidence in advertising and the permanency of good will.

We are faced by such terms as: All Wool, India Linen, Silk Lisle, Australian Seal, Bay Seal, French Seal, Baffin Seal, Yukon Seal, Brown Marten, China Wolf, Live Leather, Spanish Leather, American Quartered Oak, American Walnut, Huron Pine, French Ivory, English Ivory, Parisian Ivory.

Many of these are plain frauds, designed to lead the purchaser to believe that he is getting something other than the product actually delivered. We cannot here go into detail as to each item, but they can generally be divided into two classes: the first, that in which the term, though truthful, gives no idea of quality and creates an unfair competition of the worst with the best; and the second, that in which the product is clearly misbranded and given a name which deceives.

There seems to be an inclination on the part of many manufacturers, and not a few retailers, to sell substitute, second-rate and inferior products under some sweeter sounding name. Just why this is done has always been a mystery to us. Certainly the individual who first conceived the plan had a limited vision as to the good of the whole industry and a very slight conception of the value of good will in business. There is some excuse for the "fly-by-night" promoter putting over his deception, for he does it but once in a place. The next time he appears in a very different guise and at a different location. But the American manufacturer or merchant who stoops to this method of selling merchandise should awake to the fact that he is tearing down confidence, the one thing which more than anything else will assure the success of the future of his business.

INJURES HIS CHANCE TO MAKE BETTER SALE

Another phase of the matter which has caused us to wonder if the individuals who should be most keenly interested in this subject have given it any particular attention is the fact that all of these products must be sold by the retailer in competition with the real thing. Every retailer who is selling an imitation silk has thread silk to offer, and the same thing is true with woolens, furs, furniture and other products. And it seems perfectly clear to us that a continuation of this policy will not only tear down confidence in his own house, but deprive him of the opportunity to sell the real article, which would make an institution out of his business house. In other words, his action amounts to entering into unfair competition with himself.

The woman who buys a $15 pair of shoes for $6.65 may get a bargain. They may be of a good $10 value, but when she discovers that they are not worth $15 she

Digitized by Google

loses confidence for all time in the firm from which she made the purchase. And it follows, as the dray follows the horse, that when the woman with a prejudice against rabbit discovers that she has been sold rabbit under some meaningless name, she feels outraged. And if she goes no further than to be more inquisitive and careful in the future, that store has suffered.

One of the most annoying evils with which we have had to contend is the term "All Wool." There was a time when this term was abused through the sale of a mixed product under that heading, but under present-day conditions merchants frequently find it more profitable to deliver an inferior grade of "All Wool" than to supply the mixed product once used.

There are many grades of cloth which can truthfully come under the term "All Wool," beginning with the best Australian long staple pure virgin wool and running down to shoddy sweepings, with a staple so short that it becomes impossible to bind it firmly into fabric.

Shoddy has become almost a despised term. In our opinion, however, this is not justified, and we lay it largely to the fact that the public has come to look upon any piece of inferior fabric as being shoddy, regardless of its contents. Our investigations have shown that some grades of shoddy are actually equal to, if not better than, some of the poorer grades of virgin wool, but in the desire to lead the public away from the thought of shoddy, the adoption of the easy way rather than the more difficult but more enduring method of educating the public to its merit has been followed, and many manufacturers and merchants have jumped gladly to the sweeter term "All Wool."

Let us assume that a merchant has two pieces of cloth on his shelf, one selling at $2 a yard, the other at $12, and both labeled "All Wool." They feel the same, they appear about the same, and since they are both sold under the same broad term "All Wool," can you conceive of any reason why a purchaser should pay the additional $10 for the higher-priced article, and does it not seem that the American manufacturer would resent this unfair competition of his cheaper product with his better?

COMPETITION FALTERS AGAINST GOOD IMPORTED WARES

We are informed that only the best English textiles are imported into this country by reason of existing conditions. Suppose the buyer, making what he believed to be a wise choice, purchased the $2 cloth which was made of short, staple shoddy. The first time he wears it it begins to disintegrate; after a few days it becomes threadworn and appears to have lost its body. When he buys again he can see no reason for purchasing the higher-priced American fabric—it is merely "All Wool," and very similar to what he has already purchased, so he decides to try the English product, and he gets much better satisfaction from his purchase. You will find it a rather difficult matter thereafter to convince that man that America makes better woolens than England ever dared to produce, and the American manufacturer has created a line of competition which could have been easily avoided.

At the last session of Congress a bill was presented by Congressman French under the title "Truth in Fabric Law." The law, as introduced, drew an arbitrary line between virgin wool and shoddy. While we feel that such a line cannot and should not be drawn, we nevertheless feel that the bill offers an excellent opportunity to cure the situation which has been set out. It has been charged that if the bill were enacted into law, the benefits would go largely to the wool growers of the country. With this we do not agree, but we feel that if the bill is so amended that fabrics can be truthfully labeled as to their exact contents, so that the purchasing public may know just what they are buying, it will do more to in-

Digitized by Google

BUSINESS DISTRICT, KOKOMO

Star Lights on Indiana
A Special Beam on Kokomo

Kokomo, the county seat of Howard county, lies 54 miles north of Indianapolis. As you will gather from this view of the main corner of Kokomo's business district, the automobile industry is a prominent factor in this thriving city.

The Apperson and Haynes cars are practically Kokomo made, these two factories giving employment to several thousand people. The capital invested in Kokomo's various industries is $40,000,000; its yearly pay roll is $15,500,000.

There are two good daily newspapers in Kokomo, yet 510 daily and 1,050 Sunday copies of the Indianapolis Star are read in Kokomo, while in Howard county 728 daily and 1,160 Sunday Stars are read.

It is the progressive, forward-looking men in Kokomo who are Star readers, as in all Indiana cities. Data gathered from 28 cities in a 75-mile radius of Indianapolis show that one out of every five business and professional men read

The Indianapolis Star

Largest Morning and Sunday Circulation in Indiana

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York
Western Representative: John Glass, Peoples Gas Bldg., Chicago

ONE OF THE SHAFFER GROUP OF NEWSPAPERS

Digitized by Google

still confidence in American textiles, to break down the competition of imported fabrics, and to educate the American public to the economic value of more expensive materials than any other single suggestion which has been made up to this time.

What has been said of woolens and textiles is equally true of all other merchandise. The most valuable asset in any business is its own good name. When a merchant adopts the policy of protecting his good name, he becomes known in the trade as a safe man with whom to deal. When the merchants of a town, as a whole, adopt the policy, it becomes known as a safe town in which to shop. And when the business men of America awake sufficiently to adopt the policy generally, it will help our reputation abroad tremendously.

How Is Business and What Are the Prospects?

WHAT is the country's industrial condition? Its agricultural, financial, political condition? The board of directors of the Fidelity and Deposit Company, of Baltimore, Md., desired answers to these questions for consideration at its meeting on September 20.

To procure this information, the company submitted thirty-two questions to 900 representatives, especially selected with regard to geographical distribution from its field service. These 900 business men were instructed to interview at once bankers, merchants and professional men, farmers, industrial leaders, and also the Chambers of Commerce in their territories, and to telegraph the company a consensus of all the views gathered. These telegrams were then analyzed and the results tabulated on September 15.

The answers to industrial questions reveal: (1) That wholesalers and retailers are optimistic regarding prospects for fall and winter; (2) that manufacturing plants are well filled with orders; (3) that there is neither a shortage of labor nor strong evidence of unemployment; (4) that there is no shortage of raw material sufficient to curtail production; (5) that industrial concerns are discounting their bills; (6) that building operations in most parts of the country are increasing; (7) that the country is solidly opposed to Government ownership of railroads, and (8) that there is a favorable sentiment regarding general co-operative movements.

In the agricultural field this company found that (1) the general conditions of the farmers throughout the entire country could be described as "good"; (2) that as a result of the sale of this season's crops the farmers are generally well supplied with funds, and (3) that the recent drop in grain prices has scarcely affected the farmers.

Answers to financial questions indicate that (1) banks throughout the country have funds to lend at interest rates varying from 6 per cent to 12 per cent; (2) the number of individual savings accounts throughout the country has increased; (3) the sentiment of the country is against the excess profits tax, and in some parts of the country there is a favorable sentiment for a sales tax to replace the excess profits tax.

Omaha Wants Better Business Bureau

Omaha business men have requested the Advertising-Selling League of that city to investigate the possibilities of forming a local Better Business Bureau. William P. Green, organization secretary of the National Vigilance Committee of the A. A. C. of W., was in Omaha this week to explain the organization and workings of such a bureau, speaking before the advertising club.

P. D. Davis With Packard Motors Export

Paul D. Davis, recently export advertising manager of the Firestone Tire & Rubber Company, has been appointed advertising manager of the Packard Motors Export Corporation, New York. L. F. McCarthy succeeds Mr. Davis at the Firestone organization.

Digitized by Google

THEATRE Program circulation is voluntary circulation.

Theatres are built and plays produced as the result of a demand on the part of New Yorkers.

And Theatre Program readers are the kind of people who make the dealer buy.

Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.

New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO. *406 Tower Bldg.* *BOSTON* *Little Bldg.* *SAN FRANCISCO* *Crocker Bldg.*

Digitized by Google

The Blackman
ADVERTISING

Digitized by Google

After September 27th, 1920, the enlarged offices of this Company will be located at **116-122 West 42nd Street,** occupying the 14th and 15th floors of the newly completed building between Broadway and Sixth Avenue. This needed change brings us 20,000 sq. ft. of floor space.

The builders do not assure us that all the plaster will be on the walls when the last desk comes up the lift, but to all our friends of old or recent standing we extend a hearty invitation to see our new quarters.

Company New York

116-122-W. 42nd ST.

Digitized by Google

What's your time worth?

DID you ever have a job of printing go wrong? Did you ever try to buy a first-class job from a second-class house, and then worry and fret for weeks or months, and feel murderous when you looked over the first copies?

It's really pathetic to see a disturbed executive, waiting for and watching the progress of a piece of printing, spending in time and energy more than could possibly be gained in dollars and cents.

Proof is more impressive than promise. We want more buyers to give us a chance to do some of their thinking for them.

They will sleep better o' nights.

CHARLES FRANCIS PRESS
461 Eighth Avenue, New York
TELEPHONE LONGACRE 2320

Digitized by Google

High Freight Rates May Force Radical Change in Theatrical Advertising

Why Cannot Better Merchandising Be Used to Lengthen Runs at One-Week Stands?

By J. G. Condon

LOVERS of the so-called legitimate dramatic entertainment residing in what those who control and participate in this branch of the amusement world are pleased to call the "provinces" face barren prospects for the future, if the magnates of the theatre are to be believed.

Even prior to the announcement of the recent increase in passenger fares there had been a marked decline in touring companies. Perennial performers in "Uncle Tom's Cabin," "East Lynne," "Ten Nights in a Barroom" (what the Eighteenth Amendment has done to this masterpiece is another question) continued to flourish in the hinterland of the backwoods, which is even worse than the "provinces" to the more blasé element of theatricaldom. Presentations of such ancient and honorable examples of drama of another day, however, in a tent or the town hall, with wagons—or perhaps Fords for the more modern of them—for transporting company and props from town to town—are totally beyond the ken of the managers and those actors and actresses who know their Broadway, even though it be only when seeking an engagement and not from a knowledge gained as a performer in a New York theatre of the premier class.

But the stars of more or less magnitude were finding the "road" less and less attractive. As for the ordinary companies without a stellar feature, business apparently was not developing to make it worth while for managers to send them on long tours, even though the play they were offering the public had had a long and successful run in New York or Chicago. Time was when the best of the season on Broadway was not averse to a series of "one-night stands," and Texas, Minnesota and Georgia were given brief tastes of what Detroit, New Orleans and Baltimore had in somewhat larger doses.

The last ten years has seen this decline. Increasing costs of travel and production, and the advent and popularity of the moving picture undoubtedly were responsible. Business fell off badly with the one-night stands. The movies offered an evening's entertainment for a dime—for a long while—and one was not destined for the poorhouse if the pictures were not worth it. But it cost $1.50 and later $2 to see a traveling company in the spoken drama of the better class, and, well—it was too great a chance to take. As for the productions of the Lincoln J. Carter type—what opportunity did they have in the thrill line alongside of films featuring the hard riding, the gun play and all-round dare-deviltry of such past masters of the art as William S. Hart, Douglas Fairbanks, Tom Mix and others of their ilk?

THE DOWNFALL OF BIG STAGE SPECTACLES

All this came to pass, it will be remembered, even before the recently increased passenger rates on the railroads went into effect. What of the situation since then? When Morris Gest, producer of spectacular affairs such as "Aphrodite," now playing in Chicago, walked up to the counter and was told it would cost him $5,500 to transport his company, scenery, etc., from New York to Chicago, he developed a case of the blues

Digitized by Google

which has affected all the other magnates of the theatre with whom he associates. Amid great clouds of gloom he has pictured the situation which is to follow.

Spectacles such as "Aphrodite," "The Whip," "Ben-Hur," "The Garden of Allah," "Joseph and His Brethren," and others of that sort—a New Yorker might call them the Century Theatre type—will disappear from the American stage, according to Mr. Gest. Producing managers will give prior attention to the playwrights who do dramas requiring but one or two simple settings and a minimum cast, and road companies will become more and more of a curiosity. And why? Because passenger fares have been advanced twenty per cent.

Mr. Gest and other Napoleons of the theatre undoubtedly are correct in their conclusion that operating under present conditions is going to keep the larger productions to New York, Chicago, Philadelphia, Detroit, Boston and one or two other cities. But can they be content to see a money-maker in these cities cover the market there and then be thrown to the discard? Aren't there valuable earnings to be had from Utica, Akron, Nashville and dozens of other progressive cities of less than half a million people if the matter is handled in a straight merchandising manner?

ADVERTISING NEVER REALLY PUT TO THE TEST

In the past, when a popular New York success was to play Akron or Nashville (name your own town), the first legitimate advertising announcement of the fact occupied a space of a couple of inches at the utmost in the "amusement" column of the daily paper. The Sunday advertisement may have been a bit bigger, but the copy was largely the name of the local theatre and its manager, the title of the play and "with the entire New York cast direct from the Blank theatre." The idea of including any real selling talk apparently was never thought of—the advertisement was there solely to appease the publisher of the paper that there might be no embargo from that standpoint, on what the theatre manager and the buoyant advance agent expected to put over on the dramatic editor. And that harried worthy usually found himself running the advance man's canned copy "without the crossing of a 't' or the dotting of an 'i'" because he had to curry favor with the theatre manager. As for the ready-made stories the advance man peeled off for the dramatic editor's use, seldom were they written in a way calculated to arouse the interest of any but the confirmed theatre-goer. Fortunately, this is a bit exaggerated so far as some towns and newspapers are concerned, but it is all too true in many instances.

And so it went. Those who were regular theatre-goers continued to go and there was no effort to find a new clientèle or to make theatre-goers out of those who found their entertainment in church sociables, lectures, card-parties and the like.

Then came the moving pictures. But were they content to have small announcements in the amusement column, with some hit-or-miss publicity elsewhere in the paper? Not by any means. They were out to make "movie fans" of those who had been regular patrons of the spoken drama, and those, too, who seldom saw the inside of a theatre. The achievement of "The Birth of a Nation" is a landmark in this respect. There were other notables before it and since then; even now the new "Way Down East" film is being exploited with a keen sense of the advantages to be gained by good advertising. It is not to be wondered at that the legitimate theatres saw the competition of the films grow—but even so they did not follow the way to new business the moving-picture managers pointed out to them.

The opportunity is not too late. A big New York success will play Detroit two weeks at the utmost, and Buffalo seldom more than a week. Yet Detroit, with its sub-

Digitized by Google

Get the Facts!

About the LOUISIANA-MISSISSIPPI MARKET

THE DE-EXTENSION BUREAU

Tea vs "Small black"

With more than a million bags of COFFEE entering through this port annually, folks frequently think of this as a city of the "small black" and discount us as a TEA town.

Yet last year more than 400,000 pounds of TEA were consumed in the territory covered by the NEW ORLEANS ITEM.

And there is a sales possibility for 1,903,500 pounds annually.

One brand of Tea today is outselling all its competitors combined, but the situation could be changed by——?

Better write or wire for details.

"In New Orleans—It's The Item."

THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

JAMES M. THOMSON
Publisher

National Advertising Representatives
The JOHN BUDD COMPANY
New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle

A. G. NEWMYER
Associate Publisher

Digitized by Google

urbs, is in the million-population class now and Buffalo has passed the halfway point. Two weeks in Detroit means probably sixteen performances, and figuring that the theatre is "sold out" for each and it has a seating capacity of, say, 1,000, this means that 16,000 persons—one out of every sixty people residing in the city—will see the show, and does not take into account the visitors and the thousands of people in the smaller towns north, south, west—and east, too, in Windsor, Walkerville and nearby Canada—who go to Detroit to shop and for diversion. Carefully prepared copy, reason-why copy or institutional copy, if you please, but always selling copy, in the newspapers of Detroit and its nearby neighbors, on the posters and in direct advertising to those who should be theatre-goers undoubtedly would get results—which might make Detroit a three- or four-week stand.

Similarly Buffalo could be made a paying proposition for two weeks—and yield a goodly net for each performance, something that does not always happen now—and so on down the scale through Akron, Nashville, etc.

Larger stops, shorter jumps and bigger houses for every performance would accomplish wonders for the company invading the "provinces." The "movie" is still there and flourishing, but it costs more than a dime to see Mary Pickford and Charlie Ray and the rest, and the great public which has been won to the theatre for the first time by the motion picture is a fertile field for the spoken drama. It will yield results if it is properly approached. But will the theatre managers see the opportunity and seize the methods of a despised competition to win them?

Joins "Textile World Journal" Staff

James C. Swann has been added to the service department of *Textile World Journal*, New York, as assistant to the manager.

More Advertising, Less Advertising Expense

FACTS on "What advertising can do for your business" that Hart Schaffner & Marx desired to place before their dealers were put in a booklet that the dealer could carry in his pocket. "We're sending you this booklet in such a size that you can fold it up and carry it in your pocket. We hope you'll do that and read it over again and study the figures until you know them by heart," the company said. Perhaps the fact that advertising men have been getting their facts and news for thirty-two years in a form that could be put in a pocket prompted this suggestion.

Hart Schaffner & Marx sensed the reaction that would come to the reader when, through the figures they gave him, he arrived at the conclusions "that you really can't *spend* any money advertising. The increased sales roll in so much faster than one can spend the money on advertising. The real way to decrease your advertising expense is to increase it." They knew that when they had brought their reader, if he doubted the power of advertising, to these conclusions, he would want to see the figures again.

Their suggestions that the booklet be kept in the pocket will serve to keep down requests for extra copies to be used by the same man, for he will, assuredly, open the booklet to see the figures many times.

W. R. Cole Joins Massengale Agency

W. R. Cole has joined the Massengale Advertising Agency, Inc., Atlanta. Mr. Cole was formerly with the Akron Advertising Agency Co., Akron, Ohio. He will be in charge of the merchandising and plan department of the Massengale agency.

Represents Wausau "Record-Herald"

The Wausau, Wis., *Daily Record-Herald* has appointed Hamilton-De Lisser, Inc., New York, as Eastern representative.

Digitized by Google

High-class art work of the Rotogravure section of The Minneapolis Tribune has attracted another advertiser, the Park & Tilford Products Company having placed a contract with The Tribune through the Jules P. Storms & Sons Agency.

The Minneapolis Tribune is carrying the campaign of the American Tobacco Company for Lucky Strike Cigarettes, placed by Williams & Cunningham.

The new series of strong selling copy for the Dodge car, put out by the Thomas F. MacManus Agency, is being published in The Minneapolis Tribune.

Hares Motors, Inc., is using The Minneapolis Tribune with a compelling line of copy, placed by the Hanff-Metzger Agency.

Taking advantage of the "good hunting" in the Northwest as a market for its product, the U. S. Cartridge Company is carrying an attractive schedule in The Minneapolis Tribune through the Geo. Batten Company.

American Credit Indemnity Company has chosen The Minneapolis Tribune for a series of advertisements prepared by the Chappelow Advertising Company.

The "Heinz Baked Bean Week" community sale went over big in Minneapolis on advertising carried in The Minneapolis Tribune. Representative retail grocers in all sections of the city joined in the sale and demonstration and in the co-operative advertising carried in The Tribune.

Glessner & Co. has placed a contract with The Minneapolis Tribune through the Sherman & Bryan Agency.

Hoyt's Service, Inc., has placed a contract with The Minneapolis Tribune for the Russia Cement Company.

Beautiful copy is being carried in The Minneapolis Tribune for Moon Kiss Talc, prepared by Philip Kobbe & Co., Inc., of New York.

The Minneapolis Tribuhe has been selected to carry the advertising campaign of the Noiseless Typewriter, distributed by the Office Machine Company of Minneapolis. Copy is to run twice a week for twenty-six weeks. T. G. Frothingham, manager of the Minneapolis district, is in charge of the campaign.

John Angle, director of advertising for the Powers Mercantile Company of Minneapolis, is sojourning in the East "in the interests of the firm."

The Dayton Company, of Minneapolis, one of the leading mercantile establishments of the Middle West, used a page ad in The Minneapolis Tribune recently, announcing its annual sales of summer shoes. Hugh Arthur, advertising director of the store, gave his personal attention to the copy, with the result that a combination of snappy cuts and attractive prices, plus the fact that The Tribune has the largest home carrier delivered circulation of any daily newspaper in Minneapolis, packed the department and made the sale a big success.

The Minneapolis Tribune

First in Its City

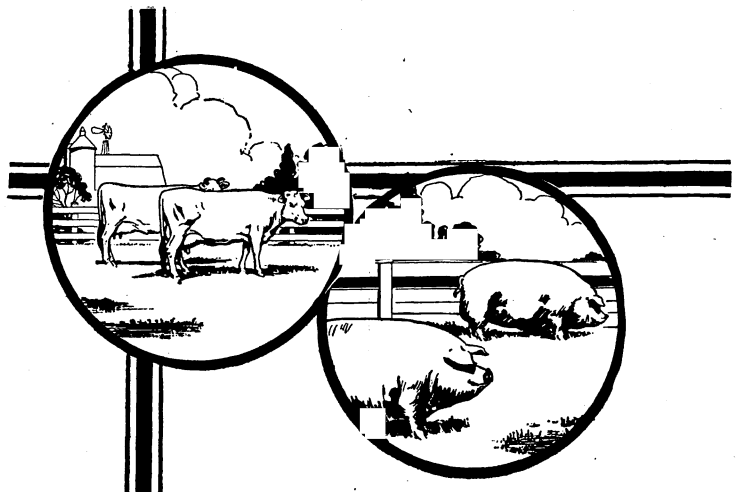
First in Its State

First in Its Federal Reserve District

Member A. B. C.

Largest Home Carrier Circulation

Digitized by Google



One Way to Judge Your Market

Live stock ownership is a sure indication of a farmer's buying ability. More and more advertisers are verifying that fact every month through FARM AND HOME —the key to a responsive market 650,000 strong.

Live Stock Ownership Gauges Farm Wealth

Live stock is the year 'round wealth producer—the more live stock, the richer the *farm* and the richer the *farmer*. Just note these figures:

1—The average FARM AND HOME subscriber owns 11 dairy cattle; the average over the United States is 4.

2—The average FARM AND HOME subscriber owns 25 hogs; the average over the United States is 13.4.

3—The average FARM AND HOME subscriber owns 123 fowl; the average over the United States is 53.

Digitized by Google

Farm Wealth Gauges Buying Power

That's natural. The more resources and the greater unmortgaged income, the more ability—and *desire*—to buy.

The chances are your product can be used by farmers and farm families. Tell them about it through FARM AND HOME. 650,000 copies monthly.

Get *All* the Facts

We have presented only a small part of FARM AND HOME'S story—get the rest from your advertising agent or from us. Write!

FARM AND HOME

The National Monthly Magazine of Rural Life

NATIONAL FARM POWER TRUE ADVERTISING

PHELPS PUBLISHING COMPANY

Member A. B. C.

Springfield, Mass.

Chicago **New York**

Digitized by Google

TWO PIECE

—or Combination?

The value of all underwear manufactured in the U. S. during 1909 compared to 1914 is charted below:

1909 - $85,000,000

1914 - $94,000,000

This is an increase of 9.3%.

During this 5 year period combination suits manufactured increased 162% while two-piece suits decreased 14%.

Were 1919 figures available, they would no doubt show the same conditions existing.

The farm women of America can be made the dominant factor in the sale of *50% of the underwear output.*

Farm women buy all of their own—all of the children's—and about 80% of the men's underwear sold.

Far sighted manufacturers of *heavy* underwear are advertising to farm women with success.

We believe we have a message of interest for one or two manufacturers of *light* weight underwear. We will send a representative on request.

THE

FARMER'S WIFE

A Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS,

ST. PAUL, MINNESOTA.

Western Representatives
Standard Farm Papers, Inc.
1341 Conway Building
Chicago, Ill.

OF KNOWN VALUE STANDARD FARM PAPERS

Eastern Representatives
Wallace C. Richardson, Inc.
381 Fourth Avenue
New York City

Members, Audit Bureau of Circulations

Digitized by Google

Republicans and Democrats Adopt Cautious Publicity Policies

Rival Political Camps Both Taboo Old-Time, Bombastic Press-Agent Methods

By Harry T. Mitchell

A JOBLESS press agent of the old school—one of the species whose tactics are coming more and more into disfavor—wandered into the Republican campaign headquarters a few days ago. He was a genuine old warhorse of magniloquence. His very nose itched to scent the smoke of battle, and he yearned to see and hear the old familiar hurry-skurry, the hustle and bustle, and the clack-clack-clacking of many typewriters grinding out hot stuff for print.

He came, he saw, but was disappointed.

Over in one corner of a small office sat Scott C. Bone, the Republican publicity director—quietly dictating a mere business letter in everyday, colorless English. Carl H. Getz, Bone's associate, was calmly sticking red, white and blue pins in a map. A young man with all the earmarks of a former reporter pecked away at a typewriter with an air of boredom. One of the two stenographers was calmly preoccupied with her nail file and chewing gum.

The j. p. a. backed out of that room like a man who had accidentally blundered into a tomb. But his nose still itched, and his eyes and ears yearned. So, with a haunted yet hopeful countenance, he made straightway off in quest of the Democratic headquarters. He arrived there. He looked in. Again was he saddened. The sanctum of W. J. Cochran, the Democratic publicity director, proved a replica of the other in its staid, conservative atmosphere.

Yes, even politics is encouraging the reformation of the press agent! The lid is clamped down and securely padlocked on the free publicity maneuverings of other Presidential years. Both parties have eschewed all fanciful fiction about their candidates. They are agreed on the wisdom of sparing editors from bombardments of rip-roaring hurrah stuff. The new order of things is news only—actual, *accurate news.*

As practical editors, both Harding and Cox realize the present-day editorial repugnance toward press agents who try to glut perfectly good news columns with airy balderdash. And whether they as individuals are responsible for this change in publicity methods or not, it remains a fact that many editors have written letters to both camps expressing a pleased sense of relief that at last there are candidates practical enough to appreciate newspaper conditions.

MATERIAL SENT OUT ONLY ON ORDER

Of the two, the Republican publicity machine is far more ostentatious. None of the 6,000 publications on its lists receives, however, a single line of material unless by request. On neither side is there any attempt to flood editors with rafts of pictures, cartoons and news stories in the hope of getting at least some of them published.

For the first time in any Presidential campaign, the Republicans are making use of mounted cuts, merely as a convenience to a number of newspapers that prefer them. In addition four mat and plate services are being conducted, supplying news pictures and cartoons. Five thousand Republican newspapers also receive a daily clip service.

The Republican scheme of distribution consists merely of circularizing editors with proofs. If mats or plates are *ordered,* all well and good, but nary a one is

Digitized by Google

mailed out except upon receipt of a written request. Everything that goes out under this system has a good chance of getting into print. Frayed editorial nerves and overflowing wastebaskets are carefully avoided.

Cognizant of the newsprint shortage and the heavy volume of advertising, the Democratic publicity people endeavor to keep all their stuff down to 400 words or less. They send out a weekly clip-sheet, but do not maintain, like the Republicans, mat or plate services. Colorless newsheads top all stories, and no flubdub of any kind is permitted to creep into the context.

Thus has politics, an erstwhile stronghold of flagrant press-agent abuses, faced about in the right direction. It looks indeed as if the day of circus language and insupportable facts is about done for the press agent who would employ them.

Outdoor Advertising Convention at Cleveland

THE eleventh annual convention of the Outdoor Advertising Association was held in Cleveland on September 14 and 15, with an attendance larger than that of any convention held by the association in recent years.

During the first day of the convention addresses were made by R. L. Whitton on "Copy and Execution," W. H. Grant on "Art in Advertising," Otto Townsend on "Iron and Cement Billboard Construction," Leonard Dreyfuss on "Costs," Casimir Mayshark on "Color in Outdoor Advertising" and A. Conners on "Developing New Printers."

At the morning session held on **September 15 John S. Hummer,** counsel for the association, spoke on the service the plant owners should render. Addresses were also made by Milburn Hobson, president of the Poster Advertising Association, and Leonard Dreyfuss.

The afternoon was devoted to a national sales session. At this meeting Harry Dwight Smith, president of the American Association of Advertising Agencies, spoke on "The Province of the Agency, and Its Relation to Outdoor Advertising." H. Prescott Simpson delivered an address on "Outdoor Advertising and the Relation of the Plant Owner to the Advertiser." Among the other speakers at this session were H. F. Gilhofer, F. T. Hopkins, of the National Outdoor Advertising Bureau, and H. E. Erickson.

The theme of the convention was "service." Every speaker dwelt at some length upon the need of adequate service. The need of overcoming any tendency to restrict outdoor advertising that might be growing, was also discussed.

The officers for the ensuing year, elected at this convention, are: President, Geo. L. Chennell, Columbus, O.; vice-president, Harry C. Walker, Detroit; secretary, Chas. F. Bryan, Cleveland; treasurer, Samuel Pratt, New York.

The directors elected in addition to the above were: Leonard Dreyfuss, New York; E. C. Donnelly, Boston; H. R. McClintock, San Diego; George Kleiser, San Francisco; Harry Macdonald, Detroit; Geo. L. Johnson, Chicago; John P. Baird, Little Rock; George Sherer, Minneapolis; G. B. Read, Chicago; L. N. Scott, St. Paul; John E. Shoemaker, Washington, D. C.; Colonel Rife, Baltimore, and Chas. T. Kindt, Davenport, Iowa.

I. J. Cassatt With the Hecht Company

I. J. Cassatt, formerly with Hahne & Co., Newark, N. J., has been appointed advertising manager of the Hecht Company, Washington, D. C. He succeeds C. P. Derby, who has opened a service agency in Washington.

F. A. Smith With Tower Artists

Frederick A. Smith, formerly art director of the Beck Engraving Company, has been appointed art director of the Tower Artists, New York.

Digitized by Google

No. 7 of a Series on Personnel

BEN K. BLAKE
Director of Productions

PRIOR to his association with Harry Levey, Mr. Blake had a complete experience in the production of regular photoplays with some of the largest producers in the country.

During the past three years he has received a concentrated education in the production of Industrial-Educational Films under the tutelage of Mr. Levey. During this period Mr. Blake has directed or supervised over two hundred productions.

In addition to the great number of production details which, of course, come under Mr. Blake's attention, he is responsible for the visualization of the subtle references to the advertisers' product and their sales messages which are incorporated into Truth Productions in such a manner that the finished film will be acceptable for showing in the best theatres everywhere.

The effectiveness of Truth Productions has been established and is being proven again each day. A list of concerns that have applied this medium to their problems would include the leaders in American Industry. If you are not already on this list, a request will bring the full information.

HARRY LEVEY
SERVICE CORPORATION
Producers and Distributors of Industrial Educational Films
NEW YORK CITY

Temporary Offices: 1664 Broadway
Studios: 230-232 West 38th Street

Digitized by Google

"When I Say Sell!"

John F. Bresnahan, of the American Chicle Company, Tells Why Some of the Best Salesmen Fall Down Hardest

By William A. Wolff

"ARE salesmen soft? *Are* they!"

Vice-president John F. Bresnahan, in charge of sales for the American Chicle Company, repeated the question. It was to be inferred from his tone that he thought they were.

"Order takers!" he said. "That's exactly it. How can a man who thinks that all he has to do is to take orders sell goods?"

Mr. Bresnahan reached for binders that contained bulletins and letters that had gone out, at various times, to his sales force—to salesmen and to district sales managers.

"Look here," he said. "Here's a letter dated March 24, 1919—a year ago last spring. We were still feeling the war in our production. We were away behind in filling orders. And we had a big sales force that hadn't been able to do anything but mark time for pretty nearly a year—maybe longer. I used to sit up nights worrying about those salesmen. I knew they were getting fat and lazy—like squirrels that are so well fed they won't gather nuts for the winter!

"And I went after them—went after them right then, while they were still having it easy. I was rough with them, while they still thought they were good because they were turning in bigger orders than ever before. I wrote things and said things that were deliberately designed to be offensive. Here's about the first of them—here's the last paragraph. I wrote that we'd been carrying salesmen we didn't need for months—maintaining a big selling force that was of no use to us, with conditions what they were. And I wound up with this: 'But God help that selling force if it doesn't sell when I say Sell!'

"Well, there were some of them that didn't get help," he went on. "And they're not with us any more. Some of our best men were the ones who fell down first and hardest.

"A good salesman is like a prima donna," he said. "He's temperamental — emotional. He's either away up or away down. That's one reason the crackerjack salesman very seldom makes a good executive. And when something does go wrong it's never his fault. He doesn't fall down because he's made some error in his calculations. It's because the banks have made money tight, or the weather was wrong, or something.

"Some of them got an inkling of what was coming—either from the pounding I kept giving the idea that conditions were sure to change, or from studying it themselves. And they got ready. We have young salesmen who have turned this situation to their advantage. They were ready to jump in with aggressive selling methods when the old-timers were curling up every time they faced the need of really making a sale.

"This sudden shift from a seller's to a buyer's market has shown that a lot of salesmen we were all counting on were through—that they'd been spoiled by having things too easy. But it spelt opportunity for a lot of others. They're getting their chance now.

"The only way you can make goods move now is to sell them. Anyone who tells you anything else, any concern that tries to say it's still worrying about filling its orders instead of about making sales, is either kidding itself or kidding you—or trying to. It's a perfectly healthy situation—it's nothing to worry about. But it's a situation every salesman might just as well meet now and acknowledge to himself. If he doesn't do that voluntarily now he'll soon be forced to do it."

Digitized by Google

The Hartford Times.

Since 1817, Connecticut's Greatest Newspaper

New Home of the Hartford Times

THE Hartford Times in the last issue of this publication, very briefly made mention of the fertility of the Hartford field. For the next several months, the Times will in more detail tell of the reasons for the purchasing power of its people.

The field will be exploited by telling of the banks, its insurance business, something of the agricultural richness of Hartford County, of which County Hartford is the trading centre, of its manufactures and many other lines of business that enter into making this field one of the most fertile in the country.

The Times will also from time to time tell of its self and its power as an advertising medium in this fertile field.

National Representatives
KELLY-SMITH COMPANY

Marbridge Bldg., New York

Lytton Bldg., Chicago

Digitized by Google

How many corporations make a profit?

232,079

(Latest government reports give a total of 351,426 corporations of which 232,079 are profitable and 119,347 are unprofitable.)

SYSTEM

The Magazine of Business

Digitized by Google

YOU can see there must be something vital about SYSTEM to keep it growing up to a Quarter Million. For instance, here are two of the 24 business articles in the October number.

"How big should a business grow?" is the question answered by one of the big men in one of the biggest businesses in the world. John J. Raskob, vice-president of E. I. du Pont de Nemours & Company, is the man.

George Eastman, president of the Eastman Kodak Company, believes there's something else in business besides money. His article in SYSTEM for October tells about it.

Right in SYSTEM itself are found the reasons why it is rapidly covering the whole Business Market.

Look over the October number.

rapidly covering the whole business market

Digitized by Google

HOW do you know what stereos can do for you if you haven't used ours? If you haven't tried stereos that exhaust the mechanical possibilities of type—that are as perfect as stereos can be made? There may be something in this. Shall we call, or write?

Partridge & Anderson Company

Electrotypes · Mats · Stereotypes

714 Federal St., Chicago

Digitized by Google

Where Is Advertising Going?

People Don't Behave According to Specifications, But Nevertheless Advertising Is Gradually Coming into Its Own

By Roy S. Durstine

JOHN PLAINFIELD sits down in front of the fire after breakfast on Sunday morning and lights his pipe and opens his paper. He is an ideal prospect for the shirt sale advertisement on page sixteen. He has the money, the discrimination, and he is open-minded about shirts. But just as he reaches page fourteen his wife calls down:

"John, dear, won't you see what's the matter with the back door? It won't latch." And John, like the dutiful husband he is, goes to fix the door.

And he never returns to that section of the paper. And all the thought, time, energy and money put into that shirt sale advertisement is wasted so far as John is concerned.

If there are enough Johns who are fond of their wives and enough broken back doors that Sunday morning, only one thing can happen. The advertising manager will send for his assistants on Monday morning and say:

"Our copy for that shirt sale was rotten." Whereas the copy may have been superb and the real fault may have been in advertising to the Johns on Sunday, when they are subject to distracting assignments of work from the Janes.

Jane Plainfield, the following Tuesday afternoon, settles down comfortably with the newest issue of her favorite fiction magazine and a box of chocolates. It being a rainy afternoon, she decides to finish both of them.

On page 287 is an advertisement of a new vacuum cleaner, and Jane is so sure that she needs one that she has put it on her shopping list for to-morrow. But just as she reaches page 285 the door-bell rings and here are Helen and Mabel with their knitting and an earnest desire for conversation.

So Jane never sees page 287, and to-morrow she goes to town and buys the vacuum cleaner which the salesman wants to sell her instead of the one which the advertiser on page 287 wanted her to buy. And if enough of these rainy afternoons are interrupted by calling knitters, the advertising manager of the vacuum cleaner company will show his agent the record of inquiries from Mrs. Plainfield's favorite magazine and will say sadly: "I'm afraid you folks aren't giving our stuff enough punch."

It's exactly like golf. So many things in life are like golf. You may practice your follow-through half a dozen times until you know absolutely that your club head goes out straight ahead in the direction of the green. And then you hit the ball, and because you turned your wrist a shade too much or moved your body ahead of your swing or looked up or made one of a dozen other mistakes, the ball bounces along the ground—topped! And you blame your follow-through, whereas the trouble was with your feet or your head or your eyes or your timing.

The psychologists tell us that experiments show that a cat's digestive organs go on strike when a dog enters the room. If fear has that effect on a cat, think what anger, envy, jealousy, hunger, poverty, laughter, ambition and any other sensation can have on a human being; and on advertising.

A flesh-and-blood salesman can draw away when he sees that his prospect is not in an approachable mood. And he approaches only those who are apt to buy. But a printed salesman, an advertise-

---

Reprinted by permission from "Making Advertisements and Making Them Pay," published by Charles Scribner's Sons.

Digitized by Google

ment, blunders right ahead and goes after the sale of nursing bottles to old bachelors, adding machines to débutantes, perfumes to bellboys, condensed milk to financiers, fishing tackle to dear old ladies, and so on—all because people, thus far, read each other's magazines and do not permit themselves to be card-indexed according to sex, age, taste and income.

So you find men commenting on advertisements in magazines intended only for the eyes of their wives and failing to see advertisements in business men's magazines. And to hear women describing products advertised to their husbands. People simply don't behave according to specifications.

When advertising can drop all human beings into their proper filing envelopes and can arrange to be seen only under the most auspicious circumstances, then copy will have its true test.

Meanwhile, progress is being made. An advertisement does its best to select its own audience by its looks. Just the appearance of an advertisement will attract some people and repel others. If the right ones are attracted and the wrong ones repelled, or left neutral, a good start has been made. Advertisers know this and practice it. The same piece of copy would not be inserted in the *Ladies' Home Journal* and, say, the *Police Gazette*. But too often the difference between audiences is not sufficiently appreciated. And one of the most wholesome trends of advertising is to adapt the looks and sound of an advertisement to the medium's circulation.

The readers of some magazines seem to have formed the habit of sending for booklets. The readers of other magazines very rarely write for anything. If the same advertisement is addressed to both audiences, it is wrong in one case or the other. One direction in which advertising is going is toward greater appropriateness of appeal. Special copy is being prepared for each audience. The good old days of slamming the same piece of copy into magazines entering, respectively, the front and back door of a house is fortunately passing. An advertiser may want the good will of both car owners and chauffeurs, but he talks to each man in his own language.

One of the editors of a metropolitan newspaper was talking about his plans for reorganization.

"We have some good actors here," he said. "We have some good scenery and the music is all right and the libretto is fair. But goodness knows, we haven't a show!"

In the advertising business we have some excellent fundamentals. We have many trustworthy practices and a growing set of proved truths and an accumulating code of ethics. But goodness knows we haven't a science.

It's too young, this business of advertising, to be classed as a science. It covers the whole range of human emotions and is subject to every whim and caprice of human nature.

Advertising men are still alive —very much alive, some of them —who can remember a time when the present ideas of agency service were unknown. And yet, young as advertising is, those who have been working with it as it has progressed are apt to take for granted too much knowledge of it on the part of the public. Much as it affects their lives, people haven't yet accepted many of the most commonplace phases of advertising.

At a dinner-party the other evening a woman of broad general tastes expressed herself very forcibly on the subject of carrying over fiction into the advertising pages. To advertising men this discussion is a very old story. Half a dozen years ago there were vigorous discussions on both sides. Many advertisers favored the carry-over method and many remained loyal to the solid advertising section. Both principles have shown that they can make advertising pay. And yet here was this magazine reader opening up the subject as if it never had

Digitized by Google

Welcome Home Again!

WHEN—some three months ago—the NEW YORK AMERICAN raised its price from two cents a copy to three cents, the circulation dropped from about 300,00 to 255,000.

In other words, 45,000 readers thought they'd try some other morning paper, all of which remained at two cents a copy.

To-day the 45,000 are back again in the fold of the NEW YORK AMERICAN, having proved to themselves that the NEW YORK AMERICAN is easily worth fifty per cent more than any other morning paper.

Over 300,000 readers proving daily in terms of money their undoubted preference for and loyalty to the NEW YORK AMERICAN!

What a magnificent medium for the advertiser!

Digitized by Google

been mentioned before. She didn't like to hunt through the advertising pages for the continuation of her stories, and she thought the practice ought to be stopped, and that was all there was to it!

A couple across the table chimed in to say that they didn't mind having their fiction split by advertisements, but what they disliked was seeing billboards along a railroad. There ought to be a law, they thought, to give them an uninterrupted view of the Jersey marshes. Here, too, the subject was approached in the manner of pioneers.

The other day there was a very interesting article in PRINTERS' INK about baths. Do people really take a bath every day? Apparently a great share of our countrymen do not. One thing or another seems to interfere. If that is true, why should the soap manufacturers concern themselves with advancing arguments for this brand of soap or that when what seems to be needed is an educational campaign for just soap? How many men put on a clean shirt and a clean collar every day? How many men are careful about keeping their shoes polished?

In a word, there are scores of fundamentals about human habits toward advertising and advertised products which most advertisers are too busy to consider. And why go after the market in the interior of South America when there are a dozen markets twice as big on your own doorstep?

In a single issue of a newspaper you will find advertisers in many stages of development. The keen, well-displayed, thoughtful advertisement of the seasoned manufacturer appears beside the old-fashioned "card" of the firm that remains backward. The long-pull advertisement of the firm that is building character over a period of years, the house that regards advertising as an investment and treats its appropriation as good-will insurance, is seen near the offer of the retail store which expects action within a few hours.

A retailer can think of his advertising budget in terms of weeks. He knows from experience that if he spends $5,000 this week he will turn over a greater stock so much more rapidly than he would without advertising that he will get from the public his money to pay for his advertising before his bills are due.

An institutional advertiser has no such immediate evidence of his advertising's power. He must have faith sometimes for years, until some day a test comes and he finds that his investment has rolled up for him a mass of good will behind his trade-mark which can be destroyed by neither disaster nor competition.

The time has come when the man who employs one of these methods is studying the methods of the other and each is gaining something from the work that the other has done. The kind of advertising that Butterick has been doing will help to educate people to the fundamentals of advertising itself. More campaigns explaining the elementary principles of advertising may be expected, and their value can scarcely be overestimated.

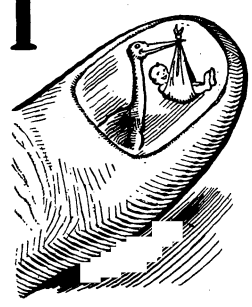
With a closer scrutiny of values in advertising has come a loosening of the grip held on business by personal salesmanship. A mediocre idea brilliantly presented may seem plausible and even promising when the presentation is made by a dominating salesman, but when it goes before the public without the benefit of its sponsor's eloquence the promise is rarely fulfilled. And when this has been repeated a few times the advertiser thinks more of his dollars than he does of the charm of an eloquent salesman. With the disappearance of superlatives from copy has come a demand for quiet, convincing argument with something more behind it than a heavy fist accustomed to rough work on mahogany desk tops.

Magazines which cannot measure up on net paid circulation and net cost per subscription do not attract the advertising that used to be started in their direction at the cocktail hour. The great little entertainer is not nearly so

(*Continued on page 154*)

Digitized by Google

Thumb-Nail Sketches of Washington D.C.



The population of Washington, D. C.

THE census just taken shows Washington's population to be 437,571.

This is a population increase of over one hundred thousand since the previous census.

It makes Washington the country's 14th city in population.

This population has a greater per capita wealth than any other city in the United States—an average of $3,425.

The most of the best of Washington's population — those willing to pay a little more for something a great deal better—pay three cents for The Washington TIMES as against the two cents price of the other three National Capital newspapers.

The Washington Times

The National Capital's "Only 3c Newspaper"

Eastern Representative
I. A. KLEIN
Metropolitan Tower
New York City

Western Representative
G. LOGAN PAYNE
Marquette Building
Chicago, Illinois

Digitized by Google

Where is Your Brand Strongest with the Farmers?

Summary of Replies from Questionnaire appearing in the May Issue of Farm Life—BAKING POWDERS.

STATE	Replies	Royal	Calumet	Rumfords	Bon Bon	Good Luck	Snow King	Grand Union	K. C.	Davis	Crescent	No Brand	Miscellaneous	Totals	Users
Alabama	195	7	46	3	.....	5	17	.....	.....	.....	.....	22	33	133	133
Arizona	12	1	4	.....	.....	.....	.....	.....	3	.....	.....	.....	2	10	10
Arkansas	151	.....	64	.....	2	23	2	.....	14	.....	.....	9	14	128	126
California	50	13	8	5	.....	.....	.....	.....	8	.....	1	1	8	44	44
Colorado	33	1	15	.....	.....	.....	.....	.....	8	.....	.....	2	9	35	33
Connecticut	24	13	.....	2	.....	.....	.....	1	.....	5	.....	.....	3	24	24
Delaware	22	1	.....	4	.....	.....	2	.....	.....	2	.....	2	10	21	21
Florida	65	5	13	13	.....	.....	2	.....	.....	.....	.....	6	2	41	40
Georgia	290	15	55	13	.....	5	.....	.....	.....	1	.....	20	84	193	193
Idaho	43	9	11	.....	.....	.....	.....	.....	11	.....	.....	.....	11	42	42
Illinois	417	33	133	10	4	.....	19	4	42	.....	.....	25	115	385	384
Indiana	581	110	127	20	5	.....	6	7	7	2	.....	44	221	549	546
Iowa	117	9	58	1	1	.....	.....	1	25	.....	.....	7	11	113	113
Kansas	98	3	25	1	.....	.....	.....	.....	55	.....	.....	4	12	100	88
Kentucky	248	14	88	.....	46	5	23	.....	3	2	.....	8	32	226	224
Louisiana	70	3	28	2	1	6	5	.....	1	.....	.....	4	3	53	52
Maine	44	3	.....	.....	.....	.....	.....	2	.....	7	.....	3	8	23	23
Maryland	55	3	.....	9	.....	.....	2	2	1	2	.....	5	25	49	49
Massachusetts	36	13	.....	2	.....	.....	.....	4	.....	3	.....	5	6	33	32
Michigan	201	13	86	8	.....	.....	.....	1	51	.....	.....	13	18	190	189
Minnesota	170	20	86	3	.....	.....	.....	1	26	.....	.....	7	20	163	163
Mississippi	170	10	15	4	1	25	46	.....	.....	.....	.....	15	15	131	131
Missouri	252	3	41	4	2	.....	.....	.....	83	.....	.....	10	87	230	230
Nebraska	69	4	25	.....	.....	.....	.....	.....	28	.....	.....	2	5	64	64
Nevada	3	.....	2	.....	.....	.....	.....	.....	.....	.....	.....	1	.....	3	3
New Hampshire	12	3	.....	3	.....	.....	.....	.....	.....	.....	.....	2	2	10	10
New Jersey	29	10	.....	1	.....	.....	.....	1	.....	14	.....	1	1	28	28
New Mexico	14	1	9	.....	.....	.....	.....	.....	8	.....	.....	2	.....	20	14
New York	189	25	.....	6	.....	.....	.....	9	4	90	.....	13	36	183	182
North Carolina	215	14	.....	16	.....	26	31	.....	.....	22	.....	13	26	148	148
North Dakota	125	20	56	.....	.....	.....	.....	.....	16	.....	.....	16	36	144	143
Ohio	336	128	39	38	3	7	7	8	.....	21	.....	35	80	366	322
Oklahoma	121	2	40	.....	.....	2	.....	.....	59	.....	.....	4	10	117	116
Oregon	53	17	4	1	.....	.....	.....	.....	13	.....	11	3	6	55	55
Pennsylvania	335	92	1	48	2	.....	.....	31	.....	47	.....	35	61	317	317
Rhode Island	5	1	.....	4	.....	.....	.....	.....	.....	.....	.....	.....	.....	5	5
South Carolina	96	8	.....	6	.....	12	8	.....	.....	2	.....	6	20	62	60

Digitized by Google

Texas	243	2	105	1	.....	23	.....	.....	88	.....	.....	6	12	237	237
Utah	18	1	2	.....	.....	.....	.....	2	3	.....	.....	1	5	14	14
Vermont	32	4	.....	6	.....	.....	.....	2	6	3	.....	2	9	32	31
Virginia	206	7	.....	36	.....	48	8	.....	.....	25	.....	19	53	196	194
Washington	72	12	2	.....	.....	.....	.....	4	15	1	23	4	12	73	73
West Virginia	109	17	1	21	1	19	7	.....	.....	4	.....	6	11	87	85
Wisconsin	134	6	71	1	.....	1	.....	.....	2	.....	.....	7	8	122	120
Wyoming	13	.....	3	.....	.....	.....	.....	.....	5	.....	.....	.....	2	10	10
Montana	73	2	23	.....	.....	.....	.....	.....	15	.....	.....	3	27	70	70
Totals	6,115	704	1,375	296	75	229	233	80	642	257	35	402	1,200	5,528	5,439

THIS table shows the relative strength in rural districts of various leading brands of baking powder. It shows in which states they have their best distribution, and how good it is compared with their competition.

The table was compiled from a questionnaire which was answered in great detail by over 6,000 Farm Life readers.

We have similar tables on more than 50 articles of common use. Perhaps the kind of product you make is included.

The analysis is based on a sufficient number of replies to make it really valuable.

Write for the subject in which you are interested.

These tables show also the remarkably even distribution, in proportion to Farm Population, of Farm Life readers throughout the country.

THE FARM LIFE PUBLISHING CO.

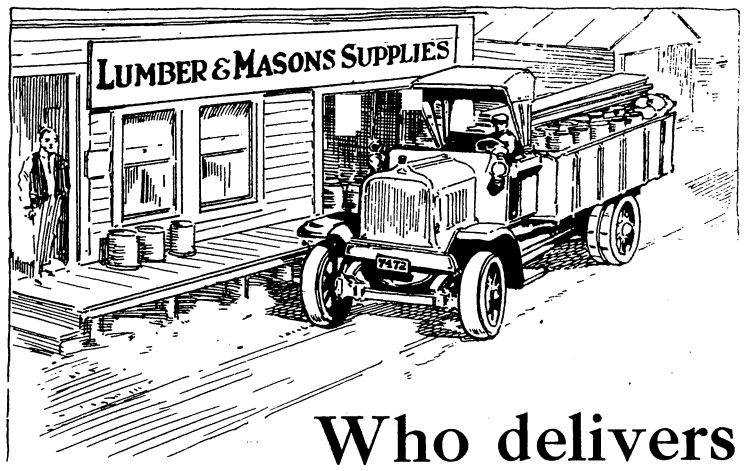
THE JOHN M. BRANHAM COMPANY, Advertising Representatives

NEW YORK CHICAGO DETROIT CLEVELAND ST. LOUIS KANSAS CITY ATLANTA SAN FRANCISCO

Farm Life
As National as Agriculture

SPENCER, IND.
Farm Life

Digitized by Google



Who delivers the Building Materials?

Who delivers to the construction job the millions of tons of building materials used annually in this country?

The man who *sells* them—the retail building supply dealer.

And this magazine reaches 10,000 of those dealers every month. 78% of them own trucks now, better than two trucks apiece. 11% are in the market for trucks. 17% use trailers.

Here is a big truck market—truck manufacturers have been slow to cultivate it—now's a good time to start.

This magazine covers the field—it's a different kind of business paper—it *sparkles*. Ask for a copy.

Building Materials is the only A. B. C. paper in its field

BUILDING MATERIALS

A Magazine for the Dealer

314 New Telegraph Building **Detroit, Mich.**

Digitized by Google

Some Queer Trade Problems That Manufacturers Are Unriddling through Co-operation

A Melange of Business Ills That United Industries Are Curing

By C. H. Rohrbach and John Allen Murphy

THE previous articles in this series have in each case been confined to one particular subject. such as the "Open-Price" associations, the financing of trade associations, why associations fail, and so on. There are, however, many things done by trade associations that do not come under any particular classification or to which it is not feasible to devote a separate article. In fact, it is in dealing with the occasional emergency or in performing special work of an unconventional character that many trade bodies are rendering their most valuable service to the business men who belong to them.

For example, an Exchange Bureau that acts as a clearing-house for the members' raw-material wants, or through which they may dispose of an oversupply of raw material, is a leading feature of a number of trade associations. Prominent among these is the International Association of Garment Manufacturers, which issues a weekly bulletin in its piece-goods exchange department that is mailed to reach all members, as nearly as possible, every Monday. This bulletin gives the offerings received up to noon of the previous Thursday. A key is used to denote whether the offerings come from members, non-members, mills or jobbers. Such items appear as 500,000 yards 28", 2.40 Brown Denim; 264,000 yards 29" 8-oz. Brown Osnaburg; 860,000 yards 36", 6½-oz. Drill; 100,000 yards 59" 68 x 40, 1.85 Gray Drills, and so on. The price is given opposite each item and the Exchange Department acts as broker, accepting and placing orders, but not financing them. For this service a nominal brokerage fee of one per cent is charged to defray the expense of the department. Although it has been in existence only about a year, some months' transactions have run from $200,000 to $300,000.

A similar service is conducted by the Associated Dress Industries of America, which lists, under a code number, lots of serge, velveteen, crepe de chine, georgette and other fabrics that its members desire to dispose of. Prices and terms are stated in each case. Under the heading "Open to Buy" are listed various items that its members are in the market for. In some cases the price they are willing to pay is given, in others it is left open. No record of total transactions has been kept, but a questionnaire sent out some months ago disclosed a turnover of more than $80,000 on one Bulletin. No fee is charged for this service.

The United Waist League of America states that almost $1,000,000 worth of raw materials changed hands within the year ending March 1 last through the medium of its Exchange Bureau, which is conducted along much the same lines.

LABOR UNIONS HELP ENLARGE MARKET

Although overcoming obstacles and finding a way around when the outlet for his goods apparently is blocked is part of the daily routine of the sales manager, it seldom leads him to join forces with the labor unions. Therefore, the case of a trade association executive who got the help of the labor unions, not once but several times, to enlarge the market in certain fields is deserving of attention.

Zenas W. Carter, who is now secretary and manager of the Ma-

Digitized by Google

terial Handling Machinery Manufacturers' Association in New York, when Commissioner of the Associated Metal Lath Manufacturers, had an interesting experience in that field in selling the employers' and the employees' respective viewpoints to each other. During the period of the war hundreds of wooden buildings were going up at the cantonments, and he saw no reason why stucco on metal lath should not also have a trial. Unable to make any progress at Washington, he got in touch with the journeymen lathers' union and learned that keen competition between the metal lath manufacturers had resulted in their putting such light-weight laths on the market as to incur the dislike of the lathers and plasterers. He succeeded getting the product right, so as to make boosters instead of knockers of the men who had to handle and use it. These unions collected figures showing that while carpenters were extremely busy, hundreds of lathers and plasterers were unemployed, after which they secured a hearing at Washington, where they presented their data. The result was a change in specifications whereby stucco and metal lath were tried out for cantonment buildings.

We are all familiar with the old-style granite block pavements, almost as rough and uneven as if laid with cobble-stones. Several years ago the Secretary of the Granite Paving Block Manufacturers' Association showed the unions how greater accuracy in cutting these granite blocks would assist the contractors in landing jobs for pavement and would ultimately increase the use of granite blocks. Costs of repairs and replacements would be lower, furnishing a good selling argument for such paving of heavy-traffic streets. The unions saw the point and thereafter turned out smooth and accurately cut blocks. But then another difficulty arose. The new blocks were laid unevenly. Contact with the pavers' union was established. The granite block-cutters' union also sent a delegation to call on the pavers, and as a result of the mutual understanding and good will that was established there are now miles of granite block pavements that are a delight to the eye and a source of satisfaction to those riding over them.

The larger trade associations have traffic divisions which render valuable assistance to their members, this having been particularly true during the period of Government control of the railroads, when many of the customary sources of information and assistance were either abolished or greatly curtailed. The Casket Manufacturers' Association of America, for example, has a transportation manager who investigates complaints regarding express and freight service, traces, locates and secures delivery of lumber and other raw materials, secures settlement of claims against the carriers and handles miscellaneous questions that are referred to him, relating to demurrage charges, switching charges and service, sidetrack leases and agreements, war tax on freight and express charges, fuel and power contracts and supply, freight classification and rates, embargoes and many other matters of transportation.

The Rubber Association of America has a transportation section working along similar lines, under the supervision of a committee of twenty-two, representing the principal manufacturers in the organization.

GETS PROMPT COURT ACTION WHEN EMBARGO THREATENED

Several months ago the silk industry was profoundly stirred by an order that canceled all freight rates on raw silk, artificial silk, thrown silk and spun silk. The Silk Association, through its attorneys, at once applied to the courts for a restraining order. The first court decided that it had no jurisdiction. Counsel for the Silk Association appealed on the ground that the railroads, as common carriers, were by common and statutory law required to continue the transportation of goods

Digitized by Google

The Power to PULL

There are a few newspapers dotted here and there throughout the country whose influence is out of all proportion to their numbers from a news, editorial and particularly an advertising standpoint. Ask any group of advertising men familiar with Philadelphia, which newspaper in Philadelphia fits that description, and nine out of ten will say

THE PHILADELPHIA RECORD

and when asked for the reason, they will answer—

"Always Reliable"

Digitized by Google

by freight which had been customarily transported in that way, and that this was a fundamental jurisdictional question which the courts alone could pass upon. The higher court promptly sustained the contention of the Silk Association, and it won a victory which may be of great benefit to other industries if they are ever confronted with a similar problem.

The running down of thefts from railroad cars and lighters would seem to be a part of the work of the traffic division, but on second thought it can readily be seen why the credit-men should take a hand in the game. A recent case of this kind is the indictment of forty-eight persons for being implicated in the theft of merchandise valued at over a million dollars. They include proprietors of a storage warehouse, a trucking firm, the owners of a couple of textile plants, a freight conductor and several brakemen, two retail grocers and the proprietors of a saloon and garage. The property included woolens, worsteds, raw silks, alcohol and whiskey, and according to the Prosecution Bureau of the New York Credit Men's Association, it is believed that the indictments led to the trail of organized robberies totaling over $6,000,000.

The two industries that probably are the best organized for protection against theft are the silk and jewelry trades. The Vigilance Committee of the National Jewelers' Board of Trade has made some wonderful identifications and recoveries of stolen jewelry and gems, as well as bringing to account dishonest workmen in the factories of its members. The operations of the Missing Property Bureau of the Silk Association have been described in these columns and are so well known as to need no special mention.

In this connection a very important step has been taken by the Silk Association, comprising the formation of the Textile Transit Insurance Company, for the purpose of providing transit insurance at a low cost to the members of the Silk Association and others who may subscribe to its stock. At present writing over $500,000 of the $525,000 capital stock has been subscribed. When the new company gets into active operation it will naturally have to make investigations of claims and guard against fraud, so that ultimately it will take over all the functions of the Missing Property Bureau of the Silk Association. It may also operate trucks, with proper guards, between New York and outlying districts, and through these various measures it is expected that not only will the problem of silk thefts be kept well in hand, but that the cost of insuring against such thefts will be considerably reduced.

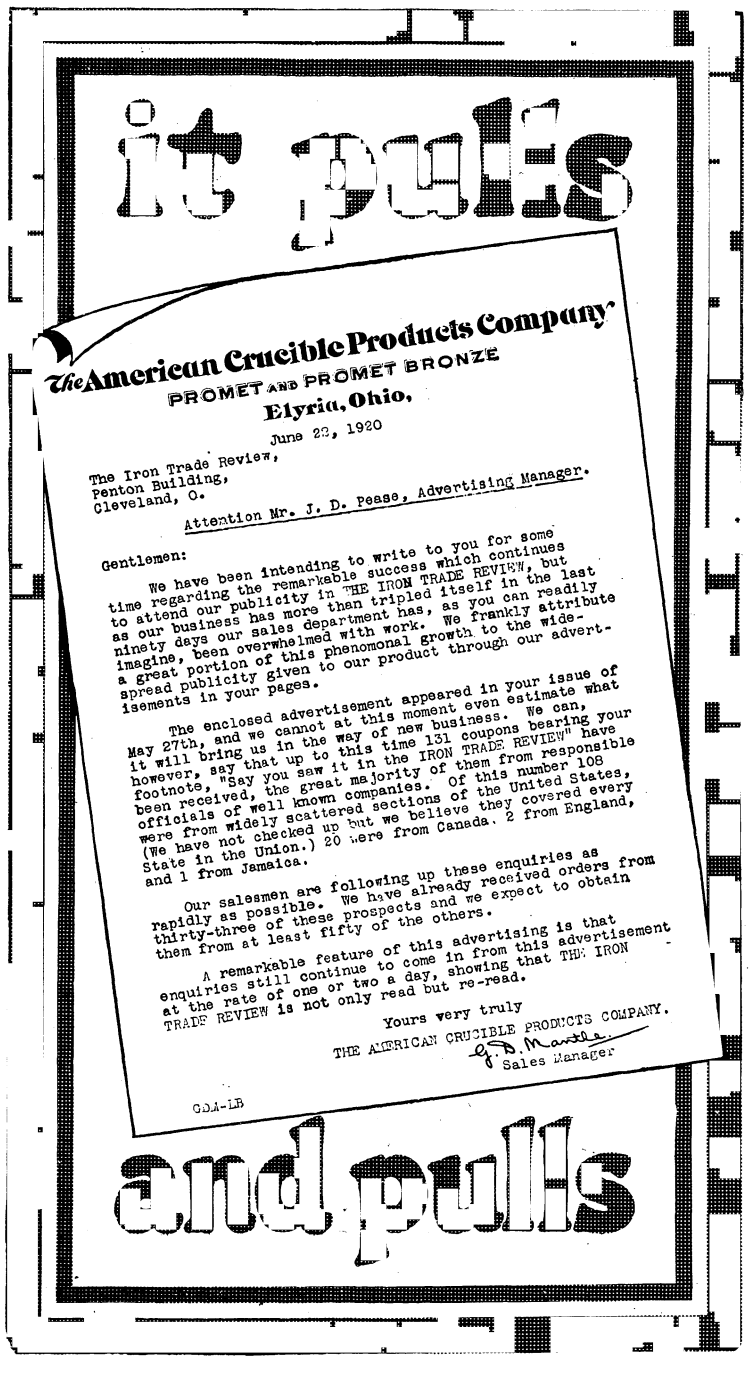
HELPS IN A FALLING MARKET

The present slump in retail buying is making hard sledding for everyone engaged in the woolen trades, extending all the way back to the growers. In Ohio, for example, there are many small farmers whose clips range from 1,000 to 4,000 pounds and who are unable to find a market just now except at a price that would mean a heavy loss for the year. The North Dakota Wool Growers' Association has recently been formed, and plans to pool the State's wool crop as soon as a suitable warehouse can be obtained, and hold it until it can be profitably marketed. There are twenty-four county wool growers' associations in the State, each of which will pool from two to six carloads of wool. In Montana there are many individual growers whose clip for the year runs from 10,000 to 20,000 pounds, and to help all these farmers to carry the load until a market for wool is re-established the National Wool Growers' Association has been instrumental in working out a satisfactory financing plan. A wool grower may ship his wool to one of the usual points of distribution and then draw a draft against his bank for whatever sum it has agreed to advance him, secured by the bill of lading.

Under the Federal Reserve Act, any member bank may accept a

(Continued on page 81)

Digitized by Google



it pulls

The American Crucible Products Company
PROMET AND PROMET BRONZE
Elyria, Ohio,

June 22, 1920

The Iron Trade Review,
Penton Building,
Cleveland, O.

Attention Mr. J. D. Pease, Advertising Manager.

Gentlemen:

We have been intending to write to you for some time regarding the remarkable success which continues to attend our publicity in THE IRON TRADE REVIEW, but as our business has more than tripled itself in the last ninety days our sales department has, as you can readily imagine, been overwhelmed with work. We frankly attribute a great portion of this phenomonal growth to the wide-spread publicity given to our product through our advertisements in your pages.

The enclosed advertisement appeared in your issue of May 27th, and we cannot at this moment even estimate what it will bring us in the way of new business. We can, however, say that up to this time 131 coupons bearing your footnote, "Say you saw it in the IRON TRADE REVIEW" have been received, the great majority of them from responsible officials of well known companies. Of this number 108 were from widely scattered sections of the United States, (We have not checked up but we believe they covered every State in the Union.) 20 were from Canada. 2 from England, and 1 from Jamaica.

Our salesmen are following up these enquiries as rapidly as possible. We have already received orders from thirty-three of these prospects and we expect to obtain them from at least fifty of the others.

A remarkable feature of this advertising is that enquiries still continue to come in from this advertisement at the rate of one or two a day, showing that THE IRON TRADE REVIEW is not only read but re-read.

Yours very truly
THE AMERICAN CRUCIBLE PRODUCTS COMPANY.
G. D. Marble
Sales Manager

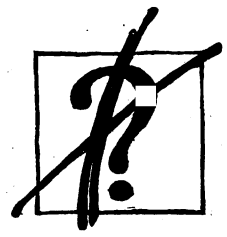
GDM-LB

and pulls

Digitized by Google

Street &

Take the *Guess* out



Street & Finney, *Inc.* (Est. 1902) Advertising Agents

Digitized by Google

Finney
of *Advertising*

News:

An old slogan for hooks and eyes—"See That Hump"—revived and tested by Street & Finney methods, has been proved to present the most popular advertising appeal for a new product of the same manufacturer—De Long Snaps.

171 Madison Avenue, New York

Digitized by Google

Big Men and MOTOR

National

NATIONAL MOTOR CAR & VEHICLE CORPORATION
ESTABLISHED 1903
BUILDERS OF NATIONAL CARS

INDIANAPOLIS, INDIANA
Aug. 10th, 1920.

Motor,
119 E. 40th St.,
New York City.

Gentlemen:-

Every issue of MOTOR is welcome to my desk, not only because it is intensely interesting editorially, but also because its advertising is representative of the industry.

Yours very truly,

Geo. M. Dickson

NATIONAL MOTOR CAR & VEHICLE CORP.
President.

GMD:Fv

Digitized by Google

draft of this sort, provided it does not have more than six months' maturity, and the Federal Reserve Bank in turn may rediscount or purchase these drafts if they mature in not more than three months from the date of rediscount. By bringing about uniformity of warehouse receipts their standing as negotiable collateral will be improved and the financing of the wool grower will be made easier.

Questions such as rates of wages paid and hours worked are of vital importance to most business executives, and practically all trade associations devote more or less time to them. In addition far-seeing men realize that the success of their business is intimately connected with the comfort, health, safety and mental development of their working forces, and frequently the larger associations devote some of their efforts along these lines. For example, a training school for workmen in the jewelry trades is to be opened this fall at Milford, Mass., where a large estate was purchased a month or two ago, the buildings on which will be used for housing the students and for workrooms. The project is under the auspices of the New England Jewelers' Association, and affiliated trade bodies. A somewhat similar movement was suggested about a year ago in the tanning industry, and the Tanners' Council is now at work on the proposition. It has recently issued a referendum to its members as to ways and means of establishing a tanning school, and the opinion seems to be that it should be connected with some established educational institution.

TANNERS HAVE UNUSUAL INDUSTRIAL BUREAU

An Industrial Bureau whose activities it would be difficult to parallel is in operation by the Tanners' Council. R. S. Bonsib, the director, spends a large part of his time visiting the plants of members who request his services, advising them on matters of accident prevention, sanitation, health, hygiene and fire prevention. The Bureau issues weekly Safetygrams, which have covered the entire field of mechanical appliances in the tanning industry, embracing such matters as the protection of cropping-knives or the prevention of accidental starting of tanning drums.

Mr. Bonsib relates an interesting story of how he sold the Safetygrams to his members. His first experiment on the subject was to send out a letter and a circular, which were later combined into the Safetygrams, printed on white paper. Apparently little attention was paid to them until the idea was conceived to print them on orange-colored paper. Since the change of color the requests that come in every week for additional copies show that they are taking a strong hold. In one case another trade association that had gotten a Safetygram asked for 400 additional copies.

As an engineer and chemist Mr. Bonsib is in a position to render technical assistance to his members. He has written pamphlets on such subjects as the dangers of anthrax, proper sewage disposal, and how to build a concrete vat.

The Bureau has developed an illustrated lecture called "The Romance of Leather Making," which is given before Chambers of Commerce, Rotary Clubs, colleges and schools, and which contains over two hundred pictures that have been photographed in all parts of the world. The lecture shows the tanning industry in all its stages and is instrumental not only in helping to eliminate a certain amount of prejudice that has existed against it on the part of the general public, but also in stimulating the interest of those who are connected with the industry.

In Michigan there was recently formed the Michigan Merchants' Association to encourage fair dealing in handling merchandise, and to watch out for the interests of the retail merchant in that State. A bureau is also to be maintained to put the retailer in a more favorable light before the consumer. It is proposed to collect a fund of $60,000 in contribu-

Digitized by Google

tions ranging from $5 for firms doing a business of less than $20,000, up to $100 for those whose volume amounts to $200,000 or more. Delegates representing eleven retail bodies, with a membership of 6,000 merchants, were reported to have attended the organization meeting at Grand Rapids. It was announced that an organization of merchants was needed to prevent the enactment of radical legislation promoted by the farmers and their organizations, and to see that the public is furnished the truth in regard to matters relating to the retail merchants.

Strikingly different is the method of approach of the Motor Truck Association, which has engaged a practical farmer as a lecturer, to appear before farmers' conventions and demonstrate the advantages of the motor truck on the farm. A Motorize-the-Farm Convention was held in New York the other day, at which this lecturer stated there are 2,400 farms now idle in New York State because there is no one to work them. Only by using improved mechanical appliances can this labor shortage be overcome, and agricultural production be permitted to keep pace with the growth in population, and an important factor in reaching that goal is the motor truck.

The interests of the farmer, as well as those of the consuming public, are also being served in the plans to secure better handling of eggs and reduce breakage in transit that have just been worked out and which call for the co-operative efforts of the National Poultry, Butter and Egg Association, the Trunk Line Association, the Mercantile Exchange, the Bureau of Markets of the United States Department of Agriculture, and the Division of Foods and Markets of the New York State Department of Farms and Markets. It is proposed among other things to wage an educational campaign to improve and standardize present methods of packing and loading; to investigate causes of breakage and determine the means by which this breakage can be reduced.

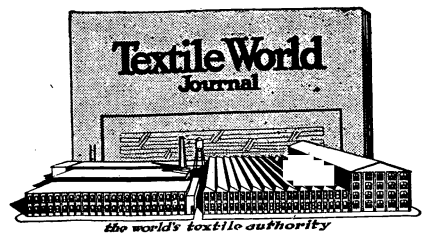
To relieve pressure on the domestic market and find an outlet for the surplus products of his members is the purpose of the Executive Director of the Women's Wear Manufacturers' Association and of the Woolen and Dress Goods Merchants' Association, who, it is announced, will sail shortly for Europe for the purpose of studying conditions there. Some of his members, it is understood, are consigning merchandise abroad in the Executive Director's name and authorizing him to dispose of it for them on his arrival.

HELPS STANDARDIZE PRODUCT

Many an individual advertising campaign has come to grief because the product was not right, or because it did not come up to the claims made for it in the advertising. How much more important is it, then, when a whole industry is involved and sometimes large sums of money are being spent on co-operative advertising campaigns, that standards of quality be established and maintained. The following incidents describe how this problem is overcome by some of the trade associations:

The Associated Cooperage Industries of America is an amalgamation of some four or five associations, each one of which represented a certain group in the industry, which is divided into two primary branches, namely, Tight and Slack. The many and varying factors entering into the production of cooperage stock make it difficult to produce a uniform standard grade of material, and as the extent to which cooperage is used as a container is determined to a degree by the quality of material used, it was recognized that the desired uniformity of grade could be obtained only by a systematic mill inspection. Therefore, according to V. W. Krafft, Secretary of the Cooperage Association, about a year ago a group of slack cooperage stock manufacturers decided to inaugurate a service of that kind. A trademark was adopted and manufac-

Digitized by Google



Reaches an industrial field which buys $500,000,000 worth of factory equipment annually—the textile manufacturing industries, with mills located in every state of the union.

A highly specialized advertising medium which 800 leading industrial advertisers capitalize as a vital factor in their sales plans.

Adapted for the advertising of practically every product sold to manufacturing industries.

Ask on your letterhead for a copy of our book "Selling to Textile Mills," which gives definite information about the textile field as an industrial market

Textile World Journal

Audit Bureau of Circulations.
Associated Business Papers, Inc.

BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE, NEW YORK

Digitized by Google

turers who satisfied the inspector that their output conformed strictly to the Grade Rules and Specifications were privileged to use the Association trade-mark. The necessity for this service was augmented by the advertising campaign inaugurated about the same time by the Slack Cooperage group of the Association.

This mill inspection service proved to be such a pronounced success that the Association adopted and extended it to cover the entire industry, tight and slack, it being then supported by the Association rather than by any particular group of individuals.

For many years a voluntary corps of inspectors, located at different points, was available to the slack cooperage concerns, although this service had not been a success because the business connections of the inspectors were such that their services were not acceptable to the entire trade. The inspection force is now regularly employed by the Association and provides a means whereby buyers of cooperage material, tight and slack, can receive an official and impartial Association inspection, in cases of complaints or rejections. This service fills a long-felt need in the industry.

In Mr. Krafft's opinion there are many benefits resulting from the operation of a service of this kind which do not always manifest themselves directly. It supplies a certain stability to the industry and affords protection to all parties at interest, stimulates greater care on the part of the manufacturer, who has everything to lose and nothing to gain by shipping inferior material, and discourages unjust and unwarranted complaints on the part of buyers. It is confidently anticipated, too, that the inevitable result of mill inspection will be a material lessening of the necessity for reinspections at delivery points.

Although the Portland Cement Association is known to the general public principally for the co-operative advertising it has conducted so successfully for many years, H. Colin Campbell, director of the Association's Editorial and Advertising Bureau, tells us that one of the most profitable lines of endeavor of the Association has been an inspection service which amounts to following cement into the field and seeing that it is correctly used. It is realized that no material can do credit to itself unless used as intended, and it has been the endeavor of the Association to work for better engineering specifications and to use all consistent effort to have these specifications adopted and strictly adhered to on work where cement is involved. As a result complaints of quality are not often made unless justified.

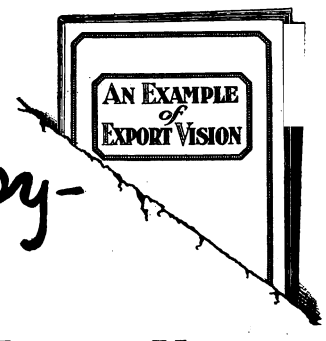
Take the Southern Pine Association, the National Hard Wood Lumber Association, and other associations of lumber manufacturers; the National Canners' Association, the Portland Cement Association, the California Fruit Growers, Oregon Apple Growers, Walnut Growers, and numerous other groups that are advertising and in some cases marketing the products of a considerable number of manufacturers or producers and who, therefore, automatically get the benefit of the Association's advertising and trade-mark, it is absolutely necessary for the Association to maintain an adequate inspection service to protect the good will that its advertising has established. In fact, there are many industries in which the manufacturers of high grade products are badly handicapped in the distribution of their goods because they are in competition with makers of miserable and inferior wares. No standards have been established, and it would be to the everlasting benefit of these honest and conscientious concerns if they were to get together, develop such standards and establish an inspection service to maintain them.

F. R. Arnold Account With Stroud & Brown

F. R. Arnold & Co., importers of perfumery and cosmetics, have put their advertising account in the hands of Stroud & Brown, Inc., New York.

Digitized by Google

Send for free Copy-



An Example of Export Vision

tells how a manufacturer who faced domestic indifference turned to export trade.

The result today is a business running up into several million dollars a year of which 75% is export.

The Wichita Motors Company of Wichita Falls, Texas, first started their advertising campaign in the AMERICAN EXPORTER in 1913. In three years' time thirty foreign countries were buying Wichita trucks. Today the Company sells in 83 foreign countries.

This world wide business has been built up entirely through advertising. No factory salesmen were ever sent abroad. The orders were secured through the intelligent handling of inquiries received from the advertisements.

The story of this Texas company is an object lesson to American manufacturers. It points the way to unlimited opportunities awaiting them through export advertising.

Better write today for free copy of this really interesting booklet.

AMERICAN EXPORTER

THE WORLD'S LARGEST EXPORT JOURNAL

17 Battery Place New York City

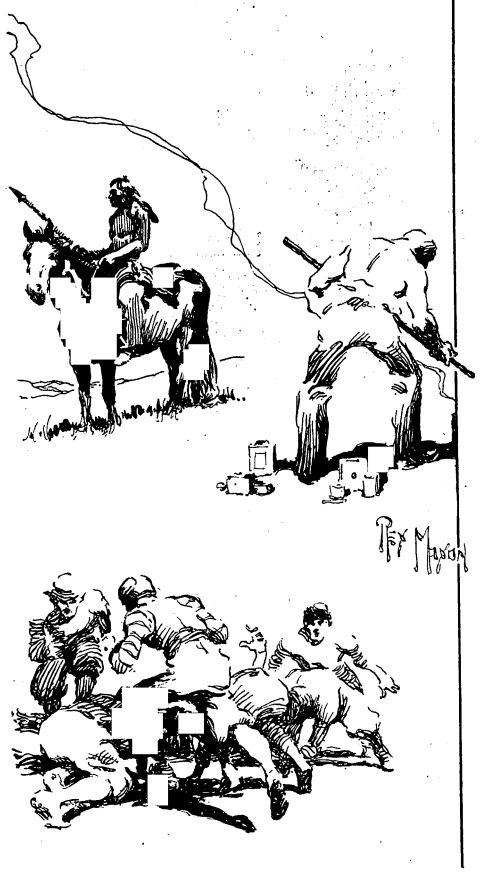
Digitized by Google

THERE comes a time when you require sketchy little vignettes, covering a wide range of subjects—pen and ink shorthand picture-notes of the kind that brighten booklets, bring an intrigue of interest to leaflets, folders, illustrated direct-by-mail matter. And perhaps the limitations of the case do not permit of expensive art—as the Scotchman said to the shopkeeper:—"the nicest thing you have in your store, but I can't pay over a few dollars."

Rex Maxon, trained in the New York newspaper school, has the happy faculty of interpreting these subjects in just the right spirit. His pen technique is admirable for the purpose. A skilful draughtsman, he understands how to embellish booklets and to humanize the often drab pages of a house organ.

(Send one page of text, for any advertising purpose, and we will have Mr. Maxon outline an attractive yet inexpensive plan of illustration. We will make no charge for this constructive service.)

Digitized by Google



The
ETHRIDGE
ASSOCIATION
of ARTISTS
New York Studios
23-25 East 26th St.
Chicago Studios
140 N. Dearborn St.

Digitized by Google

Retail Stores Now Liberal Users of Graphic Sections

Big Stores Supplement Use of Black and White With New York Evening Post Graphic Space

R. H. Macy & Co., one of New York's big department stores has recently become another retail convert to the use of Gravure space, and is now supplementing its full copy contract in black and white by the use of large Gravure space exclusively in the Saturday Graphic of the New York Evening Post.

Digitized by Google

Building the Advertising Background with "Feature Stories"

How Golf Clubs Were Advertised in a Particularly "Newsy" Way

By S. C. Lambert

IN most advertisements, "atmosphere" with which it is thought necessary to surround the purely selling copy is secured by illustrations or, if unillustrated, by the inherent character of the border and type font used in the set-up. But there are occasions, as in some food copy or in advertisements that must appeal to the faddist, where an illustration is almost impossible.

Products appealing to sportsmen are particularly difficult to feature since there are so many chances of going wrong. The writer has in mind one case where a gun was advertised in a series that featured big-game hunting. The artist selected was a man who had spent the greater part of his life in big-game country and was noted for his picturization of hunting scenes. His first illustration published in this advertising series showed a party "packing in" on horseback with their mule team, but, as guides and sportsmen immediately informed the advertiser by caustic letters, each man in the party carried his gun wrong side up in the stirrup holsters.

All of us have seen guns with the breech opening on the wrong side or golf clubs pictured in impossible use, so most of us play safe and go to the photograph for protection. But when we do so our atmosphere somehow goes cold unless we go in for exclusive posing that demands almost a motion-picture studio equipment.

The next best thing to do is to go as far as you can with your illustrations and then build supporting text.

The illustrations of advertisements used in a golf club campaign by the International Nickel Company are good examples of the case in point.

When this series was first conceived it was decided to use photographs of famous professionals as posed in their several books on how to play the game. But when these illustrations were lifted from the books they were bound into, it was found that they became merely pictures of a man and a golf club—all the incidental atmosphere had disappeared. It was then decided to build up each picture, using such a photograph as a basis, but adding such backgrounds as would best explain the shot being played. For golf is preeminently a game where distance and the character of the ground over which the shot is to be played control the stroke. It was found impossible to secure this in the drawings, so after a few months' trial the series so built was discarded as laying too much emphasis on stance and too little on results. Without an overwhelmingly big picture it was impossible to show enough of the fairway in front of the golfer properly to illustrate the stroke, and then again a long series was necessary to talk about each club model which a prospect might be interested in. All this criticism might have been disregarded if this early series had not been justly condemned as talking *at* the prospect instead of talking *with* him—an almost fatal error when trying to sell a faddist.

A CHAMPION MADE THE COPY

The problem now became a question of how to build up interest in a picturization of golf which would focus the reader's thought on his own bag of clubs. At this time Mr. Dodd, of the International Nickel Company, discovered that Walter Hagan (Open Golf Champion of the United States) was taking Monel Clubs (the Nickel company's product)

Digitized by Google

abroad with him when he sailed to compete for the British Open Championship. This solved the question. For, with the sporting papers full of Hagan's action photographs, and hardly an issue passing without some sort of a write-up on his style of play or comment on his chances of winning, the question became solely one of picking over scrap-books to select that material that would best lend itself to an advertising discussion of Hagan's club choice. How this has been done is well illustrated in the different advertisements in this series.

AN ADVERTISER TIES UP TO INTERESTING NEWS WITH ILLUSTRATION AND TEXT

They are particularly interesting to advertisers generally as a good example of how the right kind of atmosphere can be built by news-feature or special-article text where art work or illustration alone falls down. Nor is the psychology of this type of appeal applicable alone to sports. Any article that must be sold by surrounding it with a feeling of pleasure to be experienced in its use or consumption can build use atmosphere by similar means. The mistake that is usually made is that the word background is often obviously manufactured. Our eyes are caught by a newsy heading and we read on only to labor through a patently hand-made anecdote about Nelly Smith or Jimmie Brown which leads up to their experience with the article advertised. This comes of the fact that the average man preparing copy has such a diversified group of subjects to cover that it is impossible for him to assemble a comprehensive "morgue" of copy data and he is often too pushed to meet insertions to take time to search current-article files for suitable background building material.

There are, of course, a number of sources where special articles are filed and classified by subjects if "old" feature stuff will suffice. But the task of searching out current live background data that fit is more an opportunity for a clipping service than an agency copy-department job, particularly where the agency's own checking division cannot find time to cull this type of material.

It is hardly necessary to detail here the gamut of products which such copy handling would benefit. The hint in things done is sufficient to stimulate most advertising imaginations.

E. F. Huebsch With Larson & Crouch

Elmer F. Huebsch, formerly with the Philip Kobbe Company, Inc., New York, has been made production manager of Larson & Crouch, advertising agency, New York.

Digitized by Google

Unlike Any Other Community

Joplin, Missouri

The Market 240,000

This explains an unusual merchandising situation and suggests a combination that lowers the rising cost of advertising. Please read and file for ready reference.

The 1920 census figures for Joplin proper show a decrease from 1910 of 2,218, and yet Joplin has increased enormously in value and importance. The census report, per se, is misleading. Joplin is not to be considered from the standpoint of its 29,855 population, but from its definite influence upon a wonderful market of 240,000—an increase over 1910 of 75,000, and the average suburban radius increased from 25 miles to 39½ miles.

The great trading territory has grown because of its enormous diversified agricultural and mineral wealth. Much of the field but prairie in 1910, is now the site of many good sized towns.

All this new population, some of it drawn from Joplin itself, is dependent upon Joplin as its commercial hub. No other city is in competition. Seven railroads, two interurban electric lines, and many hard-surfaced, fine roads radiate from Joplin, the natural center.

In Joplin there are more and better homes, more stores, and much larger and better stores, better hotels, schools, churches, infinitely greater banks, jobbing houses and institutions of all kinds than there were here ten years ago.

And this large and prosperous population unit of 240,000 is served with comparative ease thru the better-than-average transportation and jobbing facilities centralized in Joplin.

Unlike Any Other Newspaper

Joplin Globe

(A. B. C. Member)

Paid Circulation 25,709

Average for 6 months ending March 31, 1920

Line Rate 8c Flat, October 1, 1920. Mornings Except Monday

The market expansion explained above is reflected in the circulation of the dominant newspaper. Within the ten-year period the Globe's circulation has about doubled.

Indeed, much of the territorial expansion is due to the Globe's aggressive influence.

In Joplin proper the Globe reaches practically every worthwhile family. In fact the city circulation often exceeds the number of families.

In the suburbs within a 39½-mile average radius, where the heavy population increase has been, the Globe reaches about every second family—and is delivered in most of the homes before early breakfast.

Where street cars or steam trains do not leave at early hours, the Globe rushes agency bundles out to the various towns by its own rapid automobile truck service, starting at 3 A. M.

The Joplin market of 240,000 is large enough to be profitable for national advertisers. The net profit is increased thru lower selling cost, resulting from adequate wholesale and transportation facilities; and still further increased thru the need of only one newspaper for complete advertising coverage.

The combination of the Joplin market and Globe lowers the rising cost of advertising.

Are you interested?

Representatives

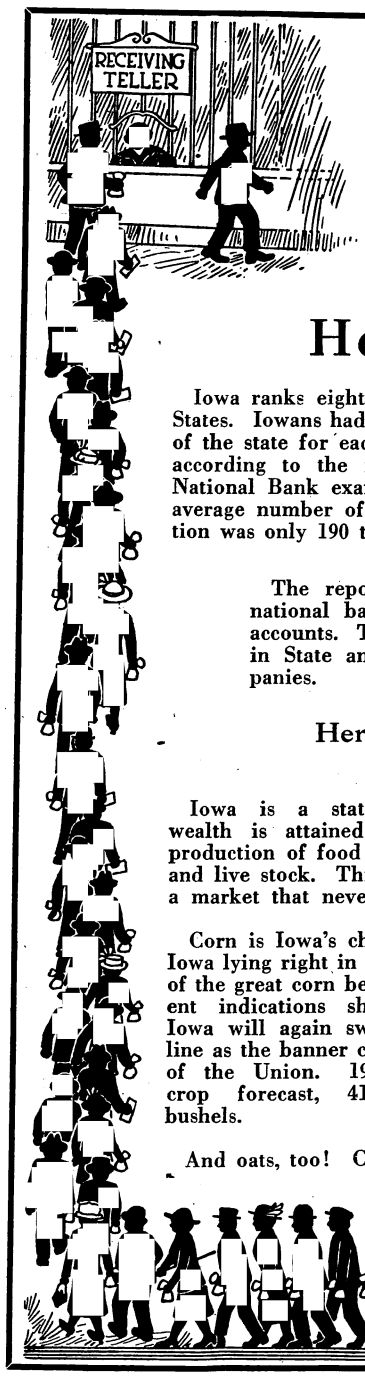
E. Katz Special Advertising Agency

Established 1888

15 E. 26th St. Harris Trust Bldg. Waldheim Bldg. Candler Annex Monadnock Bldg.

New York Chicago Kansas City Atlanta San Francisco

Digitized by Google



Business Will be Good in Iowa!

Here's Why—

Iowa ranks eighth in National Bank deposits in the United States. Iowans had 262 deposit accounts in the National Banks of the state for each 1,000 population, at the call of May 4th, according to the report of N. E. Haugen of Des Moines, National Bank examiner. (Throughout the United States the average number of deposit accounts in proportion to population was only 190 to each thousand.)

The report also shows that there are 358 national banks in Iowa, with 583,000 deposit accounts. This report does not include deposits in State and Savings Banks and Trust Companies.

Here's Why Iowans Have the Money to Buy

Iowa is a state where wealth is attained by the production of food products and live stock. This affords a market that never fails.

Corn is Iowa's chief crop, Iowa lying right in the heart of the great corn belt. Present indications show that Iowa will again swing into line as the banner corn state of the Union. 1920 corn crop forecast, 412,284,000 bushels.

And oats, too! Corn isn't the only crop in which Iowa leads, for her oats is also ahead of all other states. Forecast production for 1920 is 208,010,000 bushels. The winter wheat crop will be 94 per cent compared with 82 per cent last year.

Iowa's live stock production in 1919 was $744,353,000. This year's production will net a substantial increase.

The above facts show clearly why Iowa ranks so high in wealth.

Digitized by Google

"Spotted Prosperity"

Indications point to the fact that during the next few months "Spotted Prosperity" will prevail throughout the United States. In other words, business will be exceptionally good in some sections of the country, while not up to normal in others.

In the great state of Iowa, with its "Horn of Plenty," prosperity will be a sure thing. Its bumper crops will soon be turned into millions of dollars in cash, and Iowans will be ready to buy.

Start your Merchandising Campaign in Iowa and let Iowa's Favorite Newspaper The Des Moines Capital, be your medium

The Capital is the big evening newspaper of the state. It has a prestige and recognition in all corners of the commonwealth that is truly phenomenal. It has maintained leadership in the Hawkeye State for more than twenty-five years.

Here is how 21 of Des Moines' largest advertisers express their preference for The Capital

During the month of August—twenty-three of the largest stores used 34 per cent more space in The Capital than in the second newspaper—64 per cent more space than in the third and 79 per cent more space than in the fourth. A significant fact for the National Advertiser to consider.

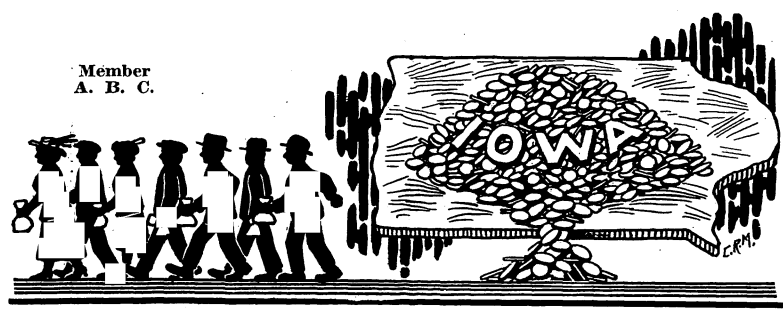
The Des Moines Capital

LAFAYETTE YOUNG, Publisher

OMARA & ORMSBEE, Representatives

New York Chicago

Member A. B. C.



Digitized by Google

J. M. BUNDSCHO has taken over the typographical equipment, and such typographical business as was transferable, of The Charles Everett Johnson Company. Mr. Bundscho regrets the withdrawal from the field of a competitor who contributed so much prestige, authority and creative art to advertising typography; but is glad to be able to continue the usefulness of their facilities by incorporating them with his own.

J. M. BUNDSCHO, *Advertising Typographer*
Fifty-eight East Washington Street
CHICAGO

Digitized by Google

Typothetae Gives Autonomy to Open and Closed Shop Divisions

Calls National Conference to Improve Paper Situation

THE United Typothetae of America, at its annual convention in St. Louis last week, went on record as flatly disapproving the proposed forty-four-hour week for members of the various printing trades unions.

The forty-four-hour week already has been agreed to by certain portions of the closed shop division of the Typothetae. But except where such agreements have been made and contracts signed the Typothetae decided to recommend to its members that they resist to the utmost any attempt to enforce such a reduction.

"The United Typothetae of America," a resolution declared, "restates unequivocally its disapproval of any reduction in the present working hours."

This action by the convention was accompanied by a revision of the constitution providing that the open shop and closed shop divisions shall henceforth enjoy complete autonomy in the conduct of labor matters. Heretofore each division has been obliged to ask the United Typothetae for authority in successive steps of labor union negotiations.

Under the new arrangement the closed shop division can follow its own desires and own interests exclusively in labor matters, the only provision being that a copy of each contract should be submitted to the secretary of the Typothetae for general information.

It was provided also that such members as may desire to operate non-union shops may form what will be known as the open-shop division.

The chairman of each division automatically becomes a member of the executive committee and the executive council of the United Typothetae of America. In addition there will be what is known as an industrial relations committee of the association as a whole, which will be composed of three members of the Board of Governors of both the open shop and closed shop divisions. The committee was authorized in order that the open shop and closed shop firms might have a convenient medium through which they could co-operate if they so desired in all labor matters.

Each of the divisions will have control of its own funds and may levy upon its members any such additional assessments as it deems necessary. The general funds of the U. T. A. will continue to be used for either division, but this can only be done after approval of the executive counsel. Neither division will have the authority in itself to obligate the U. T. A. for the expenditure of money.

HOW IT IS HOPED PAPER MAY BE SAVED

The convention took important steps also looking toward the ultimate improvement of the paper situation. After considering President William Green's references to paper and certain recommendations for standardization, the convention decided to call a national conference to be composed of representatives of paper merchants, paper manufacturers, printing machinery manufacturers and a special committee representing the United Typothetae. For one thing, the Typothetae hopes the conference will be able to reduce to a minimum the number of water marks in commercial paper. It will recommend also a reduction in the number of sizes, weights, colors and grades of paper. It will seek to have standardized machinery sizes and investigate methods of increasing paper production.

The calling of such a national conference is regarded as an emergency measure in view of the advancing cost of paper, labor and overhead. The convention ex-

Digitized by Google

pressed the fear that these prices would go on to a point where the volume of printed matter would have to be seriously curtailed.

The date for the national conference was not decided definitely, but it will be very soon. The paper concerns and printing machinery manufacturers will be asked to take quick action in the appointment of committees, and then the conference will be called —probably in Chicago.

The convention approved a resolution to the effect that when a printer submits a bid for work, publicly or privately, he is entitled to know his competitors. Not only this, but when the contract is awarded he should, according to the resolution, be entitled to see the actual bids of his competitors and to read their specifications. This action was taken in the belief that it would do away with supplemental bids and unfair prices.

The convention declared in favor of a complete revision of the present income tax law. It expressed the belief that the plan for a gross sales tax offered a basis for an equitable readjustment of this problem.

William Green, of New York, after long service as president of the Typothetae, insisted upon retiring. He was succeeded as president by William John Eynon, of Washington, D. C.

Other officers follow:

First vice-president, J. Linton Engle, Philadelphia; treasurer, Fred W. Gage, Battle Creek, Mich.; vice-presidents, Geo. H. Gardner, Cleveland, G. L. Stevens, Galveston, Texas; Douglas Murray, Toronto.

Executive Committee: Albert W. Finlay, Boston; David L. Johnston, Buffalo, N. Y.; Robert N. Fell, Philadelphia: R. H. Williams, Richmond, Va.; Harry L. Brown, St. Augustine, Fla.; Wm. V. Parshall, Detroit; Allen Collier, Cincinnati; Wm. Pfaff, New Orleans; Earl B. Britt, St. Louis; Fred L. Johnston, Dallas, Texas; Wm. A. Repke, St. Paul, Minn.; Frank S. Crane, Topeka, Kans.; B. F. Scribner, Pueblo, Colo.; A. B. Howe, Tacoma, Wash.; Fletcher Ford, Los Angeles, Cal.; J. C. Acton, Toronto; O. H. Pollard, Winnipeg, Man.; J. C. Nicholson, Vancouver, B. C.; G. Frederick Kalkhoff, New York City, and Luther C. Rogers, Chicago.

Rice Millers Account for N. W. Ayer & Son

The Associated Rice Millers of America have decided to undertake a large-scale advertising campaign ,and have put the management of the campaign in the hands of N. W. Ayer & Son, Philadelphia. Several thousand dollars will be spent the first year by the millers and growers, who have levied a tax of 5 cents upon themselves for every barrel of rice handled.

An office has been established at New Orleans by the rice growers, under the management of Dr. Hugh M. Blain, manager of the association.

Representatives of the advertising agency are now touring the rice belt, conferring with leaders of the industry, studying the situation at first-hand and collecting information. From 75 to 80 per cent of the rice yield is represented now in the membership of the Associated Rice Millers of America, Inc., according to officers and directors. These officers are confident that advertising means development of their industry and a stabilizing effect that will benefit members of the association, as well as dealers and jobbers.

Dr. Blain believes that the rice industry will be developed from its present comparatively small scope to a position that will bring prosperity to hundreds and thousands of people.

J. M. Dawson an Officer of Southwestern Agency

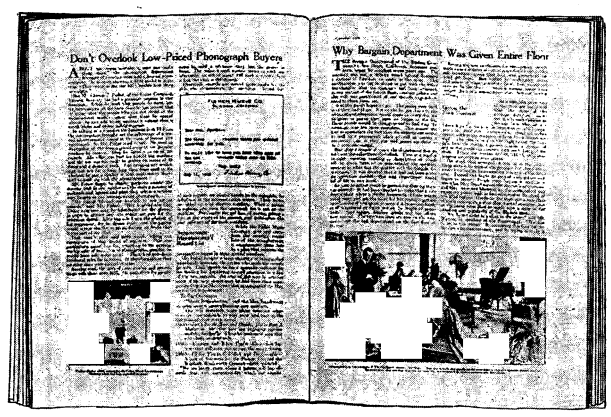
Joseph M. Dawson, for the last three years account executive at the Oklahoma City office of the Southwestern Advertising Company, has been elected vice-president of the company and assumes the duties of general manager of the Dallas office.

K. M. Bickle, formerly with the Cramer-Krasselt Company, Milwaukee, has joined the Oklahoma City office of this agency as account executive, and A. Randall Vinitsky, formerly with the Franklin Press, Detroit, has joined the art staff of this agency.

Bert N. Garstin Made Business Manager

Bert N. Garstin, for over two years advertising manager of the Louisville, Ky., *Courier-Journal* and *Times*, has been appointed business manager of these two papers. Mr. Garstin was, until 1918, manager of the Cumberland, Md., *Press*, and prior to that for a considerable period was on the advertising staff of the Baltimore *News*, handling national accounts. He is a vice-president of the newspaper departmental of the Associated Advertising Clubs of the World.

Digitized by Google



SEPTEMBER ISSUE

At first, Bledsoe probably thought he was stuck!

The golden oak lingered.

Mahogany and walnut pieces moved out briskly but that golden oak hung on like a lost child to a newly found mother.

And the accident!

A railroad wreck piled the store with damaged furniture. It had to be moved.

Mr. Bledsoe went into action. His prices made San Diego gasp. The damaged merchandise moved.

Its moving set Mr. Bledsoe to thinking.

For there was that golden oak.

Then came the idea. Today it requires a whole floor of Mr. Bledsoe's store to carry it out.

All the stickers—all the hopeless pieces of furniture—all the soiled and damaged goods go on the pilgrimage to that department.

And Mr. Bledsoe keeps his stock clean and makes money from the hang-overs.

The complete story of this remarkable Bargain Department is in the September issue of the Furniture Merchants Trade Journal.

It is but one of more than twenty-five similar articles in that issue—each telling of some remarkable plan or method by which furniture merchants are making their business bigger and more profitable.

Month after month, year after year this publication holds the interest of the progressive furniture merchants who read it consistently by the definite — practicable merchandising information which characterizes its editorial policy.

Would you like to see a copy?

FURNITURE MERCHANTS' TRADE JOURNAL

Published by

MERCHANTS' TRADE JOURNAL, Inc.

DES MOINES, IOWA

Also Publishers of

DRY GOODS MERCHANTS' TRADE JOURNAL

HARDWARE MERCHANTS' TRADE JOURNAL

New York Chicago Indianapolis Boston Rochester Washington, D. C.

Digitized by Google

Seven Years and Six Months

ONE of the pronounced merchandising successes made in recent years has been that of the Forty-Four Cigar Company in prompting the sale of ADLON Cigars

After arriving at a composite of the cigar preferences of thousands of critical smokers throughout the country, they proceeded to make a cigar uniformly to that criterion—

Our helpfulness to the Forty-Four Cigar Co. developed in revealing the very individual features of Adlon cigar-making—we had to build up an advertising campaign that truthfully exploited a most unusual manufacturing performance.

* * *

The Forty-four Cigar Company's manufacturing ideas and

Donovan -

National

1211 Chestnut St.

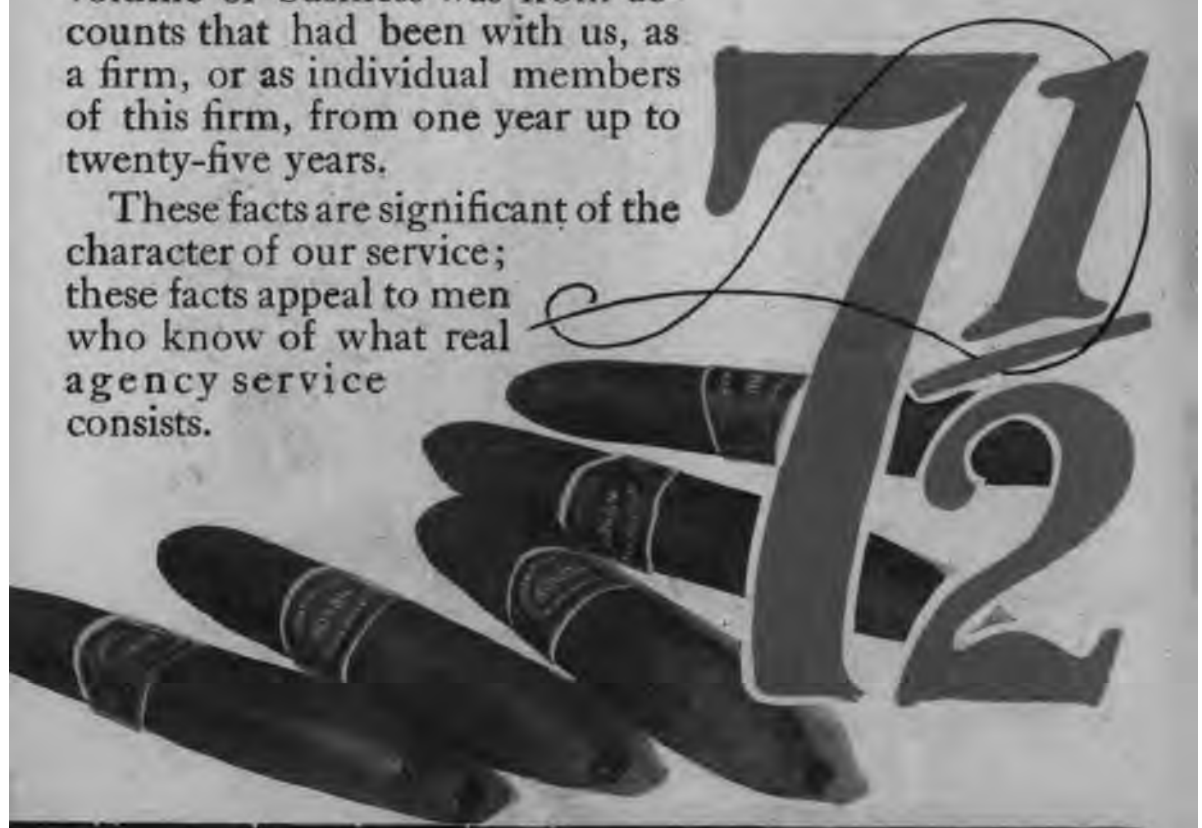
Digitized by Google

merchandising methods have been unusually successful. We are proud to be so closely identified with their success—to have helped them in establishing a wide demand for Adlon Cigars.

The Forty-four Cigar Company is one of our present accounts that has given us such an unusually long association with our clients of seven years and six months per account.

Our business in 1919 increased more than 150 per cent over that of 1918. And 96 per cent of the total volume of business was from accounts that had been with us, as a firm, or as individual members of this firm, from one year up to twenty-five years.

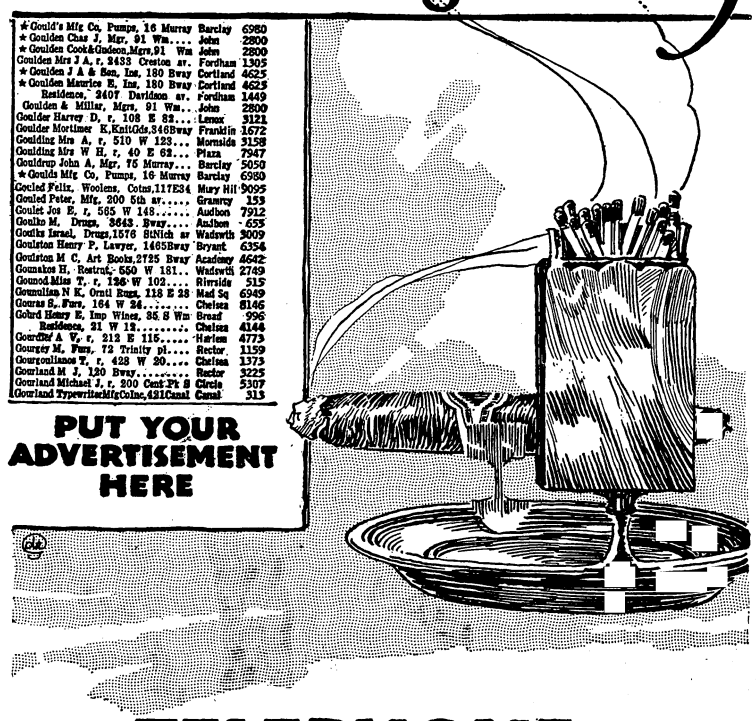
These facts are significant of the character of our service; these facts appeal to men who know of what real agency service consists.



Armstrong
Advertising
Philadelphia

Digitized by Google

For less than the Cost of a Good Cigar a Day



TELEPHONE DIRECTORY ADVERTISING

Reaches the telephone users of the Empire State and Northern New Jersey

NEW YORK TELEPHONE COMPANY
P. W. ELDRIDGE, Jr., *Sales Manager Directory Advertising*
1261 Broadway at 31st Street, New York
Telephone Vanderbilt Official 130

Digitized by Google

Labor Unrest and the Advertising Man

An Opportunity for Him to Prove That Better Merchandising Would Help Stabilize Conditions

By M. K. Powers

ALL advertising men—save those who are merely humanized rubber-stamps of someone higher up or treadmill drudges (and these are not truly advertising men)—have a very definite pride in the tremendous power which they harness and a very real awe for its far-reaching potentialities.

Yet almost in its very nature advertising is a hurrying business. Working to fixed schedules, it automatically penalizes the laggard who cannot train himself to meet obligations of time.

It is not a profession which encourages leisurely philosophic contemplation or smoke-wreathed mental inquiry into the abstract.

To-day, however, a condition exists to which every advertising man should give his most searching study, even at the expense of his routine work. No service which he can render can be farther reaching in its wholesome effects, and the need for his co-operation is immediate. Advertising men, through the power which they individually wield, are fronted by an opportunity for a national service.

We, all of us, stand face to face with the present unescapable problem of labor unrest.

None of us ignores the gravity of its possible developments. Some, however, underestimate the value of immediate action toward its solution. Others are already estimating what good results might be obtained through the application of the same sort of study one would give to a merchandising problem.

In absolutely normal fashion the latter are facing this social problem just as advertising men face any other publicity or merchandising problem. They turn straightway to the medicines which they have found effective in the case of other business ailments.

Beyond any question of doubt much can be done along such lines.

Personally I believe the biggest opportunity for most of us lies elsewhere.

THE PUBLIC'S INTEREST AND RESPONSIBILITY

Whiting Williams, whose recent years have been spent in first-hand studies of what labor faces in home and daily work, writes in a recent issue of *Collier's Weekly:*

"At any rate, my belief is that the worker will stand for the monotony of mass production if the manager will only meet the immensely bigger problem of giving him more of it—by giving him a steadier job. No man can get a proper feeling about his job, and therefore about himself, as long as industry in general continues its past and present irregularity. The only proper arrangement must some day be made possible—that is, to find, first, for every man a full twelve-months-a-year job and then to arrange, on that basis, a proper yearly wage.

"Such a study, made by representatives of the employers, of the employees and the public, is quite likely to result in some such statement to the public as this:

"'You are insisting that your interest and convenience in this matter of industrial relations require your getting into our disputes. All right. Granted. Now our studies show we cannot furnish the steady jobs which are required for the happiness of all of us so long as you insist upon wanting so many different kinds of things made in so many arbitrary and unreasoning ways for delivery at so many different and irregular times and seasons. We

Digitized by Google

will be happy to acknowledge your interest if you will acknowledge your responsibility. But we cannot give you efficient and happy production unless you do your part to make sure that in meeting your irregular and highly seasonalized wants we shall not produce ourselves out of our jobs.'"

Do you note that Mr. Williams makes use of the term "highly seasonalized"?

Don't I remember some highly reasoned arguments in presidents' offices as to whether a business was or was not, of very necessity, seasonalized?

And hasn't it been, more often than not, the disciple of advertising who stood up at the conference table and pledged his belief that his factory never need stop producing goods if advertising were rightly applied to guarantee the moving of them?

And hasn't the war taught us that we do not actually need or profit by all the minor pet variations which we used to demand in the merchandise we purchased?

QUESTIONS TO COMMENCE WITH

Persiflage aside, ask yourself three questions and answer them with impersonal frankness—bluntness, if you will—because on their answers depends your opportunity for a timely national service.

1. Would you accept business conditions without protest were it the custom of your office to "lay you off" indefinitely at apparently odd moments as the whim seemed to strike the boss?

2. Are the workmen and women in your plant, once hired, permanently yours (at least during "good behavior") or do you "lay 'em off" now and then?

3. Has your company exerted effort to overcome seasons and make the factory operate from one year's end to the next on a steady production schedule?

A "no" to either of the last two questions betrays a condition in your company which is feeding to-day's unrest.

Overdrawn? Theoretical?

If you think that, face the fact that probably the most successful handling of labor in all the busy industrial region around Cleveland is in a certain automobile plant which offers its workers no wage advantage, no bonuses, no profit-sharing, no shop committees—in fact, none of the panaceas so widely discussed to-day. It maintains a full shop through periods of labor shortage by a far simpler policy—every worker knows that, once hired, he will be continuously on the company payroll just as long as he keeps his half of the bargain. It is little wonder that this plant is noted for its ability to attract and hold the highest individual type of workman.

There are no enforced vacations, no unforeseen, nestegg-consuming layoffs in his future.

He can go to work and give his best thought to his company because his mind is not distracted by an ever-present worry. There is no "off agin-on agin" to play havoc with his savings account nor with his payments on his home-building loan.

Is he going to be interested in Red harangues?

Is he going to agree with Bolshevik literature that there is no justice in the present system?

Is he going to sit up late tonight and endanger his job tomorrow planning some sly bit of sabotage which may throw some fellow-worker out of a job?

No—you will always find him on the side of law and order as we know it.

PRINTERS' INK has some 17,000 readers well scattered through industries, large, small and middle-sized.

Compute, if you can, the number of laborers employed by the advertisers whom these men represent—in advertising department and agency.

Picture the solid bulwark against Red teaching which would be built up if all these laborers were assured of 12 months' solid employment a year, free of the bitterness of layoffs.

Then tackle the job that lies in front of you.

Advertising, probably more than any one other force, can stabilize the labor demand of each factory

Digitized by Google

Second Largest Daily Morning Circulation in Ohio

A Newspaper For 109 Years

No newspaper or business enterprise of any kind has ever lived through such a period of years without very substantial reasons for its continued existence.

The Ohio State Journal.

Established 1811

STORY, BROOKS & FINLEY, Foreign Rep.

NEW YORK PHILADELPHIA CHICAGO

Read by the Buying Power for 109 Years

Digitized by Google

by keeping the sales-demand just ahead of its production.

The advertising executive can wield a powerful influence for national good by fighting in his business councils for four basic policies.

First—for policies which will extend the buying season of his merchandise by stretching the season at each end, with the ultimate goal of establishing year-around markets. Careful studies of export markets, of climatic influences such as permit the possibility of offsetting winter losses in the North by vigorous sales-work in Florida, along the Gulf and in California, of the possibility of revolutionizing buying habits, as so successfully attempted by the summer underwear manufacturers, and of other similar problems, are more than apt to disclose strategic opportunities for the establishment of a steady, year-around volume.

Second—for financing policies which will make possible a longer period of manufacture in advance of the opening of the normal sales-season.

Third—for a policy of standardization of product and a reduction in odd items, the remaining products to be backed by added sales-efforts. Manufacturing to order is notoriously subject to peaks and valleys in demand and hence causes an equally fluctuating demand for labor.

Fourth—for the development of supplementary lines which can be manufactured by the same equipment as the present seasonable line, but which find a market in the present slack seasons of the other product.

The advertising manager or agency adviser who is successful in advocating any of these policies will achieve a situation of selfish profit as well as of national advantage.

A stabilized labor payroll in a business is the one lasting foundation for high efficiency in plant operation. Floating labor is notoriously low-grade. The business which must depend upon the supply of floating labor from month to month carries the bitterly expensive burden of paying full scale wages for low-grade performance. Good workers can easily avoid the risk of intermittent employment, and do so. The rag-tag remain for the seasonal employer. Just to-day a manufacturer of sheet-metal products volunteered to me, "As long as we were on contract work we never had an organization. We just had men out in a factory." That is why a drop in production costs almost automatically results from any policy which assures continuous employment and permits the building up of an efficient labor personnel.

All in all, there is a wide-open opportunity for service along these lines, and no advertising man can afford to neglect it. For those who do not respond to it as a step toward the solution of present labor problems, the personal profit remains as a wholly adequate and worth-while goal.

R. H. Dippy Forms Philadelphia Agency

Robert H. Dippy, who recently withdrew from partnership in the Dippy & Aitkin Advertising Agency, Philadelphia, now the Aitkin-Kynett Company, as reported in PRINTERS' INK of September 16, has established the Robert H. Dippy advertising agency at Philadelphia.

The Dippy agency is handling the accounts of the Atwater Kent Manufacturing Company, Philadelphia, scientific ignition; L. Adler Bros. & Co., Rochester, N. Y.; "Adler-Rochester" clothes (newspapers only); Ajax Metal Company, Philadelphia, metal products; H. G. McFaddin & Co., New York, lamps and heat light appliances; Philadelphia Electric Company, Philadelphia, direct mail; Travelight Manufacturing Company, Philadelphia, radium face clocks; Trexler Company, Philadelphia, automobile jacks and tire remover; Twinlock Company, Philadelphia, automobile tire carrier, and Witherbee Storage Battery Company, New York.

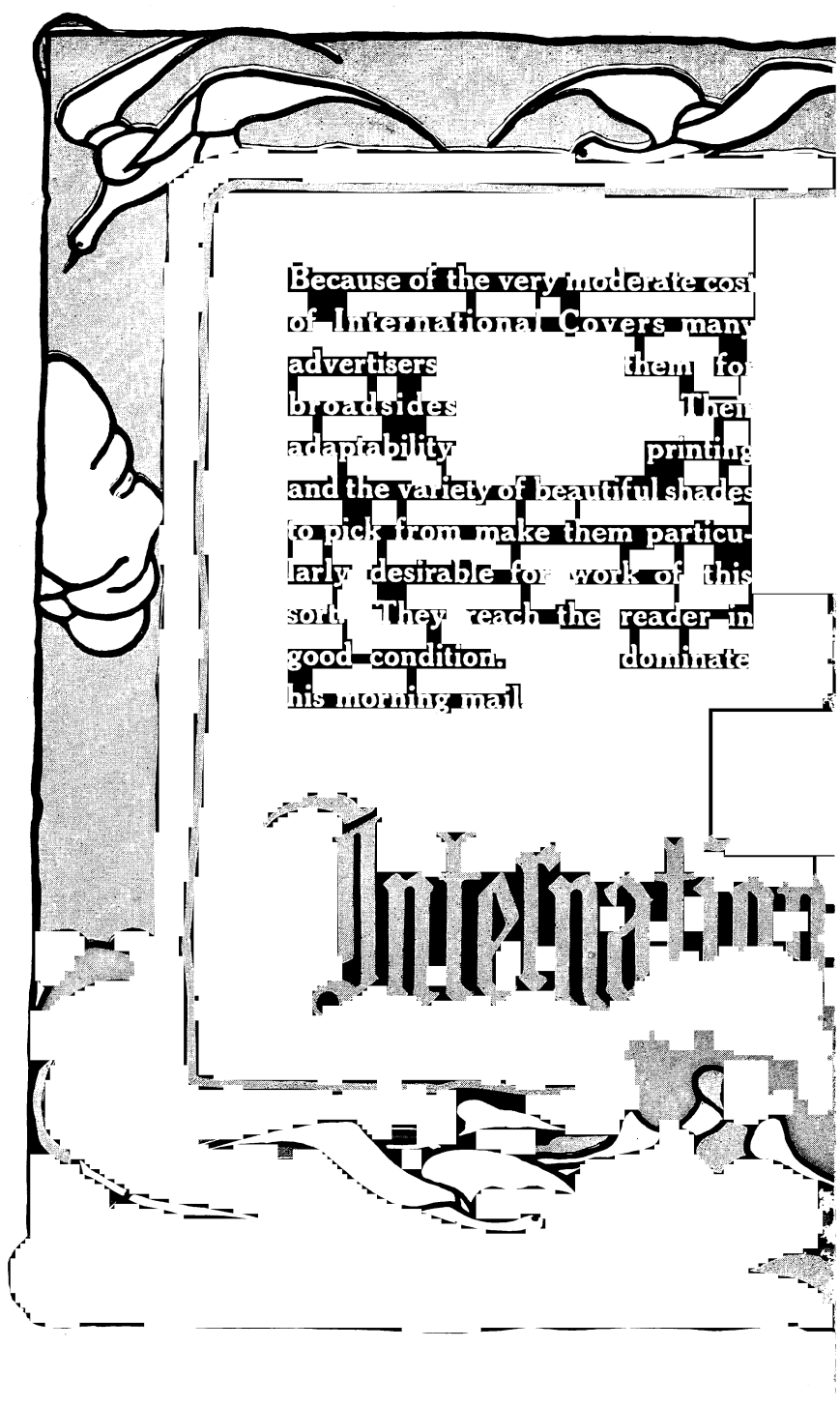
W. C. White Joins Simmons-Boardman Co.

W. C. White, formerly with the Federal Shipbuilding Corporation, Kearney, N. J., has joined the copy service staff of the Simmons-Boardman Publishing Company, New York, specializing on its marine publications, "Shipbuilding Cyclopedia" and *Marine Engineering*.

Mr. White's experience in shipbuilding covers a period of several years. He has recently been an assistant in charge of hull construction.

Digitized by Google

Digitized by Google



Digitized by Google

If these considerations—appeal to you, International Covers should be your selection for work of this nature, as well as for booklets and the simpler Artistic advertisers and printers are invited to read "Broadsides," a magazine Broadsides" and other bristling printed pieces showing international Covers hard at work. Write for several examples.

Digitized by Google

The International Covers Dummy Kit is an expensive cabinet containing several sheets of each tint in which International Covers are made. The sheets are folded to 10⅝" x 15". We shall be glad to send a kit prepaid to any printer, advertiser, or commercial artist who actually will use the folded sheets constructively.

The Dummy Kit is valuable in formulating your work in the shape of layouts and dummies.

CHEMICAL PAPER MANUFACTURING CO.

Holyoke, Mass.

Digitized by Google

A Jobber Who Would Advertise Seeks Manufacturers' Help

What Co-operation May He Expect and What Share of Cost of Advertising Should He Pay?

LINDSAY BROS. COMPANY
MINNEAPOLIS, MINN.

Editor of PRINTERS' INK:

The writer has been very much interested in the articles you have been printing in the last few issues with reference to the relation of jobbers and manufacturers. Most of these articles, of course, that dwelt with the jobber have applied to groceries, drugs, and lines of that nature.

Our concern is a large jobber of all kinds of machinery used on the farm, and while we did some years ago manufacture a part of our line, we discontinued this and at the present time are doing nothing but jobbing or wholesale business.

With some of our manufacturers, we have been able to get them to advertise their goods in our territory over our name, using, of course, their own name in describing the machine, and in the cases where we have tried this, it has worked out very well.

In some instances, the manufacturers were already advertising in our territory, which covers practically the Ninth Federal Reserve District, but we found that we would get more replies when the advertisement appeared over our name than when over the factory's, and we thought that the reason for this was because the person inquiring was familiar with us from the fact that he had probably bought some of our other goods and knew who we were, and answered on that account or on the account that we were located at Minneapolis, which is the natural distributing point for this district.

We have been trying for some time to work out an arrangement whereby lines we handle can be advertised as they should be in this territory, and the expense borne in the right proportion by the factory and ourselves. If you can give us any information of any cases you know of where this has been done, we will appreciate it very much.

J. H. GANZER.

ACCORDING to the generally accepted opinion the relations between the manufacturer and the jobber, as far as advertising co-operation is concerned, should be pretty much on the same basis as between the manufacturer and the retailer or the jobber and the retailer. That is to say, the manufacturer is supposed to do the national advertising and create a condition of consumer acceptance. Then the jobber's part is to step in with his own advertising and use this to hook up to his own trade the good will created by the manufacturer's publicity efforts.

This is the theoretical side of the proposition as it may be expected to work out under the average circumstances. But of course there are exceptions. Some jobbers assert, with an apparent show of good reason, that manufacturers should bear a portion of the local advertising expense, and this is being done in a number of instances that could be named.

It is difficult to set down any hard and fast rule on which the expense should be apportioned when the advertising is done in this way. According to the general practice, the manufacturer ought to expect to contribute to the jobber's expense of advertising his article in proportion to the extent that he himself advertises it nationally. If a manufactured article has been exploited nationally to an extent that has turned consumer acceptance into consumer demand, the jobber usually is glad to accept this advertising at its face value. Instead of asking the manufacturer to bear part of the local advertising expense the jobber sails right in and pays out more of his own money advertising the article than the manufacturer does in that district. The jobber knows that the more and better advertising he does the more sales he is going to make as the result of the big asset created by the manufacturer's publicity.

IN THE CASE OF THE MORE POWERFUL JOBBERS

On the other hand there come times when it means more in an advertising and distributing way for a manufacturer to ally himself with a big jobber than to attempt to market his goods himself. Suppose a jobber has a wide distributing system which he has created and cultivated by means of inten-

Digitized by Google

sive methods. If a manufacturer desiring distribution in that territory can get a jobbing organization of this kind to take up his product and push it, then it is practically made. In such a case the manufacturer is really using the jobber's advertising instead of his own. Naturally under these circumstances he pays a part of the advertising expense.

The same principle works out in retail stores. If the manufacturer has established clean-cut consumer acceptance or demand for his product through national advertising to an extent that makes it a visible asset for the retailer, the retailer is deliberately throwing profits out of the window if he does not unite his own selling organization with this condition by doing the best advertising of which he is capable. But there have been cases where the manufacturer has actually paid the expense of advertising his article locally because this was his method of getting distribution.

A few years ago a jobber dealing largely in notions decided to take on a new kind of hairpin which since has become widely advertised. The hairpin had merit and plainly was a comer. But it was not known. The manufacturer therefore agreed to contribute $5,000 toward the expense of featuring the hairpin in rather an unusual way in the jobber's catalogue. Now this nationwide distribution for this article has been secured, the manufacturer no longer pays any part of the jobber's advertising cost. It is a plain business proposition.

Not long ago PRINTERS' INK told about the F. W. Woolworth Company stocking a small specialty item, and giving it the benefit of its great distributing system on condition that the manufacturer co-operate by advertising in a national way at his own expense. In this case the advertising said specifically that the article could be obtained at the Woolworth stores.

These principles we think can very properly guide the Lindsay Bros. Company in working out the problem suggested in the last paragraph of Mr. Ganzer's letter. If the implement is already well advertised, Lindsay Bros. can afford to add it to their line and push it in an advertising way at their own expense. This couples the jobber's and manufacturer's reputations and advertising assets in a most effective way, as Mr. Ganzer's letter says his company already has found out. But if the implement is not advertisingly alive in the Lindsay Bros. Company territory, the manufacturer most certainly should be expected to come forward with his share of the publicity expense involved in getting it on the market. The proper pro-rata share for each to pay is a matter to be worked out by negotiation. Fifty-fifty is regarded as a fair proportioning, other things being equal, and if all the advertising is done in the jobber's name.—[*Ed.* PRINTERS' INK.

B. B. Snowden Joins Ansco Company

B. B. Snowden, formerly editor of *The Amateur Photographer's Weekly*, Cleveland, is now with the Ansco Company, Binghamton, N. Y., maker of "Ansco" cameras and films and "Cyko" paper. Mr. Snowden will superintend the publication of the company's three house-organs, "Portrait," "The Ansco Dealer," and "The Ansco Developer."

New Accounts of Canadian Agency

Booth's Hyomei Company, Ithaca, N. Y., has placed the direction of a Canadian advertising campaign in charge of the Hamilton Advertiser's Agency, Limited, Hamilton, Ont.

This agency has also secured the account of Miss Donalda C. MacKinnon, Niagara Falls, Ont., maker of toilet preparations. Advertising will appear at present only in Ontario.

Represents "Arizona Gazette" on Pacific Coast

B. J. Schaefer, formerly with the McGraw-Hill Company, Inc., has been appointed San Francisco manager of the Bert Butterworth Agency, which has offices in San Francisco and Los Angeles. This agency has been appointed Pacific Coast representative of the *Arizona Gazette*, Phoenix, Ariz.

Digitized by Google

Business On Your Scale

This organization numbers men who have administered successfully the advertising affairs of huge corporations whose business is world-wide. It counts among its valued clients several whose beginnings in advertising were very small, although they later became quite large. We have not been warped by association with large affairs nor dwarfed by temporary handicaps in resources. We can see business from your standpoint.

Send for the book *"How to Judge an Advertising Agency"*

J.H. CROSS CO.
General Advertising Agents
214 South Twelfth Street - Philadelphia, Pa.

Digitized by Google

An Intolerable Tax Situation

The Gross Sales Tax the Remedy

By William C. Cornwell

Of J. S. Bache & Co.

THE people of this country are becoming educated to the fact that the whole system of taxation in the United States is wrong.

A year ago, comparatively few of us were criticizing the system openly, although hundreds of thousands—yes, millions—of people were cursing the methods.

During the war no one criticized. Everybody paid willingly, freely, without a murmur. The spirit of patriotism swept through the hearts of the people — all classes—rich and not rich—alike. It went to their heads and extended to their pockets. Millions of them came forward and bought bonds—bonds unwisely put out at too low a rate of interest—bound to decline in the after-war rush for capital.

The people depended upon the faith of the Government to make good. But the Government has done nothing. Long ago these bonds should have been funded into a higher rate long-term bond. That would have kept them above par, and millions of dollars would have been saved to patriotic investors, lost now on sinking prices of Liberty Bonds, because of the unkept faith of the Government.

A broad business treatment of these great subjects is needed. Only the concerted action of business men persistently carried on, to penetrate the thick atmosphere of politics and make it see the light, can bring this about.

But no business advice was asked by Washington on the subject of war taxes and the result is that the country is burdened with the most destructive system of taxation that was ever conceived, saddled upon them by politicians whose only thought was, as Senator Smoot says, "How will I be affected at the next election?"

The tax system thus introduced was founded on class and sectional bias.

The object was to make the rich pay for the war. The measure was as illy planned as it was maliciously conceived, for while it seems on the surface that the well-to-do are bearing the burden, the fact is that wherever possible the tax is being loaded on to prices of things that everybody buys.

But, as I have said, education of the people on the tax question is making great headway in this country. The present method of taxation is wastefully destructive, but it is only during the past year or so that the public has become alive to the fact. To-day a vast number of people in all classes, not only bankers and business heads, but those in the rank and file of all occupations, are impressed. This widespread knowledge is mainly due to the fact that the public is beginning to see that prices are being kept high, in many articles, because of the present excessive taxes.

These taxes, as has been said, while intended to hit only at the well-to-do, are in reality passed on by the manufacturers and producers wherever possible to the consumer, and in multiplied amount. Government experts are quoted as estimating that nearly 25 per cent (23.2 per cent) is added to prices by reason of the existing tax methods, and that a large part of this never reaches the Treasury. This, however, bad as it is, may be assumed to be only one item of the damage caused by the prevailing system of taxation.

EXCESS TAXES AND SURTAXES SAPPING INDUSTRIAL LIFE

Two important sources of the country's progress are being dried up by operation of the excess

(Continued on page 117)

Address before the National Association of Cotton Manufacturers at Maplewood, N. H., September 23.

Digitized by Google

Why Chicago?

TODAY Chicago is unique among the markets of the world. Temporary periods of depression pass it by untouched. It is safe, sound, *everlastingly* sound.

Because—

Its principal industries are basic industries—diverse, gigantic, indispensable. Its big job is feeding the world. The crop miracle of 1920 has transformed what once appeared a partial failure into actual bumper production.

Therefore, Chicago—the heart of the farm belt—is today, more than ever before, a strategic center in which to seek expansion and solid growth.

The Chicago Herald and Examiner

reaches this market intensively and effectively. Its more than 635,000 Sunday and more than 335,000 daily circulation is growing steadily despite the competition of other newspapers that sell for less.

The HERALD AND EXAMINER—the only 3c morning and 10c Sunday newspaper in Chicago—has many thousands more readers today than it had one year ago at 2c and 7c respectively. Grow with this growth in Chicago—the safest market in the world!

John A. Dickson
General Manager

CHICAGO HERALD AND EXAMINER

Largest 3c Morning Circulation in America

Digitized by Google

View the British Market

COMING

First-hand opinion from the American with the longest, widest, and most successful experience in developing the sale of American goods in the British market; worthwhile views on selling in British markets, and the opportunities for American enterprise, with a recognition of the folly of doing the wrong thing in the right way, or the right thing in the wrong way, in an imperfectly understood market is worth thinking about.

Mr. Derrick's British experience covers a period of 25 years, and embraces the advertising of goods selling through practically every wholesale and retail line of trade.

Our American clients include Quaker Oats Company, Armour & Company, Corn Products Company, Cudahy Packing Company, Funsten Brothers, the principal Havana Cigar Manufacturers, H. J. Heinz Company, the Oneida Community, The Pepsodent Company, and Studebaker Company.

The DERRICK AGENCY is staffed with British men trained in American Agency methods, men who understand the British market and the responsive appeal to the British consuming public.

Paul E.

DERRICK

ADVERTISING AGENCY, LIMITED,

Digitized by Google

thro' trained American Eyes

OVER

Our Mr. Derrick will arrive in New York about September the 25th and will spend a few weeks in New York, Chicago, and other important cities.

Interviews can be arranged by addressing him at Room 1510, *Flatiron Building, New York. 'Phone: Ashland* 7423.

Mr. Derrick is a Director of the American Chamber of Commerce in London, and Chairman of its Trade Information Committee, and also of its Advisory Advertising Committee. For sixteen years resident in London, and Managing Director of our Advertising Agency.

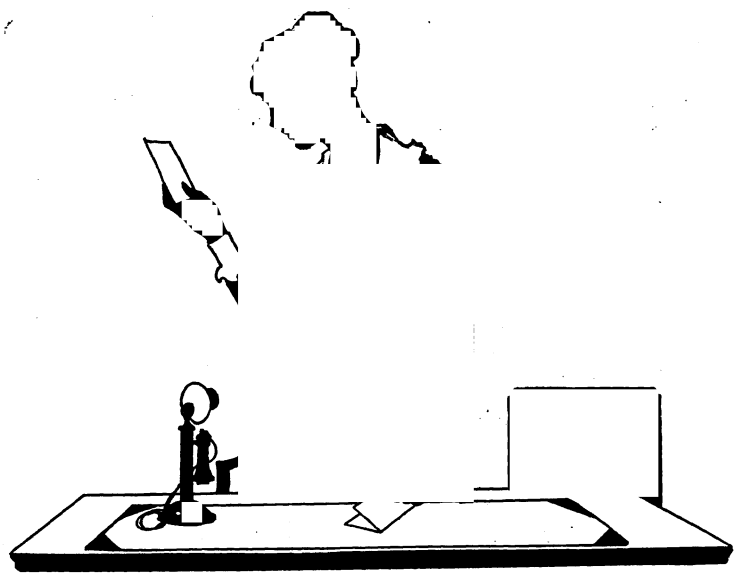
In addition to an influential American clientele, we represent many important British firms having a world-wide trade.

Mr. Derrick offers a thoroughly up-to-date advertising service organization from Policy to Practice—including Press Advertising, Billposting and Printing.

LONDON

34, NORFOLK STREET, STRAND, W. C.

Digitized by Google



Boomerangs of Business

You want your "return cards"—inclosed with circulars or price lists—to come whirling straight back to you.

They mean inquiries, orders. Then make them as inviting as you can—print them on good, clean stock, crisp in "feel," attractive in color.

Hammermill Cover will answer your purpose exactly—and at a price that will save you money. For samples and suggestions, write Hammermill Paper Co., Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

For Booklets, Folders, Broadsides, Catalogs, and all Direct-by-Mail Advertising

Digitized by Google

profits tax and the heavy surtaxes on income. These sources of progress are surplus capital and intelligent enterprise.

As to the first, the high taxes are driving people with large incomes to invest as much as possible in tax-exempt securities, instead of furnishing capital for new business and general commercial and financial development.

And as to the second, extra profits in business are being appropriated by the Government, instead of being used to strengthen business concerns and to provide against losses in lean periods, which are bound to come.

Besides this, the fact that extra profits will be largely confiscated by the Government deters intelligent and able people from extending their operations and building up new enterprises; and extravagance is encouraged in business because the sums so spent would otherwise have to be paid to the Government out of profits.

On this subject, in a recent address before the Broadway Association, Mr. Jules S. Bache, of our firm, said:

"The men of large means who still remain in active business are doing so either because they are buoyed up by optimism, believing that the present situation cannot continue or because they are tied up in undertakings impossible of liquidation. The enormous commercial enterprises built up in this country were made possible under a system which permitted capital to reap its share of the success of those enterprises. The system which deprives capital of its just share will prevent future development, and lead to decay, if permitted to go on."

Everybody recognizes that, for a time, Government expenses will be large, even with extravagance eliminated, but business men want a law which can be understood, a sum paid in taxes which can be relied upon, and to have the burden distributed justly and fairly.

The requirements of a good tax system are:

(1) That it be fair to all;

(2) That the burden be universally distributed; and

(3) That collection be simple and easy instead of being complicated and irritating.

THE SALES TAX OR TAX ON TURNOVER IDEAL

A tax on gross sales is an ideal development of these requirements. It is passed along in very small fractions and added through the various processes from the producer of raw material to stage after stage during manufacture, the tax almost collecting itself, accumulating automatically as it proceeds, and is finally paid by the consumer, practically without his knowledge, and the additions are so trifling as not materially to affect prices.

To illustrate, the herdsman or farmer on a Western ranch sells a steer, and knowing that he must pay a tax on the sale price, he adds it to the price which he receives. The butcher or packer sells the hide to the tanner, and charges a price which will absorb not only the tax which the herdsman had added, but that which the seller, in turn, must pay on the price obtained for the hide. This process continues from tanner to wholesale leather merchant, shoe manufacturer, wholesale shoe dealer, retail shoe dealer, until finally the ultimate consumer, whether he is a banker or a laborer, pays the whole cumulative tax in the price of a pair of shoes, and that without realizing that he is doing so. But the total under the 1 per cent sales tax is so small as to be negligible. It would not add over 2½% to the price to the consumer, whereas under the present excess profits tax not less than 23% is added.

This formula applies to all other commodities, and tax collecting becomes a natural wide-working automatic operation.

All the terrible turmoil and the enormous expense (estimated by the internal Revenue Department, including taxpayers' expenses, at over $125,000,000) connected with the collection of present taxes would be completely eliminated.

Digitized by Google

Inquisitorial investigators, frequently digging back for errors two or three years, would seek other jobs.

Tax experts would no longer be needed by taxpayers. The simplest form of cash-book would solve all problems.

Ruction in the money market on tax pay-days would disappear. Revenue would flow into the Treasury regularly, automatically and smoothly.

A tax of 1 per cent on the turnover in this country would raise revenue enough to allow the excess profits tax to be abolished, also probably would make unnecessary the surtaxes on incomes, allowing a flat rate to be levied all the way up, and it might even be sufficient to exempt all incomes below $4,000, $5,000 or even $10,000. The exempted individual would still be contributing because he would indirectly be paying the sales tax on most of the articles he bought, although it might not be apparent to him.

As to verification of what would be raised by a 1 per cent tax on turnover in this country, a test is furnished by the example of France.

France was compelled by her situation after the war to take up the question of taxation in the most serious manner. The first year after the armistice showed gratifying results, but in order to provide for debt reduction, as well as current expenditures, a most careful consideration of the whole subject was continued. The problem was, while increasing the amount of money to be raised, not to endanger the entire structure of business and commerce.

It is one of the most reassuring result to those advocating a tax on turnover in this country that France has now adopted this method as the least harmful and most productive of all the various methods resorted to.

A tax of 1 1-10 per cent was levied on all business turnovers, and this tax went into effect on July 1 of this year. Most careful estimates of the French statisticians indicated that this tax would obtain in revenue some 5,400,000,000 francs.

Unofficial reports of the first month (July) collections show that the amount resulting was much in excess of the estimate.

Some indication of what amount could be raised in this country by a tax on turnover of 1 per cent may be deduced from the careful French estimates. If we take the total estimated to be obtained in France, namely, 5,400,000,000 francs, the equivalent at the par of exchange in dollars would be $1,080,000,000. The rate there is 1 1-10 per cent. At 1 per cent the amount would approximate $1,000,000,000 ($981,000,000).

Our population is some two and one-half times as large as that of France, but our turnover in business would probably be on a much larger percentage than that of relative population. We are a nation of spenders compared with the thrifty French people, and our business turnover can safely be estimated as four or five times as large, if not more.

This would give a revenue in this country on a 1 per cent tax on turnover of from a minimum of two and a half to three billion dollars up to from four to five billions and even a larger sum.

THE SELLER, NOT THE CUSTOMER, PAYS THE TAX

I have found in the course of a very large correspondence on this subject that the impression prevails in many quarters, especially in Washington among legislators, that the tax on sales here proposed means a tax on *retail* sales to be paid by the consumer.

We cannot too widely educate people out of this idea.

The tax on retail sales paid by the consumer is the most disturbing, irritating and altogether unpopular method of collecting taxes perhaps ever invented. It is the mustard gas of taxation.

It is illustrated in the soda water tax, where, for every 15-cent drink, the public has to get a little pink ticket and pay two cents more for it—a most outrageous tax; over 13 per cent—but

Digitized by Google

FIRST
IN ST. LOUIS
FOR THE FIRST EIGHT MONTHS OF 1920

in Local Display Advertising

THE STAR published *more* local display advertising than any other St. Louis daily newspaper—14,436 columns.

in Gains in Local Display

THE STAR'S gain in local display advertising was *greater* than the gains of all other daily newspapers *combined*—6,966 columns.

in Total Display Advertising Gains

THE STAR'S gain in total display advertising was *greater* than the gains of the daily Post-Dispatch and the daily Globe-Democrat *combined*.

Advertisers who make their investment in Newspaper Space pay Big Returns, KNOW they CANNOT cover St. Louis unless they use The Star.

THE ST. LOUIS STAR

Don't Say "Paper"—Say "STAR."
(Trade Mark Registered.)

National Advertising Representatives
STORY, BROOKS & FINLEY
Chicago New York Philadelphia

Digitized by Google

the annoyance and inconvenience is almost worse.

This does *not* describe the tax on *gross sales,* or turnover. In this turnover tax, the *seller,* not the buyer, *pays.* This is the way it would work:

The merchant or seller would take from his books once a month the total amount of his sales and forward the statement to the collector with his check for 1 per cent of such sales. This would be the method all along the line.

So you will see that the retail purchaser would never know anything about the tax, or at least, not when he was buying the goods. He might, in his own mind, believe that somehow he was paying the tax. He might and he might not be paying it. That would depend upon the competition which prevailed in that article at that time. If it were being over-produced and there was a surplus supply of it, the seller would cut the price as low as he could afford to do. The tax would be treated as an overhead charge, like freight or rent, and the merchant would put it in with his other expenses and figure out the price to be charged, adding a profit as large or small as he could make it and be able to sell the article in competition with other sellers.

We have had for years an illustration of how smoothly the thing would work, in our tariff law operation, where the duty is sometimes paid by the consumer and sometimes not, but he is never annoyed in the transaction.

Large fortunes have by reason of increasing investment in tax exempt municipals become practically immune from taxation. The owners of these fortunes would under the Gross Sales Tax at least pay one per cent on their yearly expenditures. A reduction of surtaxes to a reasonable figure would release these fortunes once more for the support of new industrial enterprises.

Here is a tax which is fair because it falls on every consumer in the exact proportion to the amount he spends.

It is universal in its application because all persons are necessarily consumers to some extent.

It is easy of collection because every dealer in services or in commodities keeps a record of cash receipts even if he does no bookkeeping of any other kind.

It is the most business-like proposition in taxation that has been thought of up to the present time.

Can it be put through the foggy Washington atmosphere and made a living thing?

That depends, I believe, upon the untiring purpose, both individually and collectively, of such virile associations of business men as this one, which I have the honor to address to-day on this subject of most far-reaching importance.

The Tax League of America has been formed with a view of securing the largest possible membership and having all members concentrate on Congress, so that when the new Administration goes into office and summons Congress for the purpose of discussing future taxation, this new policy shall be adopted as a basis of remaking the tax laws.

This is not a movement to spare wealth as such from its just burden. It is a movement to relieve business from a policy of blood-sucking taxation, fastened upon it during the stress of war by ignorant or unthinking political initiative—a policy which is devitalizing the whole industrial structure. And this means, I need not tell you, that it is damaging the welfare of every individual in the country.

Will you do your share in lifting the nation out from under this destructive legislative monstrosity?

George A. Brown Now Advertising Manager

George A. Brown, Philadelphia manager of *The Purchasing Agent,* New York, has been appointed advertising manager of that publication.

Before his affiliation with *The Purchasing Agent* a year ago, Mr. Brown was for several years assistant advertising manager of the Religious Press Association, Philadelphia.

Digitized by Google

Small Towne Stuff

The city of St. Louis is being honored this week by the presence of Jerry McQuade, who is attending the Natl Assn of Retail Druggists.

Which reminds us that the Honorable John F. Kramer, Frederal Prohibition Commissioner, writes to the editor of the leading drug paper in the U. S. & C. as follows:

"The Bureau of Internal Revenue appreciates very much the attitude your publication is assuming toward the work we have to do."

DRUG TOPICS HAS APPLIED FOR MEMBERSHIP IN THE AUDIT BUREAU OF CIRCULATIONS.

V. E. Pratt is still traveling around the country, visiting the drug wholesalers and retailers. V. E. and Bill Conant met in Minneapolis last week and played golf.

AutoStrop, Mennen, Coca Cola, Nuxated Iron and American Can are among the national advertisers who have renewed their Drug Topics contracts. Thank you, Messrs. Maas, Rapetti, Dobbs, Clark and Deming!

Roy M. Edmonds, southwestern advertising manager of the national magazine of the drug trade, was in Kansas City, last week.

The Vick Chemical Co. is just completing a wonderful welfare building for their employees, in Greensboro, N. C., where O. Henry was born.

E. J. Moore & Sons say their Drug Topics advertising is producing big business on their "Sanger's Pro-tek-tubes Prophylactic."

Elbert Hubbard II dittoed his father's opinions of Jerry McQuade's goodstuff, when he wrote, last week, that he likes Drug Topics. (We like your letterhead, Bert.)

Have you seen the new car card on Palmer's Skin Success—done by Haskell Coffin? You've got to take your hat off to Frank Kirby for the activity of the Morgan Drug Co.

Who said there was going to be an advertising slump this Fall?

M. $. $.

Digitized by Google

The NORTHCLIFFE NEWSPAPERS

Number Two.

The Northcliffe Press comprises the following newspapers: THE TIMES, THE DAILY MAIL, THE EVENING NEWS, THE WEEKLY DISPATCH, THE OVERSEAS DAILY MAIL (Weekly Edition of The Daily Mail), THE CONTINENTAL DAILY MAIL. Each paper in particular is dealt with in this series.

AMERICAN ADVERTISERS who desire to conduct national campaigns in Great Britain need look no further than the Northcliffe Press.

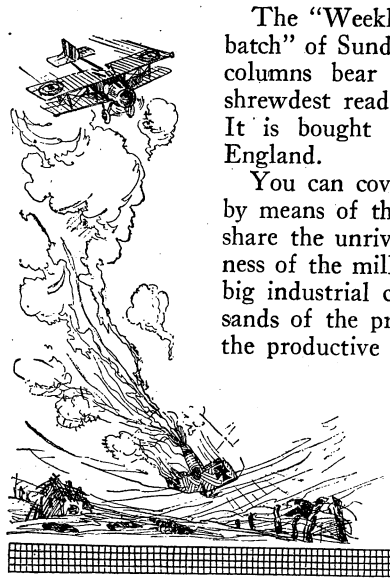
"The Times," for instance, reaches the highest classes all over the country. It is kept for reference and your advertisement not only brings immediate results but continues to "pull" long after it is current.

The "Daily Mail" reaches much over a million of *all classes all over the country*. It is the newspaper that brings *more and better results* than any other newspaper in the world.

The "Evening News" is Great Britain's premier evening paper. Its bought-and-paid-for sales now average 825,825 daily. It has "home interest" and is read by the whole family.

The "Weekly Dispatch" is the best of the batch" of Sunday newspapers. Its advertising columns bear witness that Great Britain's shrewdest readers know its "pulling power." It is bought in every city and village in England.

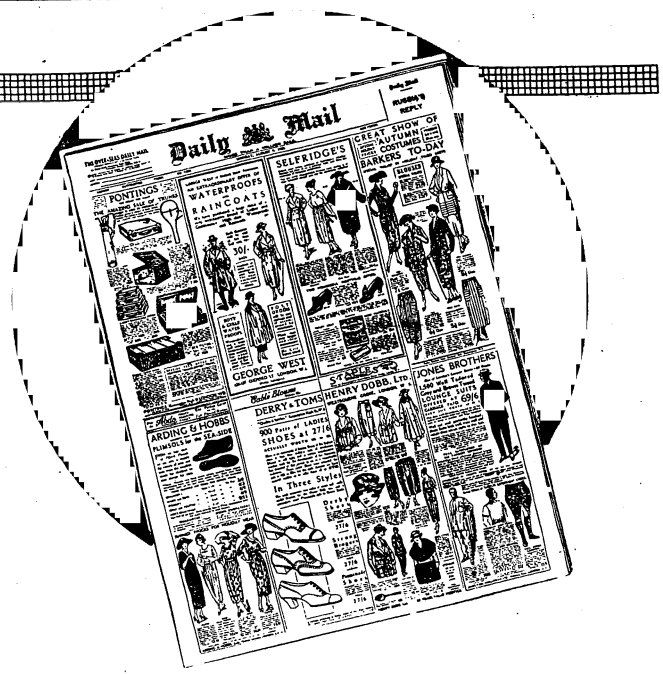
You can cover "Great Britain" completely by means of the Northcliffe Press. You can share the unrivalled attention and responsiveness of the millions of the metropolis and the big industrial centres, and hundreds of thousands of the provincial cities and towns, and the productive score of the remotest hamlets.



ACHIEVEMENT:

Led by the "Daily Mail," the Northcliffe Press in days of apathy and indifference spurred the British Public to a keen interest in Aviation. The "Daily Mail" Prize Flights were instrumental in greatly accelerating the development of flying.

Digitized by Google



Daily Mail

No British advertiser considers a campaign complete which does not include the "Daily Mail."

Certified accountants figures show that the "Daily Mail" bought-and-paid-for daily sale exceeds the million by over one hundred thousand.

You could conduct a national campaign in Great Britain through the "Daily Mail" *alone* because it reaches every city, town and village in the country.

In combination with the other newspapers of the Northcliffe Press it is irresistible.

Full particulars of advertising rates and specimen copies of any or all of the newspapers of the Northcliffe Press can be obtained post free on application to: The Daily Mail, New York Business Office, 30 Church Street, New York, N. Y.

Digitized by Google

Get your name on the Mailing List

ODHAMS PRESS LTD., publishers of "John Bull," "Pan," and many other world-famous journals issue a little monthly called "Odds & Ends" that contains much of interest to American Advertisers.

Every business man is eligible for the free-list. Apply to-day—on your business note-paper, please.

Odds & Ends

A Monthly Journal from Odhams

Published by

ODHAMS PRESS LTD.,

85-94, Long Acre, London, W. C. 2, England

Some of the Publications of the Odhams Press:

John Bull	Passing Show	National News	Every Woman's
Ideal Home	London Mail	Sunday Ev. Telegram	Kine. Weekly
Pan	Pictures	Sporting Life	Etc., Etc.

Digitized by Google

Waste Paper and Lumber

It is worth while to save waste paper, for whoever gets into this habit, cultivating the junkman as a connecting link between the home and the paper mill, not only adds a bit to the home exchequer but helps a bit to conserve the forest. The waste paper, except the small percentage of the highest grade, does not become new paper, but ti accomplishes the same useful end by becoming something else that would otherwise use up wood.

The war advertised and helped on various kinds of conservation, but the economic possibilities in discarded newspapers and other paper waste were discovered as far back as 1905. The United States is a large country, many citizens were thrifty enough to deal with the junkman for pennies, and when the government came to size up the new industry that resulted, it discovered that in 1911 more than 1,000,000,000 feet of lumber were being saved annually by the utilization of waste paper. The fibre box, which is the "something else," had come into use and was beginning to replace the wooden box for various commercial purposes. And in the composition of the fibre box, more than half the material was "chip," which means old newspapers, other waste paper, and the refuse of the paper mills; nearly a quarter was straw, and less than a quarter was wood pulp. The fibre box has made a good start; and now by a recent statement of Secretary Alexander, of the Department of Commerce, more than 500,000,000 feet of lumber would be necessary to make the boxes and shipping cases that are being made out of fibre board.—*Christian Science Monitor.*

Farmers Desire Co-operative Marketing

"We are not yet masters of the art of distribution of products," Franklin K. Lane, former Secretary of the Interior, says in a survey of national conditions, issued by the Fidelity and Deposit Company, of Baltimore.

"The fact that the farmers uniformly report a desire for some co-operative method by which their products can be brought to consumers means," Mr. Lane continues, "that this problem is of the greatest importance. But it is not for the farmers' benefit primarily that such a movement must quickly culminate in action. The consumer feels that somewhere between the farmer and himself, too much is taken for a service of comparative insignificance in contrast with that which the producer himself renders.

"The farmers apparently are not alone in desiring co-operative action. The survey shows opposition to co-operative movements only in the New England and Pacific Coast districts. Sentiment is divided in Ohio, Illinois, and the other North Central Western States, but favorable in the Middle Atlantic, the South Central and the Southern States."

FOR AGENCIES AND ADVERTISERS
STANDARD RATE & DATA SERVICE
THE NATIONAL AUTHORITY

Space Buyers
and
Advertising Managers

everywhere proclaim it indispensable on these features—**COMPLETENESS—ACCURACY—DEPENDABILITY—ACCESSIBILITY.**

Are you buying space blind-folded, hit-or-miss fashion, with only shotgun accuracy? Or, are you forever searching files (over 90% obsolete) for information which is **NOT** there.

IT'S WASTE—DON'T DO IT!

We **have eliminated** this waste. You can **NOW** prepare schedules, make comparisons, constructive analysis, quickly and accurately with our service. Contains over **two million** answers to rate and circulation questions. No matter what you want to know—it's there—and it's right.

Revised and issued every month. Contains detailed rates, mechanical requirements and minute circulation analysis on—

—DAILY NEWSPAPERS
—GENERAL MAGAZINES
—WOMEN'S MAGAZINES
—AGRICULTURAL PAPERS
—TRADE, CLASS & TECHNICAL PERIODICALS

Any information in ten seconds. No confusing reference marks or abbreviated information. Easy to read or carry around. Dependable data revised to the minute.

ASK ABOUT OUR FREE TRIAL OFFER

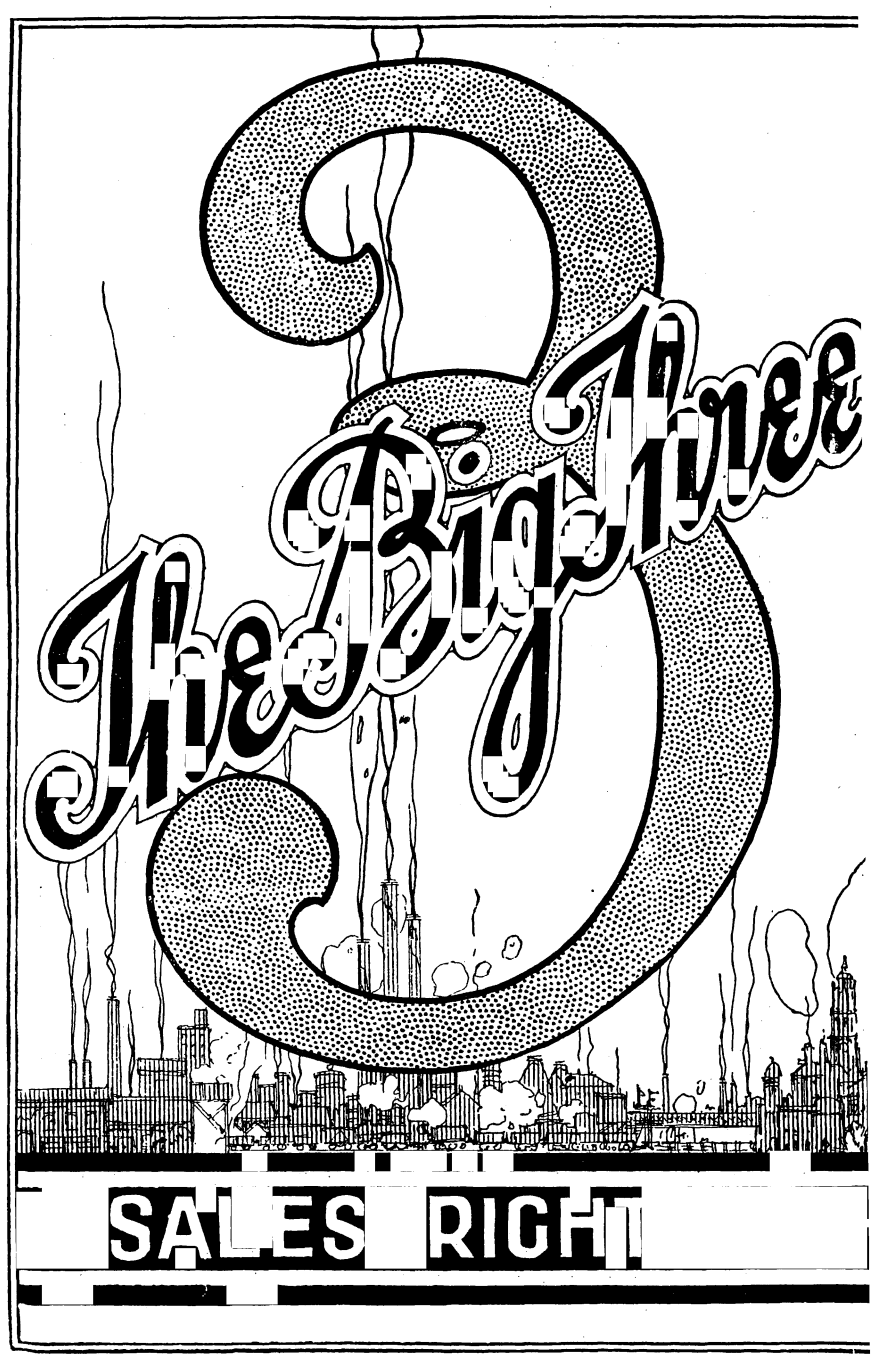
STANDARD RATE & DATA SERVICE
The National Authority

154 West Fort Street, Detroit, Mich.

References Any Advertising Agency
National Advertiser
Publisher or Publishers' Representative

Insist on the "Standard"
It Is
The National Authority
Oldest—most reliable monthly rate service

Digitized by Google



Digitized by Google

THE ALWAYS-BUSY THREE

OF THE BRITISH ISLES

ARE BEST COVERED BY THE BIG THREE

EACH OF WHICH IS THE DOMINANT MORNING PAPER IN ITS RESPECTIVE AREA.

SHEFFIELD and DISTRICT

will always recall the huge efforts made during a critical period of the nation's history. This district, of which Sheffield is the metropolis, includes Rotherham, Mexbro', Barnsley, Doncaster, Worksop, Retford, Chesterfield — an area on which "The Sheffield Independent" concentrates. It is one of

The Three Always Busy Areas.

The Three Great Rivers of the North

THE TYNE, THE WEAR, THE TEES,

are sufficient to indicate the importance of the district—the North - East Coast—for which "The Northern Echo" caters. From York to Berwick everybody is busy. It is one of

The Always Busy Three.

BIRMINGHAM and The MIDLANDS

that great centre of a thousand trades — has never been busier than at present. Big money is being made by all concerned. The popular morning paper, with a sale five times greater than any other morning paper in its district, is "The Birmingham Gazette." The area covered is one of

The Busiest Three in all England.

Rates, Separate and Inclusive:
THE NEWSPAPER HOUSE,
169 and 170 Fleet Street.
London, E.C 4.

RATES RIGHT

Digitized by Google

Building a Sales Policy on the Fundamentals of the Industry

The Needs of Both Dealers and Users Are the Basis upon Which One Firm Did Its Selling

By Hugh E. Agnew

TO a large number of manufacturers "sales policy" means the mechanical method chosen for the distribution of goods. Under that head will be such questions as, through jobber or direct to dealer, terms of credit, sizes of distributing packages, freight allowance and others which primarily concern the manufacturer, his convenience and profit.

But there is such a thing as forming a sales policy by looking at one's product from the standpoint of the user and the dealer. Then one asks himself, "Why should the public buy what I have to sell?" and "Why should the dealer sell my product?" The answer to each of these, at least in one case, has been found very simple. "The one legitimate reason why the consumer should use our products," say A. Schilling & Company; "instead of our competitors, which are handled in the same store, is that we give him greater satisfaction for the same money than he can get otherwise.

"That means that we give him a better quality, the amount and price being the same; or that, quality and price being the same, we give more of the product; or that, quality and quantity being the same, our price is less."

Schilling & Company have worked out a sales policy which covers all these points. They believe that those goods are best for the manufacturer and for the dealer which a customer would buy if he knew all the facts—that is, the comparative merits of different brands and grades, etc. But as it is impossible to have each customer so conversant with their lines, they have adopted the policy of returning to each customer his money if he does not like the article well enough so that he wants to buy it the second time.

"If a dealer sells our goods, he is entitled to his profit, which is his pay for selling them. If the customer does not like them, that is our fault, and the dealer should not lose because we did not make them right," is the way it is presented to their salesmen. So with every shipment of goods which that firm sends out there is a package of these "money back" blanks, which state:

MONEYBACK

Mr. Grocer: When you return a customer's money, please fill out one of these blanks and post it to us. We'll send you the money and postage.
A. Schilling & Company, San Francisco.

.....
A. Schilling & Company
Dated.....
I have to-day returned.....cents on
Schilling .....
to Mrs. .....
full address .....
Grocer .....
name and address
.....

We have sold millions of goods with this moneyback dealing. Whatever you think, it is safe; it isn't abused; and it is an assurance of fair dealing; useful alike to all three concerned—your customer, you and us.

No limit is placed upon the dealers as to their use of this unusually liberal guarantee. Every package is virtually a sample. The grocer says: "Take it and use it. If you do not like it, don't return it, nor the package. Use it all. Then if you do not want to buy it next time, this package will not cost you anything. Don't hesitate to say you do not like it, if you don't. It will cost me nothing. Schilling & Company protect me in that guarantee."

In the few cases that goods are returned there is no discussion, no quibbling. The customer is given the full retail price. Also there is no question raised when the moneyback slip is sent in to

Digitized by Google

the firm. No explanations are asked, and no correspondence required. And it proves very cheap advertising, for although the firm's business runs into the millions the annual cost of the moneyback is only about $300.

The policy of making the kind of goods that will give the greatest satisfaction to be had for the money has eliminated all grades except one. The idea is that there is a point beyond which goods can not be made better without making them extravagant. Also if that grade is not reached where added cost of manufacture brings a corresponding increase in quality, the maximum value has not been reached.

This can easily be illustrated with tea, one of the Schilling products. On the bush in the Orient the tea is all alike so far as cost is concerned. But the tender top leaves on the young shoots produce a much more desirable beverage than the older, tougher leaves. Now the cost of picking and curing the tea, placing it in packages, etc., is practically the same for each. Also the cost of transportation and overhead for handling is approximately the same. So if the prices of two teas on the plantation in Japan are fifteen cents and thirty cents, and the cost in each case of bringing them to America and distributing them to users is forty-five cents a pound, the intrinsic value of the better tea is about twice that of the cheaper, although the difference of price to the user is only fifteen cents a pound. It is very evident that the higher price tea is the most economical—the best buy.

But if the leaves are selected too critically, only one or two of the first on the twig being taken, the cost of the tea would be so great that the improvement in quality would not be equal to the added cost of making the selection, and the value would not be high, although the price was.

As the Schilling sales policy considers the dealer, he is in business to make money; his chief concern is profits; so of competing lines a dealer should favor the one that is the most profitable to him. The difficulty is in determining which are, and are not, profitable. The profitableness of a line cannot be measured by the margin on single sales. Little money could be made by an established merchant on goods which would sell but once, however large the margin might be. Profit can be measured only at the end of a given period, not by individual sales.

The two factors of profits are margin and volume. If the margin is too large, the volume will be cut down. If too small, profit will be impossible. The argument often made by salesmen that "we give you a splendid margin of profit on our line" is often a fallacy. The manufacturer does not give the profit; that comes from the customer. Offering a wide margin may mean that the manufacturer is giving the dealer a chance to make a big profit *out of his customers.* And if he makes too much out of them, it is evident that he will not have them long.

Profitable goods, according to the Schilling sales policy, are the kind that give sufficient margin and that build trade. The most profitable goods are the ones that will best hold old customers and attract new ones, while making money for the dealer. Goods have an advertising value in themselves. If satisfactory, or, better yet, if pleasing, they will advertise the store as a good one. If unsatisfactory, they will still advertise the store, but unfavorably. Good goods, good grocer; poor goods, poor grocer, is the way customers pass their verdict.

The curse of the grocery business is that there are too many grocers. There are too many grocers because it is so easy to get into the grocery business. So in the long run that margin will be most profitable which most discourages competition, yet is ample to yield a profit when the volume of business is satisfactory. To express this policy mathematically, those goods are most profitable

Digitized by Google

Advertising Follows Circulation

ONE of the greatest chain store organizations in America locates its shops in accordance with the density of the crowds which pass certain spots. Advertisers are likewise merchants. They show preference for the mediums which display their messages to the greatest number of possible buyers. That is why the papers which lead in circulation usually carry the most advertising.

In Detroit and vicinity The News has more circulation than all competitors combined and leads the world in advertising volume.

The Detroit News
The Advertiser's Exceptional Opportunity—"Always in the Lead"

which give the largest product when the dealer's margin is multiplied by the per cent of perfection given the customer. That is counting the best value offered as 100 per cent, and rating the goods under consideration as such a per cent of the best.

For a number of years Schilling & Company maintained prices, but with the coming of the self-help stores the cost of doing business varied so widely, and the appeal of the new store was so different, that it was no longer feasible to keep one price. The non-service stores presented their case like this: "We require our customers to wait upon themselves. We do not wrap their goods, nor deliver them. Furthermore, we require payment at time of purchase. The 'regular' stores do all this for their customers, then allow them from thirty to sixty days' time in which to make payment. The price they ask covers all these services. Delivering is at least three per cent, clerk hire six to eight per cent, and even if there is no loss on bad accounts, it costs at the very least two or three per cent to collect. It is not fair to our customers to make them pay us for all these services when we do not perform them."

So the price maintenance was discontinued, but dealers are asked *not to sell goods that are no better for more.* That was a request rather than a requirement, however.

Another point of the Schilling policy is to build up strong retailers. They believe the recommendation of the dealer is so important that no reasonable means of securing it should be overlooked. Salesmen are kept informed of the best practices in the grocery business, so that their calls upon the grocer may be made as helpful as possible, otherwise than merely in the lines handled by the house. The extensive advertising of the firm is planned to be helpful to the grocer, not to supplant him. It aims to make selling easy for him, not to do the selling.

A progressive discount is given

Digitized by Google

because of lessened overhead, and decreased credit risk, with the large order and large firm, but still more because of the advertising value which a large store has for a line of goods as compared with a small one.

To sum up, the Schilling sales policy aims to give the user the best possible value — "quality-economy" the firm calls it. If people are not convinced by using the goods, the trial costs them nothing. To the grocer, they aim to offer such goods at such prices that they will be the most profitable for him to handle. Then they support him with advertising that makes his sales efforts most effective.

Greater Efficiency in Production Is Being Secured

A survey of financial and business conditions made by the First National Bank in St. Louis leads that institution to the belief that greater efficiency in production is being secured and that the decrease in the per capita production since 1914 has not been as great as has been assumed. In commenting on this conclusion in the report this bank says:

"The productive capacity of the United States is very great, as was amply demonstrated during the war, and the dire predictions about the great length of time necessary for production to catch up with consumption is not warranted. More economical consumption has been manifested, and with the increased production, the normal balance between supply and demand of most lines of goods is being reached."

Census of Warehouses Being Made

A census of the public warehouse industry is being made by *Distribution and Warehousing*. That publication says that this work has been undertaken because a census of the industry has never been made by the United States Government. The survey, which this publication plans to complete before December 1, will show how many public storage plants, merchandise, household goods, cold storage and bonded warehouses are located in the United States.

Will Join Sharpe Agency

George J. Callahan will become associated with the advertising agency of W. W. Sharpe & Co., New York, on September 27. He has been in the past with the New York *Herald* and *American*.

W. G. Ratterman

is now a member of this organization.

Mr. Ratterman comes to us from the West with an enviable reputation, upheld by actual ability.

He has a very strong sense of color and composition which, in combination with a delicacy in handling, has done much to break down the barrier between commercial art and art. A campaign illustrated by him meets the exacting requirements of what pictorial publicity should be.

This ability to engender our efforts with enthusiasm is characteristic of this organization.

Louis C. Pedlar, Inc.
Counsellors in Art
246 Fifth Avenue
N. Y. City

Digitized by Google

PROSPEROUS NEBRASKA

The Billion-Dollar Crop State

Nebraska this year will produce more wealth per capita than any state in the Union.

Nebraska's agricultural production this year will exceed by a good margin ONE BILLION DOLLARS in value. This stupendous amount of wealth is produced in a state having approximately a million and a quarter of population. This is the greatest wealth production per family of any such section on earth.

In Nebraska there is neither poverty nor illiteracy. Every individual is an advertising sales prospect. Every person has the necessary money to spend.

YOU SHOULD USE NEBRASKA IN YOUR ADVERTISING CAMPAIGNS

THE LINCOLN STAR

with its 30,000 net paid non-duplicated circulation is the most accepted medium for covering the richest part of this great state. It covers its territory as no other Nebraska medium can cover it. The Star is dominant in both circulation and advertising in its field.

Circulation over 30,000 net paid (last A. B. C.). Rate 80c per line.

THE LINCOLN STAR

Nebraska's Best Newspaper

Eastern Representatives:
BENJAMIN & KENTNOR CO.,
225 Fifth Ave., New York.

Western Representatives:
THE FORD-PARSONS CO.,
930 Marquette Bldg., Chicago.

New Account and New Men With Critchfield Agency

Critchfield & Co., Chicago, have secured the advertising account of the Wisconsin Parts Company, of Oshkosh, Wis., maker of axles for motor trucks. Plans for an advertising campaign now are being made.

H. A. Harmon, copy writer in the Chicago office of this agency, has joined the Minneapolis office in a similar capacity. Harry Brandon for the last six years advertising manager of the Omaha *Daily News*, has also joined the Minneapolis office as solicitor. G. L. Smalley, for the last three years with the Kansas City *Journal*, has joined the selling force in the Chicago office of this agency.

S. M. Ashman Forms Art Organization

S. M. Ashman, formerly with the sales department of the Grauman Studios, Chicago, and previous to that art director of the Charles Everett Johnson Company, has formed an art organization in the same city. Among the artists associated with him are James Sessions, William Welch and F. G. Weld.

Three New Accounts With Silberstein Agency

The Alfred J. Silberstein advertising agency, New York, has secured the advertising account of Epstein-Chas. Douglis Company, clothing manufacturers, Rochester, N. Y.; Master Shirt and Blouse Company, Philadelphia, boys' shirts and blouses, and the Pekett Headwear Company, New York.

Empire Varnish Account for Nemeyer Agency

The Empire Varnish Company, Cleveland, has put its account in the hands of Paul Nemeyer & Co., Cleveland. A campaign, in which trade publications, newspapers and farm publications will be used, is planned.

Baseball League President in Advertising

Allan T. Baum, for many years president of the Pacific Coast League of baseball, is now associated with Wm. Curtis, under the firm name of Curtis-Baum, advertising agents of Oakland, Calif.

R. J. Davison Joins Mayers Co.

Robert J. Davison, formerly art director of the Federal Advertising Agency, has joined the J. R. Mayers Company, Inc., New York, dealer helps.

Digitized by Google

The J. R. Mayers Co., *Inc.*
announces the appointment of
ROBERT J. DAVISON
as Art Director

Mr. Davison comes to us from the Art Directorship of the Federal Advertising Agency. His wide experience with the problems of national advertisers further enhances our ability to serve effectively both the Advertising Manager and the Advertising Agency Executive in the increasingly important field of Dealer Service work.

The appointment of Mr. Davison is in line with our policy of uniting with the complete production of quality dealer helps an advertising service of the same calibre as is rendered by the conscientious advertising agency in the field of publication advertising.

"Dealer Helps that help the Dealer"

The J. R. MAYERS CO. Inc.
Woolworth Building New York

Dealer helps for national advertisers planned designed and manufactured

Digitized by Google

A Story of

And What It Means

Their Meeting

After many years, two men met.

An interesting discovery resulted.

One found in the other a man who had actually sold millions of dollars worth of an exceedingly wide range of world products—from cereals to securities—and so successfully as to become a recognized authority on the subject of profitable selling.

The other found in the one a man directly responsible for some of the most successful copy campaigns for many of America's greatest corporations, as well as for the campaigns of smaller concerns whose subsequent growth is largely traceable to the quality of their advertising. This man's business career has for years been closely linked with the success of the foremost advertising agencies of the world.

The Result

The experience of these men revealed two conditions:

One—that many concerns are not making use of the kind of advertising and selling talent essential to the proper development of their business because they feel they have not yet reached the "big advertiser" stage; or because they deem the talent and equipment necessary to greatest expansion as being too costly.

Two—that there is often a gap between the selling and advertising departments of many concerns, resulting in lost time, lost motion and lost profit. Often neither department is to blame, but the condition certainly can be corrected by an advertising and selling service which has for its basis merchandising methods which have repeatedly proved themselves in actual practice.

This Service Now Yours

These men knew that by uniting they could correct these conditions, thus representing a service unique—complete in every phase of successful advertising and selling. Therefore they have joined hands to give this service at a consistent price, and to a very limited clientele.

* * * *

Under no circumstances will we attempt to serve more concerns than we can serve well. A few served well will pay us—and them—far better than many served inadequately.

The service we offer is outlined in the column at the right. It can be yours, no matter what the nature of your business, its size or location.

If you are not yet advertising, our service will enable you to proceed safely and at a fair cost.

If you are already advertising and wish to insure its greater effectiveness by the

Digitized by Google

Two Men

to Growing Concerns

aid of tried-and-true counsel and co-operation in every department, from product to sales force to dealer to consumer, this service is awaiting you.

If you sell direct, without the use of general publicity, we will work with you in increasing sales and reducing cost-per-sale.

If your business is at the parting of the ways, and you are doubtful as to which road to follow, let us help you solve that problem.

For Any Business

Write us today stating the size and nature of your business and the particular problem of advertising and selling which confronts you. You assume no obligation in doing this. It will enable us, however, to place before you more definite information as to our ability to serve you, with particulars as to the charge for our service.

We seek only such concerns having something to sell. We wish to be judged by results, and results alone. The matter of creating "atmosphere" or the writing of "blue sky" masterpieces is not in our line.

If a combined two-man-two-twenty-year-experience in getting results means anything to you, a letter on your business stationery will bring you and us together. Write us now—we have something interesting to tell you.

TWO MEN
BOX 80,
Care of Printers' Ink
185 Madison Avenue
New York City

A Complete Advertising and Selling Service

Naming your product.
Devising suitable package.
Investigating markets.
Organizing selling department.
Organizing advertising department.
Preparing sales literature.
Preparing effective sales letters.
Preparing broadsides to the trade.
Planning and writing magazine and newspaper advertising.
Securing closer jobber co-operation.
Securing closer dealer co-operation.
Furnishing an improved system of selling for your salesman.
Extending present sales territory.
Preparing sales and advertising campaigns complete in every detail.
Thoroughly analyzing your present advertising and selling methods and making appropriate recommendations.

* * * *

If your particular advertising or selling problem is not listed above, tell us what it is. There is a solution and we would welcome the opportunity of co-operating in finding it.

Digitized by Google

Harvey Sconce cross-fertilizing corn on his farm at Sidell. This is one of the most important steps in breeding.

Another Example of Editing from the Farm

Harvey J. Sconce, Contributing Editor, is one of Illinois' leading farmers and grain breeders. He personally manages his 4200 acre farm in Vermilion County, where he gets first hand information on the subjects he covers in Prairie Farmer.

Mr. Sconce is an authority on grain breeding and farm management and his success in these lines has made his farm the mecca of hundreds of farmers.

Prairie Farmer editors are all practical men who own and operate their own farms. They write from experience gained by actual contact with conditions. They work as well as write.

OF KNOWN VALUE · STANDARD · FARM PAPERS

First Farm Paper in the First Farm State

CHAS. P. DICKSON,
Advertising Manager

SINCE 1841 → **PRAIRIE FARMER,** - Chicago

BURRIDGE D. BUTLER, Publisher

Digitized by Google

New Merchandising Methods of a Big Mail-Order House

Montgomery Ward & Company Devise Ways of Making It Easier to Buy by Mail

FOR some time it has been a commonly accepted fact that the up-to-date retail store—with the emphasis upon up-to-date—no longer need fear retail mail-order competition. Manufacturers and jobbers, working through their service departments, have finally convinced the retailer that the catalogue house is by no means the all-devouring monster that it has been pictured. It has been pointed out, properly enough, that the mail-order selling scheme has certain inherent weaknesses which will forever prevent it from cornering the country's retail trade.

All of this is very good. Nevertheless manufacturers, jobbers and retailers will be making a costly mistake if they think that the mail-order houses are not striving mightily all the while to overcome their handicaps. They don't expect to run the retailer out of business, of course. But they are fully alive to their deficiencies in the distributing scheme and will leave nothing undone to correct them.

This is well exemplified in the recent activities of Montgomery Ward & Company. When this concern was taken over by the United Retail Stores Corporation interests, advertising and merchandising experts shook their heads and wondered what the answer could possibly be.

The answer now is becoming apparent.

Montgomery Ward & Company are adapting retail store methods. They are getting closer to the people both in advertising and distribution.

Chicago retailers were surprised a short time ago to hear that Montgomery Ward had opened "The Outlet Store" in a crowded retail district on the northwest side. Through this store the company will sell directly to the public surplus supplies of its regular mail-order stocks. Advertisements announcing the opening said that the prices would be considerably below the catalogue quotations. The goods will be sold on the cash and carry basis.

It is said this mail-order house expects to establish similar retail stores in every city where it has a distributing branch and eventually the same system will be employed in good-sized towns generally. Naturally there is no way of confirming such a statement and it is being presented here for what it is worth.

So much for what Mr. Whelan and his associates expect to accomplish in a retail way in the larger cities. And now for the smaller towns.

DELIVERY TO THE DOOR

Customers of the house in various communities received circulars recently, stating that Montgomery Ward & Company had completed arrangements to deliver goods "from the store to the door."

This plan not only gives quicker and better service, but lessens the freight charge materially. All the freight orders destined for a certain town in one day are shipped in one lot in charge of a local transfer company. Instead of being charged on the customary 100-pound minimum for freight, as generally is the case, the customer has to pay freight only on what his goods actually weigh. The transfer company then delivers the goods to the house for a small cartage fee, which is smaller than the customer would have to pay if he arranged for the delivery himself. Delivery service on packages up to twenty pounds costs thirty cents; up to fifty pounds, thirty-five cents, and up to one hundred pounds, forty cents.

Digitized by Google

IF YOU

realize that now is THE time for an intelligent, consistent, well-planned drive for *profitable* business during the months of uncertainty which follow a period of easy sales as we have just passed through,—

The General Manager for the last six years, of a concern which will be affected by general business conditions, will help you realize on the possibilities that are open.

Have been a salesman for 20 years; executive 10 years; age 40; married; American; 6 feet tall; happy; healthy; weight 180 lbs. Will tackle any clean merchandising proposition. Have gotten together and managed entire selling organizations.

Address A. B. C.
Care of Room 701
30 North Michigan Ave.
Chicago

In making this readjustment of things, Montgomery Ward does much to eliminate delay and expense. The mail-order people themselves have been foremost in admitting that it is tiresome to wait for shipments and a nuisance to have to arrange for their delivery. In the smaller towns especially this latter consideration is of moment. In some towns it is embarrassing for people to go or send to the station for goods sent in by a mail-order house. They are perfectly within their rights and are doing nothing to be ashamed of. But they fear the criticism that comes from the "buy-at-home" boosters. Ward's new scheme suits them much better. It is practically the same as ordering goods from a local store if one wants to forget about the unavoidable delay. And the delay is not so bad when one saves enough on the order to more than pay for that inconvenience.

With "outlet stores" in the larger communities and the home delivery system in the others, Montgomery Ward seems to be going a good way toward meeting the retailer on his own ground. This is adopting retail store methods to fight the retail store. It bears out an assertion made several times in PRINTERS' INK to the general effect that it is folly for the retail store to try to compete with the mail-order house by using a catalogue—that a retailer can win as long as he uses his store to fight mail-order, but will lose just as soon as he gets into the catalogue end.

Speaking of catalogues and their distribution, Ward has adopted some forward methods in this direction also. Instead of sending recent midsummer price lists through the mails as usual, it sent them in bulk to local representatives in some of the larger towns, who distributed them from house to house. The book consisted of about one hundred pages. So far as can be learned it is not the intention to distribute the big general catalogue in this manner, as such would involve great advertising expense. But it must

Digitized by Google

The Sincerest Flattery

MANY features of the *Straus Plan* of safe investment, such as our amortization provisions, which we originated and perfected, are being widely imitated and copied.

But the *Straus Plan* itself can never be imitated or copied. The *Straus Plan* is not only a strict and scientific system of safeguards. It includes Straus sponsorship – vigilant protection of our clients' interests—a fixed policy of fair dealing—conservative principles – responsibility – long experience—financial strength—all those intangible values which make an investment wholly desirable as well as wholly safe—and our record of 38 years without loss to any investor, which is behind every bond we sell.

This House has been a pioneer in developing new principles, new safeguards, and new systems of protection for investors. Imitation of various provisions of the *Straus Plan* is the sincerest flattery of the policies and methods of this House.

But the *Straus Plan* itself is beyond imitation.

S.W. STRAUS & CO.

Established 1882 Incorporated

NEW YORK - 150 Broadway CHICAGO Straus Building

OFFICES IN FIFTEEN PRINCIPAL CITIES

38 years without loss to any investor

Reproduction of a Current Advertisement

Co-operating with S. W. Straus & Co. to educate people into becoming investors has been one of our worth-while activities.

CHARLES F. W. NICHOLS COMPANY

General Advertising

Twenty East Jackson Boulevard

CHICAGO

Digitized by Google

When the Kernel Is Not Visualized

Every sales message has a "net"—a kernel that must be definitely registered in the mind of the recipient.

Whenever a sales document, whether it be advertisement, letter, printed book, or circular, fails to focus upon its final definite impression—when the kernel of the proposition is not visualized so that it may be instantaneously grasped—it is more than a loss, it is a sales set-back.

The chief virtue of Bert L. White printed matter—"Dramatized Sales Helps"—lies in its ability to drive home a positive impression—to visualize the kernel of a proposition so that it is not only seen but felt *instantly*.

Detailed information furnished upon request.

Bert L. White Company

Originators and Producers of

"Dramatized Sales Helps"

(Reg. U. S. Pat. Off.)

Office and Plant: 1215 to 1227 Fullerton Avenue

Chicago, Illinois

Digitized by Google

have been considerable outlay to distribute broadcast even a catalogue of one hundred pages.

Apparently lavish use of advertising matter, however, can be justified by results when it comes from a house like Sears, Roebuck or Montgomery Ward. One theory behind the distribution of direct-mail advertising matter is that it should not be sent until asked for. When a catalogue has attained an advertising prestige like those of the big mail-order houses this rule can be interpreted with liberality.

These new moves of Montgomery Ward & Company, while not particularly spectacular or sensational, are important in that they indicate an unmistakable intention to get out of the beaten paths of mail-order selling and to cultivate relations with the people as much as possible like those enjoyed by the regular retail store.

Only a lineal descendant of St. Thomas can have any doubts as to the intentions of the mail-order houses to take every legitimate means of furthering their interests even at the expense of radical and unprecedented changes in operating method. The readiness of an institution like Montgomery Ward to break away from tradition ought to be an incentive to the retailer to do likewise. He will have to do it sooner or later, anyway.

Purchasing Agents' Convention Next Month

The National Association of Purchasing Agents will hold its annual convention at the Congress Hotel, Chicago, October 11, 12 and 13. At the opening session there will be a review of the work of the association in establishing standards of business practice and in national legislative matters. At all other sessions there will be speeches and discussions. The convention is open to all industrial purchasing agents.

Will Teach Advertising in University of Indiana

Ernest Cohn, secretary of The Homer McKee Company, Inc., of Indianapolis, will be in charge of the night classes in advertising and marketing in the new Indiana University School of Commerce and Finance at Indianapolis.

FAULKNER —SERVICE

AND

REFERENCE LIBRARY

(In 10 Loose-Leaf Volumes)

WILL SOLVE

your

RESEARCH PROBLEMS

"The most important source of information that this agency has acquired since its organization is the membership the agency has just taken in Faulkner, Inc."

(Extract from a Weekly House Bulletin recently issued to the staff of one of New York's leading advertising agencies; name upon request.)

WRITE TODAY RIGHT NOW!!

FOR SAMPLE PAGES OF LIBRARY, INFORMATION AS TO SERVICE AND TERMS OF SUBSCRIPTION

FAULKNER, Inc.

MUNSEY BUILDING

WASHINGTON, D. C.

SEE PAGES 149, 153, 161, 165 IN THIS ISSUE FOR FURTHER INFORMATION

Digitized by Google

"Know the tremendous pulling power of evening advertising."
—Powers.

The Evening
"GAZETTE"
WORCESTER, MASS.

"The Paper that Goes Home!"

A welcome visitor, every evening, in more than 30,000 homes in the city of Worcester and its immediate trading territory.

The "Gazette" is built for the entire family. Clean and wholesome in its reading columns and its features. Devoted to the best civic interests of Worcester.

The Gazette is the one Worcester paper that holds the respect and confidence of Worcester people to the highest degree.

Newspapers of this class give Best Results to advertisers.

32,000
CIRCULATION

WORCESTER
GAZETTE

Largest evening circulation in Central Massachusetts.

The Julius Mathews Special Agency
Boston—New York—Chicago—Detroit

Interest in Price-Guarantee Question Aroused

Study of Over 2,000 Replies to Questionnaire Sent Out by Federal Trade Commission, Preliminary to Conference, Indicates that Wide Divergence of Opinion on Question Exists

THE Federal Trade Commission is receiving answers to the questionnaires on a "guarantee against decline in prices" that indicate a wide divergence of opinion as to the desirability of this practice.

These questionnaires were sent out as a preliminary to a conference to be held at Washington on October 5. This conference is to be in the nature of a trade practice submittal, which is defined as a meeting of an industry or a group of industries in the presence of the commission to discuss the merits and elements of business practices which have been complained of to the commission.

Over 2,000 answers to the questionnaire have been received.

Illustrative of the divergence of opinion on the question are the answers from the Mennen Company, and the Knit Goods Manufacturers of America.

The Mennen Company insists that the guarantee stabilizes business, answering as follows:

"Guarantee as applied to undelivered portion of orders contracted for in advance of season enables jobber to figure costs more accurately, stabilizes his business, keeps him out of the market in periods of shortage, prevents destructive fluctuations, and distributes carrying charges equitably. Under above guarantee, seller will know his volume of output, be able to reduce cost of operation by more even distribution of output, make production more uniform and less expensive, and reduce carrying charges and investment expenses on account of storage facilities. Protects manufacturer against heavy orders when declines occur, with conse-

Digitized by Google

ERWIN, WASEY & COMPANY
Advertising
CHICAGO

We seek to have all our work bear the impress not only of unusual advertising craftsmanship, but of a competent understanding of the sales situation with which it is primarily concerned

Digitized by Google

Speaking of

The Borden Company

National advertising campaigns are running in England, Scotland, France, Belgium and Spain.

These campaigns cover three different products—calling for a complicated rotation and a different type of appeal for each country.

The Johnston Overseas Service is proud of having launched this advertising in record time and without a hitch.

Exclusively Foreign Advertising
277 Broadway, New York, U.S.A.

Digitized by Google

quent shortages of materials. If guarantee goes to unconsumed material on former deliveries it invites a speculative element and brings higher costs, preventing natural reduction in prices. Under above practice, small operator does not operate to disadvantage with large operator, unless latter rebates for stock on hand. Wisdom of above contract was demonstrated to us during the war. Where we did not have such contract we were compelled to become speculators, not daring to wait or buy in normal quantities, but entered the market during temporary breaks and bought large quantities, advancing the market for the next buyer."

The Knit Goods Manufacturers of America, in opposing the practice, wrote:

"Gives large concerns advantage, encourages gambling as to prices and results in jobbers overbuying. Raw materials entering into manufacture of underwear not guaranteed; labor cannot be relied upon to produce uniform output nor, unless wage scale in effect is covered by agreement as to time, will cost of labor be known. Expense of guarantee is added by manufacturer to cost of goods and passed to consumer. Declines in manufacturers' market are not immediately felt by consumers, but simply mean loss to manufacturer, gain to jobber and retailer, and no compensation to consumer. Unfair to manufacturers who do not give and to dealers who do not receive such protection. Works hardship on small manufacturers and small dealers. Underwear manufacturers must contract six months to one year in advance for raw material, without guarantee, in order to insure continuous supply of raw material to keep labor regularly employed."

H. B. Harte With National Safety Council

H. B. Harte, formerly of the editorial staff of the Chicago *Daily News*, has been appointed assistant director of publicity of the National Safety Council and associate editor of the *National Safety News*, the official publication of the council.

Getting Student Trade Is Mainly a Matter of Knowing How

For a logical product to gain admission to the student market it is only necessary that its manufacturer advertise it in the student papers at the same time merchandising it in the right way. But in order to find this right way, a prerequisite is an intimate knowledge of all the necessities, customs, buying habits and oddities that enter into the commercial side of student life. This specialized knowledge we have—greater, we believe, in scope and in power to apply it than any other source in the country.

We are prepared to furnish complete merchandise information, rates, etc., to advertisers interested in

Men's Daily & Weekly College papers
High School papers
Boys' Prep. School papers
Girls' Prep. School papers
Humorous papers
Agricultural College papers
Technological College papers
Canadian College papers
Alumni publications
Women's College papers
Normal School papers
Literary Student papers
Theological Student papers
Medical Student papers
Legal Student papers

Ask Us Anything You Want to Know About the College Trade

CSA

COLLEGIATE SPECIAL ADVERTISING AGENCY, Inc.

503 5th Avenue, New York City
110 S. Wabash Avenue, Chicago

Established 1913

Digitized by Google

THE LEXINGTON HERALD

THE only morning paper in Lexington, Kentucky, the focal point of marketing, jobbing and factory distribution of a great oil, coal, timber, agricultural and stock raising section.

"The Heart of the Blue Grass"

FOOD and drug advertising placed in the Lexington Herald not only covers Lexington, a wide-awake city of 45,000 people in the midst of a tremendous boom in trade, factory building and marketing; it also covers the extremely wealthy Blue Grass section of which Lexington is the center.

For further information regarding the market for your product, write

THE LEXINGTON HERALD
Service Department, or
JOHN M. BRANHAM COMPANY
Foreign Representatives
Chicago New York St. Louis
Detroit Atlanta Kansas City
San Francisco

How Great Britain Organizes for Foreign Trade

"Very few American business men realize, except in a vague way, just what wonderfully perfected machinery for international trade Great Britain now possesses," according to P. Harvey Middleton, of the Guaranty Trust Company of New York, who has just returned from Europe, where he made a study of British foreign trade organizations. He has made a report on British associations, combinations, monopolies, banks and governmental departments constructed for the capture of trade in every part of the world. This report endeavors to explain the fundamentals of some of these British organizations, and to give some conception of their co-ordinated scope.

This report also seeks to set forth what already has been done by governmental and private organizations to strengthen the hold of the British trader and manufacturer in foreign markets. He says: "The British business man is to-day determined to recapture the trade won from him in pre-war days by the Germans. Great Britain to-day has enormous resources to draw upon. Mesopotamia is certain to become one of the greatest granaries of the world as a result of the irrigation system planned by British interests. The absorption of German East Africa will enable the British railroad builder to realize his dream of a line from the Cape to Cairo. German Southwest Africa and other German colonies will yield rich returns to the British miner and agriculturist. The new treaty with Persia—frequently described as the greatest diplomatic stroke since the acquisition of the Suez Canal shares by Disraeli—will give the British government a controlling interest in the Persian oil fields, which may be one of the big factors in paying off the British war debt."

Morse Plating Advertising Expands

The electro plating plant of the Morse Dry Dock and Repair Company, of Brooklyn, recently referred to in PRINTERS' INK as an example of how an indirect line often helps to build up the main business, is meeting with such success, Bert E. Barnes, the Morse advertising manager, informs PRINTERS' INK, that it has now been decided to back it further by using full pages in hotel papers.

Advertising Courses Resumed at New York Evening High School

The advertising classes of the New York Evening High School have resumed their sessions for the eighth consecutive year.

The course is primarily intended for those who desire to enter the advertising field, and for those now employed in advertising departments or agencies.

Digitized by Google

The World

From Newspapers to "National Advertising" and Back Again to Newspapers

The big merchandising-advertising success of our acquaintance manufactures toilet articles.

Starting literally without capital and single handed, in four or five years he has built up an annual business of nearly a million dollars.

This genius made a good product, packaged it attractively, priced it right, concentrated on one market at a time, and advertised in newspapers.

Listened to Bad Advice

Eighteen months ago he was urged, inasmuch as he already had distribution in two score cities and wanted more, to "do national advertising."

He added so-called "national media" to his newspapers, and the business continued to grow.

At the end of six months he credited a substantial part of his new gains to the new advertising.

Back Home—Sadder and Wiser

At the end of twelve months he made the startling discovery that his gains had been confined to the centers covered by his newspaper advertising, *and that he had secured no new distribution.*

At the end of eighteen months he says "he has exploded a myth". He regrets that he ever strayed from the fold, and is ready to return to the use of newspaper space exclusively.

Ask us to explain to you in a personal interview the simple sanity of the theory of merchandising by radiation from buying (and distributing) centers.

Try advertising in newspapers by the year

THE NEW YORK WORLD'S MERCHANDISING DEPARTMENT

Mallers Bldg., Chicago Pulitzer Bldg., New York Ford Bldg., Detroit

The Evening World

Digitized by Google

A Degree Bestowed by Doctor Eaton

Doctor Charles Aubrey Eaton, associate editor of Leslie's Weekly, believes that education creates a craftsman where only a discontented worker stood before.

Doctor Eaton graciously wrote me:

> "Your speech before the Sterling and Welch people is fine stuff. All power to your elbow. That is the kind of work which, in my judgment, is going to help solve our problems."

A copy of this little talk, intended for the private hearing of my friends in the Sterling and Welch Store at Cleveland, will be sent to interested executives.

JAMES WALLEN

Persuasive
Advertising Copy

STUDY: EAST AURORA · N·Y

Digitized by Google

The Packers' Margin

Figures submitted to the Institute of American Meat Packers, in session at Atlantic City, show that the total sales of eighty-one large corporations of all kinds in 1919 aggregated $9,250,000,000. The capital engaged was nearly $6,000,000,000, and the total profits were $600,000,000.

Of this business the five principal packers did about one-third, but their profits in 1919 were but $34,000,000. No one of them, said Thomas A. Wilson, their spokesman, retains as much as a cent and a half out of each dollar of sales. The average of the five was less than one cent. The profits of the packers are thus, he pointed out, exceptionally small.

As there is no reason to doubt these figures, it is time for the Government to meet squarely the issue they raise. So far the Government's accountants, although they have almost worn out the books of the packers by repeated examinations, have notoriously not shown the inaccuracy of similar computations.

The consuming public is not primarily interested in the dividend rate of business corporations. What concerns it is the margin between what an industry pays for its supplies and its labor and what it sells its product for. It is doubtful if there is in the world any business other than packing which operates on a margin as little as one cent to the dollar. On the record the packers are cheapeners of foods, for it is conceded that the cent they cling to comes from the economies of complete utilization of by-products which are commonly wasted.

It is time for the Government to prove its charges or to drop them.—New York *Tribune*.

Public Accountants Plan Advertising Campaign

Main & Co., of New York and Pittsburgh, public accountants and systematizers, will conduct an advertising campaign in several Eastern states. The Knowles-Main Appraisal Bureau of Pittsburgh is also to advertise its services as Industrial and commercial appraisers. The advertising of both companies is being handled by The House of Hubbell, Cleveland.

Currier Back in New York

Everett R. Currier, recently with the Charles Everett Johnson Company, of Chicago, has returned to New York to resume control of the advertising art and typographic business of Currier Company, which he established in January, 1919.

W. E. Anderson Joins Katz Special Agency

W. E. Anderson has joined the Kansas City office of the E. Katz Special Advertising Agency, New York.

a new slogan for——

PROGRESSIVE ADVERTISING AGENCIES

"PUT IT UP TO FAULKNER"

PAGES 141, 153, 161, 165 THIS ISSUE WILL TELL YOU HOW TO DO IT.

"SUPPLIES THE NEED THAT HAS EXISTED SINCE ADVERTISING ASSUMED NATIONAL IMPORTANCE."

FIELD & FLINT,
(Successors to BURT & PACKARD, Brockton, Mass.)

SUBSCRIPTION LIST LIMITED

Digitized by Google

Department Store Engages Leading Artists to Illustrate Advertising

First Commercial Work by Christy Opened Series

ONE of the advertisements that has attracted the most attention recently of advertising men was that of the L. Bamberger & Co. department store of Newark, which appeared in one each of the Sunday New York and Newark newspapers and in about twenty suburban papers of the latter city. It has a full page illustrated by Howard Chandler Christy. Heretofore Christy has not used his art in commercial work, and that he should be persuaded to enter the new field by a department store is the more surprising. Also the fact that the first department store to engage artists nationally known to illustrate its advertising should be outside of the fashionable retail district of New York City was another factor in the unexpected. National advertisers have at different times availed themselves of the prestige of a great artist's name to add distinction to their copy, but this is one of the few times, if not the only time, that a retail store has undertaken so ambitious a programme.

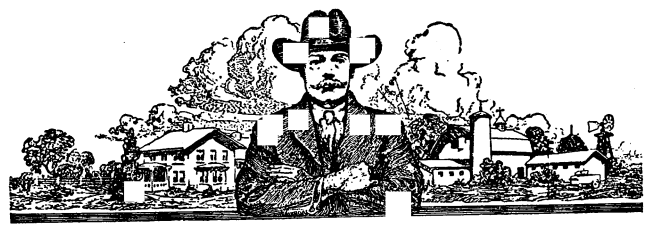
THE CHRISTY ILLUSTRATION MARKS A DEPARTURE IN STORE ADVERTISING ART WORK

The drawing was said to be posed by two of the artist's favorite models, one of whom is now Mrs. Christy, which would indicate that he has entered into the new phase of work with zest. The drawing showed two figures wearing the store's latest "creations" in the foreground, with the third less distinct holding her beaver coat closely about her and admiring the dressmaker's art from the background. The drawing, of course, bore the artist's signature.

Little copy was used and that of the most general nature. The whole idea was to create prestige for the institution, and as announced in the advertisement was the first of a series of fashion pages to appear for the store by "America's foremost artists."

An interesting phase of the advertisement was that the store sent a photographer to the artist's studio to get a photograph while the work was in progress to use in connection with the page

Digitized by Google



Who Is This Man?

He is one of possibly half a million, among the seven million farmers of America.

He is the leader in his local community. He is the first to adopt new ideas, new methods, new implements, new equipment.

He thinks also of his family as well as his live stock. His home has all the comforts and comliness that his ample capital commands. **He is a Better Farmer!**

About **316,000** of them subscribe for BETTER FARMING, although it costs double the price of the average farm monthly.

He can tell you why.

Better Farming
—for Better Farmers, 300,000 Guaranteed

Household Guest
—for the Family, 400,000 Guaranteed

700,000

Use either or both. They are good ones.

MANNING WAKEFIELD,
Mgr., Eastern Office,
1511 Times Bldg.,
New York City, N. Y.

Farm Press Publishing Co.
141 W. Ohio St.,
Chicago.

Digitized by Google

Concentrate on Quality

Every quality argument is strengthened by the use of

ART MAT

The incomparable dull finish coated

The first impression of an Art Mat publication is the impression of quality. Its full dull surface, the dignity of its type page, the richness of its illustration, and its indescribable atmosphere of distinction and refinement will stamp the seal of quality upon your goods from the outset.

Costs more

Worth much more

LOUIS DEJONGE & CO.
NEW YORK CITY

Digitized by Google

announcement. The photograph showed the artist scrutinizing the nearly finished drawing with his model standing near the canvas. The purpose of this was ostensibly to call attention to the larger announcement, but it adroitly emphasized the fact that the store was employing such a widely known artist as Christy to do its illustrating.

Stores of the Pacific Coast have for some time employed a liberal amount of art-work in their newspaper advertising. Indeed, it is said that Bullock's and Hamburger's, of Los Angeles, pay more for their art-work in newspaper advertising than any other stores in the country. Frederick & Nelson, of Seattle, are also extensive users of the artist's product. One wonders if the large department stores are to become active competitors of advertising manufacturers for the skill of the leading artists of the country.

Poor Richard Dines President Stewart

One of the principal features of the dinner given last week in honor of Rowe Stewart, the new president of the Associated Advertising Clubs of the World, by the Poor Richard Club of Philadelphia, occurred before Mr. Stewart entered the dining hall. It took the form of a motion-picture story, the scenario of which was written by Jack Lutz, secretary of the Poor Richard Club, around a plot suggested by Karl Bloomingdale. The screen picture showed Mr. Stewart preparing for the dinner and brought into prominence various advertised articles that were used in the process—a Gillette razor, Old Dutch Cleanser, Prophylactic toothbrush, Kremnetz collar button, Stetson hat, etc. At the end, as the lights were turned on, Mr. Stewart entered the room.

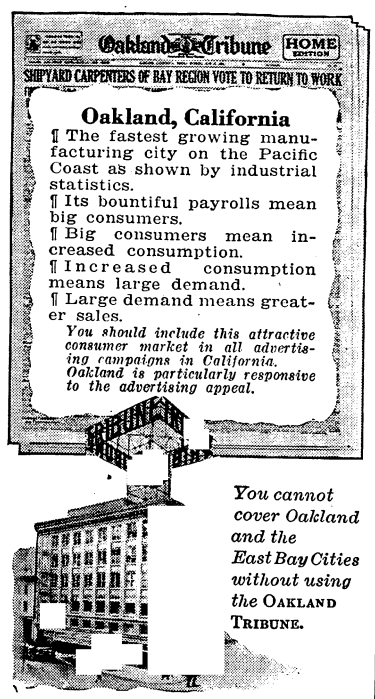
In outlining the programme of his administration, Mr. Stewart stated that particular attention would be given to furthering the National Vigilance work and every assistance given to local Better Business Bureaus.

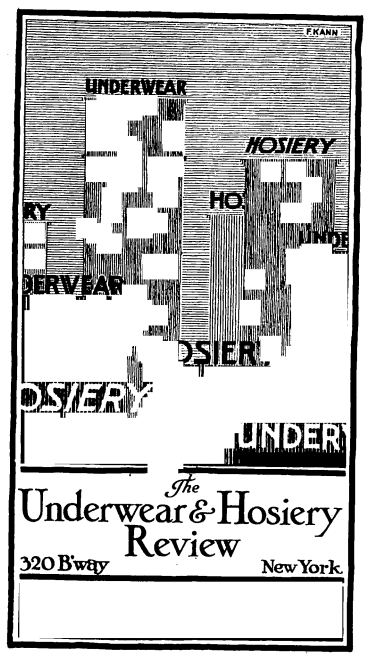
Others who spoke, pledging the support of the Poor Richard Club, were Edwin S. Stuart, Karl Bloomingdale, M. J. Hanson, Jarvis Wood, Richard A. Foley, Philip Kind, Edward J. Cattell, and Harry A. Jordan.

Edison Harris will assume charge of the Northwestern offices of the *Pacific Marine Review* on October 1. Mr. Harris will make his headquarters in Seattle.

FAULKNER SERVICE
COUPLED WITH
THE
SPACE BUYER'S
REFERENCE
LIBRARY
furnishes you a Statistical Research Department functioning as near
100%
EFFICIENT
as experience and money can accomplish.
SUBSCRIPTION LIST LIMITED
You owe it to your organization to
ACT NOW!!
FAULKNER, Inc.
MUNSEY BLDG.
WASHINGTON, D. C.
SEE PAGES 141, 149, 161, 165 THIS ISSUE FOR FURTHER INFORMATION

Digitized by Google





Where Is Advertising Going?

(*Continued from page 68*)

entertaining as a good A. B. C. report.

When great industrial houses, such as makers of factory machinery and equipment, learned that they could afford to reach through general advertising the young executives of to-day who would be the chief executives of to-morrow, they proved the value of a new application of advertising.

Yet there are whole industries which are still in the doldrums. Many of them continue year after year to make the same mistake: they use their advertising to talk about what they sell instead of talking about what their products can do for the people whom they want to reach.

The book publishers are a capital example. The opportunity of the book publishers lies in selling reading, not books, to the people. As a nation, we have lost the art of reading. One of the leading booksellers of the country said the other day that he estimated the number of book purchasers—consistent book purchasers—in this country at 200,000. Think of it! Out of 110,000,000, less than one-fifth of one per cent have the reading habit.

The reason is very easy to find. Reading has been crowded out of the public's attention by the many other kinds of entertainment and amusement that are constantly thrust forward. The movies, the cheaper magazines—and, of course, it is assumed that the good magazines are included as much as books when one speaks of reading—and, most of all, the newspapers have taken the place filled in a more deliberate generation by good books.

Reading, with the mass of people in large cities, has become a matter of hurriedly glancing at morning newspaper headlines, and picking up and throwing down the editions of evening papers which begin to appear right after breakfast. On the ride home at night

Digitized by Google

Posters of Popular Appeal

TITIAN, the premier painter of the Venetian school, first utilized his ability as a decorator of palaces. The outside walls of great houses were embellished with frescoes.

¶ In his work on the Morosini palace, Titian observed the laws that today determine the trend of commercial posters.

¶ John Addington Symonds wrote of Titian, "The least instructed and the simple feel his influence as strongly as the wise and learned."

¶ The staff of the Commerical Poster Company of Cleveland bear in mind that while the greatest of artists did not scorn to appeal to the larger public, they used means legitimate and artistic.

¶ If you are interested in posters of popular appeal, we will be glad to demonstrate our methods of reproduction for you.

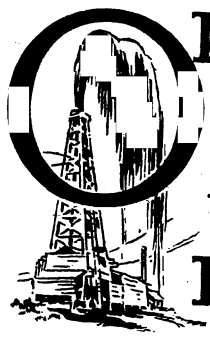
The Commercial Poster Co.

A. R. McCandlish, *President*

6545 Carnegie Avenue

Cleveland, O.

Digitized by Google



Oklahoma's oil output looms big to you, perhaps; but—

Oil is merely the salt in Oklahoma's porridge!

Though the petroleum product here beat all other States last year — $125,000,000.00—it wasn't a marker to the crop yield—$522,000,000.00, counting the main crops ONLY!

&

It's lil ol' Mr. Farmer who's got the coin. What have you to trade for a lot of it?

&

The Phoenix gets into his RFD box. Its readers really READ ads. Fourteen thousand of 'em every morning.

&

Those the Phoenix doesn't reach read one of the other nine in the Oklahoma Daily League.

&

Get close to Oklahoma!

&

MUS-KO-GEE
PHOENIX
(13,741)

Member Oklahoma Daily League

John M. Branham Company
Special Representatives

Tell 'em in Mus-ko-gee

THIRD OKLAHOMA CITY

Digitized by Google

another evening paper is scanned as the train or car lurches around corners. Even if sustained newspaper reading is done, what does the reader get?

For the past few months six out of seven front-page columns have been given over to industrial unrest. It's not the fault of the newspapers. The reds and the strikers have made the news. The newspapers have printed it. They can't print stories about factories where contented workers are steadily keeping at the jobs. That is not news. How would it look if you saw on your front page a headline reading: "Perfect Contentment Reigns in Bridgeport Factories!"

The newspaper reader would say "Huh! what of it?" He wants thrills, battle, murder and sudden death.

Only a newspaper with features of the magazine type or with a brilliant editorial page can give a reader more than a reflection of the uncommon things done by common people or the common things done by the uncommon people. Uncommon people do so few uncommon things. And the common things done by common people are not news.

And right there lies the duty of the book publisher. There are probably 90,000,000 Americans who don't want strikes. But they are not so vocal as those who do. The result is that the small minority monopolizes our front pages. Why should labor agitators start papers of their own? They have appropriated the self-respecting press by virtue of the news that they create.

The book publishers must go behind the offering stage—and sell. They must create a want of which the public isn't conscious and then fill it.

How? Well, here are some random suggestions.

The sales methods applied to business books are a conspicuous exception. They are sold by making a man realize that there is something lacking in his equipment—something which a course of training can supply.

In only one or two instances is

"The National Magazine of Medicine"
used by National Advertisers

WANTED

One National Advertiser of Phonographs and Records for sanitarium and hospital use.

Write for Rates

The American Journal of
CLINICAL MEDICINE
S. DeWitt Clough, Advertising Manager
4753 Ravenswood Ave., Chicago
H. R. Saunders, Eastern Representative
17 W. 42nd St., New York City
Telephone Vanderbilt 6759

WANTED
A Sales Correspondent

For a real sales correspondent who can write unusually good sales letters and who has a selling instinct for turning inquiries into sales, there is a real opportunity in our organization.

We have been nationally advertising for something over a year and there is real work to do. A young man who will start at a reasonable salary and grow will have a wide-open chance to get ahead.

Send a photograph and make us want you by your first letter.

WILLIAM L. GILBERT CLOCK CO.
Winsted, Conn.

Digitized by Google

WANTED

Chatty Little Stories for Retailers Handling Millinery

Articles of about 300 words that will tell only what is of pointed interest; about proved ways of building sales; of store methods applicable to moderate size dealers; about the things most profitable for the retailer to learn.

Whether written by man or woman, Ten Dollars will be paid for each story if accepted.

MAIL ORDER ADVERTISING SERVICE
20 West 34th Street
New York City

Sales Account Wanted

For Chicago Territory

A new organization of high-class advertising salesmen want connection (on commission basis) to represent Eastern manufacturer in Chicago and tributary territory, effective about January 1st.

We are specialists in dealer helps and connective advertising, and operate along most advanced lines in producing and presenting ideas and creating business. We are men of wide acquaintance and broad experience as advertising counsellors and merchandisers, and are top-notchers in producing the highest class of business in large volume.

Address Box CCC, care Printers' Ink, 833 Peoples Gas Bldg., Chicago, Ill.

culture sold as business training is sold to-day. Do you ever get tired of the conversation in your circle of friends? What is talked about? Suppose you live in the suburbs. After you have covered the children and the new people in the community, how much money So-and-So is making, what scores you all make at golf, what new car you are going to buy, how the tax rate and the cost of living are going up, the new plays, the world's series, who has had trouble about maids, your garden, the dinner where somebody was very amusing, and the change in the time-tables—what else is left? It varies in different communities, but the range is not apt to be greater. Run it up and down the social scale and only the subjects will change. The people who talk or think about things more important than these are hard to find.

Suppose more publishers did as only one or two are doing now—the one or two who are selling culture by mail-order advertising, where results are closely checked and every piece of copy must pay. Suppose they sold reading as a force in national life, a force for culture and breadth of vision and information. How well informed are most people now when they toss off an opinion on a really vital issue and toss it off with as much assurance as if they had really dug out the facts? Suppose the publishers stuck to it until they made a real dent in the conventional habit of letting somebody else do the thinking. Suppose it actually became fashionable to know instead of to guess and to know about something worth while instead of restricting one's store of facts to a superficial knowledge of things that do not matter a continental. Could people, in the mass, be swayed this way and that as readily as they are to-day?

Buying a book is an effort for most people. Why doesn't some bookseller make it easy? Why doesn't some bookseller ask his regular customers to let him send them one good book every month? If they don't like the looks of what he sent, the books could be returned.

Digitized by Google

AKRON EVENING and SUNDAY TIMES

"AKRON'S ABLEST NEWSPAPER"

Akron is a prosperous city—advertisers are enjoying unusual results in this field—are you getting your share?

AKRON EVENING TIMES

For June 24,693 Homes Daily

An exclusive circulation that can only be reached through this medium.

96% of the above circulation is within the Akron Purchasing radius of 15 miles.

AKRON SUNDAY TIMES

Akron s Only Sunday Newspaper

For June 26,306 Homes Sunday

A larger distribution in the city proper than any other publication. The advertisers unusual opportunity to completely cover this rich territory at one cost.

98% of the above circulation is within the Akron purchasing radius of 15 miles.

Member of A. B. C. Associated Press Service

National Advertising Representatives

CHAS. H. EDDY CO.

NEW YORK CITY 5th Ave. Bldg. CHICAGO Peoples Gas Bldg. BOSTON Old South Bldg.

Wanted

A Correspondent
Salary $15,000 a Year

Our latest brochure is entitled "Wanted, a Correspondent—Salary $15,000 a Year." It is the story of a newspaper man who brought an entirely new note into the writing of business letters.

If you are a man or woman who writes letters to sell goods, or to influence the minds of others—you will find it helpful. It is free—send for it. Mail this coupon today.

Hampshire Paper Co.
South Hadley Falls, Mass.

Please send me your free book on letter-writing "Wanted, a Correspondent—Salary $15,000 a Year."

Name .....

Firm .....

Address .....

Old Hampshire Bond

Digitized by Google

Screen Sales Stories

ONE striking effect of a Screen Sales Story (written, produced and distributed by The Baumer Organization) is its influence on your dealers *all over the United States.* Ask us about this important feature of Baumer Service.

You get what you pay for and---

You pay for it after you've had it.

Digitized by Google

The houses selling books by mail find that a mighty small share of sets sent on approval are ever returned. People keep them and pay for them.

Suppose the men and women in book-shops studied the types of their customers and mentally classified each person as he approached. After his wants were supplied, suppose the clerk used the methods that are employed by sales people in the best of the Fifth Avenue shops where jewelry and furs and other luxuries are sold. A man goes into one of those shops intending to have his watch regulated or to have a rip in his fur coat sewed up, and he comes out with a platinum dinner ring for his wife or a scarf and muff for his daughter. The trouble is that books are sold like necessities. They are; but they ought to be sold like luxuries—persuasively.

There is enough good, sound common sense and valuable information on the bookshelves of any American city to knock the menace of radicalism into a cocked hat. But it is a secret among book publishers.

Strangely enough, magazines and newspaper publishers as a class are almost as backward. There are a few shining exceptions—publishers who have built and are continuing to build sound reputations; a constant following among readers, and a sustained patronage from advertisers; but you can count them on the fingers of both hands without using your thumbs.

Most publishers of periodicals know a lot about advertising. They teach their own representatives to go out and sell space constructively to the manufacturers of the country. And this knowledge leads them, at stated intervals, to draw up and consider some very workmanlike advertising plans. But when it comes to putting into practice the ideas which they habitually lay before manufacturers—ideas which they know to be successful if they read their own advertising pages—they pause on the brink, shudder, and decide that the water is too cold.

THE
SPACE
BUYER'S
REFERENCE
LIBRARY

10 VOLS., 300 PAGES.
LOOSE-LEAFED.
CLOTH BOUND.
CONSTANTLY REVISED.
KEPT UP TO DATE.
COVERS EVERY IMPORTANT
STATISTICAL FACT IN
EVERY STATE AND CITIES
OVER 10,000 POPULATION.
THE LIBRARY IS NOT SOLD
BUT IS AN ADJUNCT TO

FAULKNER
SERVICE

WHICH CANNOT, OWING TO LIMITED SPACE, BE EXPLAINED HERE.

TERSELY EXPRESSED, IT MEANS SECURING THE INFORMATION DESIRED WHENEVER POSSIBLE TO OBTAIN IT.

Specimen pages, full information and scale of prices will be cheerfully sent upon request

FAULKNER, Inc.
MUNSEY BUILDING
WASHINGTON, D. C.

SEE PAGES 141, 149, 153, 165 IN THIS ISSUE FOR FURTHER INFORMATION

Digitized by Google

BRAINS FOR SALE

Advertising Manager
Direct Advertising Expert

Price $7000

I am now sales Promotion Department Manager of the biggest direct advertising organization in the world. For personal reasons I am going to make a change.

Advertising Executive of Demonstrated Ability.

Ten years' experience merchandising everything from cradles to coffins. Details of advertising are an open book to me.

Originator of direct-by-mail media that are worth-proven by accounting department balance sheet. College-bred; newspaper trained. Age 37. Geared to high speed by excellent physical condition. American for generations. Young enough to absorb new ideas—old enough to apply them with money-bringing results. Proven record for *getting things done*. Address R. J., Box 84, care of PRINTERS' INK.

Would you like to represent The —— ——— on commission?

Want one good man for New York and one New England man for New England. Broad acquaintance and high standing with advertisers and agency men as well as real selling ability are essential.

Magazine goes to women and is exclusive in its field; thirty-five years old; rate over $700 a page; commission rate will be liberal.

Good man can make good money. Write, giving complete information about yourself and reference.

Address

"NATIONAL MAGAZINE,"
Box 87, care of Printers' Ink,
185 Madison Avenue,
New York.

Publishers are not alone in backwardness. There are other industries which might be described. The reason that publishers are mentioned is that they are so close to advertising that they ought to know it better, and their opportunity is so obviously worth while.

The increased use of some commodities might have debatable value to the country, but the increased use of books could have but one result.

It is doubtful whether any publisher could go very far alone. The great need is for a broad, unselfish, co-operative campaign as intelligently planned and faithfully executed as the collective campaigns of the citrus fruit growers of the West, the florists, the lumber people, and more recently the railway executives, the canners and—yes, the churches of the country.

Advertising in the next few years will see many more campaigns of common interest unless all the signs fail. There is a marked tendency among institutions of many sorts to say:

"Here we have a story too big for any one of us to tell alone. Anything that benefits one of us will benefit us all. The public has never been told what barriers we have surmounted, what accomplishments we have reached. Let's not boast; let's explain."

There is much to be said for the collective campaign. It offers an opportunity to speak for a whole industry, and many a man will permit his industry to describe a situation of which he alone would hesitate to speak. The burden is carried on many shoulders and there is progress without individual hardship.

If one fruit grower were to spend a few cents per crate in single-handed advertising, he wouldn't spread his story far beyond his own dooryard. He would be in the position of the retailer before the day national advertising helped to make any real impression upon the public's buying habits. But several thousand fruit growers, pooling their few cents per crate, can make a

Digitized by Google

An ANNOUNCEMENT to Advertising Agencies

¶ Effective September 1, 1920, HENDRICKS' COMMERCIAL REGISTER of the United States and KELLY'S DIRECTORY of MERCHANTS, MANUFACTURERS and SHIPPERS of the WORLD will pay an agency commission of 10 per cent on all orders placed after that date.

¶ For over a quarter of a century these publications have, with few exceptions, dealt directly with advertisers owing to the fact that prior to the war little, if any, attention was given by advertising agencies to trade or reference advertising in the domestic or export field.

¶ This order of things has changed.

¶ Our own experience reflects the increased appreciation by all advertising men of the value of reference advertising in reputable mediums which reach selected lists of known prospects. With over 2500 advertisers three years ago we received orders from five advertising agents. To-day we have orders from fifty-two agencies.

¶ In accord with this reciprocal recognition it will be a pleasure to submit our plan for mutual co-operation on request.

S. E. HENDRICKS CO., INC.
The Kelly Directory Offices

HENRY H. BURDICK, Treasurer and Managing Director

70 Fifth Avenue 2 West 13th Street
NEW YORK

Digitized by Google

"Blessed is the man that bloweth his own horn; He shall be heard in the land."

Josh Billings.

But choose your horn. Select an instrument that will carry a full volume of sound. Do not blow in the desert places. Make your stand and do your blowing where it will be heard.

Furthermore; waste no time blowing on inattentive ears. There are audiences and audiences. Some are attentive and appreciative. More are neither attentive nor appreciative. Govern your blowing so that it will fall upon ears that hear and retain.

See to it that your blowing conveys a meaning. Manipulate the keys so that they play an appeal and an expression. Empty sound without meaning is salt without savor.

The Big Thing is to Choose Your Horn

In all the world there is no people more prosperous than in southwestern Ohio.

In that great section of the world no newspapers approach the Dayton Daily News and the Springfield Daily News in circulation and influence.

They are the horn. You do the playing.

These newspapers do more than record events. They are an institution that helps readers in a practical manner in the course of their daily lives.

"Reader Confidence" That's the Answer

The News League of Ohio

The Dayton Daily News
Dayton, Ohio

The Springfield Daily News
Springfield, Ohio

JOHN GLASS
Western Representative
Chicago, Ill.

I. A. KLEIN
Eastern Representative
New York, N. Y.

Digitized by Google

market. And the opportunity which has been realized by the co-operative few will be seized in coming years by many more industries.

The other day some advertising men were wondering how far this co-operative trend would go. Why should it be limited to merchants in one line of business? Someone recalled a time a few years ago when a pancake flour maker and a syrup manufacturer shared the same billboard. That led to the suggestion that some day an enterprising agency might produce a triplet campaign for a razor manufacturer, a shaving brush maker and a shaving soap firm. In the present the products of the other two are shown—unlabeled, it is true, but shown just the same to help tell the story. Why not label them?

The idea suggests interesting possibilities. Why shouldn't a man's hat, collar, tie, suit, gloves and shoes be advertised in one advertisement—each one a trademarked product identified instead of merely helping to supply the background? Think of an automobile advertisement with everything labeled from top to tires.

When one firm makes several products it frequently advertises two or more in the same piece of copy. Why shouldn't the same policy be followed when the products are made by different firms?

Even granting that an equitable division of prominence, satisfactory to both or all, could be obtained, there is another objection which is probably responsible for the absence of such advertising. So great is the power of association of ideas through advertising that an advertiser will be loath always to show his product with one certain product in another line lest the public come to think that his product could be used with that one and no other. The razor maker wants his razor used with all manner of brushes and shaving soap. Why should he limit the public's conception to only one? And there you are.

Yet it is possible that this fear of what the public might think may follow many other bugaboos

ALL PAYMENTS CEASE

IF

FAULKNER SERVICE DOES NOT MAKE GOOD TO YOU

IT IS

OUR GUARANTEE

SEE PAGES 141, 149, 153, 161 IN THIS ISSUE FOR FURTHER INFORMATION

FAULKNER, Inc.
MUNSEY BUILDING
WASHINGTON, D. C.

MEMBERS
AUDIT BUREAU OF CIRCULATION
BARBOURS RATE SHEET SERVICE

Digitized by Google

AVAILABLE OCTOBER 15, 1920

Eight years' experience as

Advertising Manager
Agency Copywriter
Advertising Solicitor

Has Handled Various National and Local Campaigns in the

Technical Field
Agricultural Field
Newspapers
Direct by Mail

Experience also includes

Editing House Magazine
Publicity Work
Retail Merchandising
Market Analysis
Writing Sales Letters
Catalog Compiling

Thoroughly familiar with all forms of

Printing
Engraving
Commercial Art

Present temporary connection will be completed October 15. Present employer is Mr. C. E. Hoyt, Sec.-Treas., American Foundrymen's Association, 140 S. Dearborn St., Chicago.

Age 31. Married. American. Protestant. A clean man with a clean record. Starting salary not an object.

R. H. BYRUM,
Care Printers' Ink,
833 Peoples Gas Bldg., Chicago.

Here you are, Brain Buyers!

On the basis of eight years' experience with the internal business of well-known advertising agencies, I offer my services to an agency, national advertiser, or magazine. Present function, Assistant Space Buyer in a well-known advertising agency. Have executive qualifications, gained in supervisory positions in order and forwarding departments and checking room; 3 years in present position. Reasons for changing: The realization that there are broader opportunities elsewhere for self-development and expansion. A-1 record, as references attest. Age 24 Address A. H., Box 83, Printers' Ink.

which have been sent to oblivion in recent years. It used to be generally believed that the only safe way for a manufacturer to tell his story was to get a newspaper to give him a write-up. He was perfectly willing to pay a press agent almost anything to get something into the papers about himself. To-day the use of free publicity is being confined more and more to telling the legitimate news of an undertaking. And advertising is being used when a firm or an institution wants to go squarely before the public with an idea.

Standards of advertising judgment are becoming more definitely fixed. With the increasing number of capable men who are devoting themselves to typography and with the trend of good artists toward advertising illustration, it is inevitable that there will be more schools of commercial designing. Reasons for arrangement will be better understood and advertisers will not be so quick to say, "I don't like that; I don't know why, but I just don't."

A little knowledge is just as dangerous in the criticism of designs as it is in the criticism of copy. When it is understood that there is a syntax of design and that certain rules govern arrangement and that these rules are not to be violated by the free-hand use of shears and paste, much will have been accomplished toward cleaning up the looks of the advertising pages.

Already the advocates of deliberately bad grammar in advertising are disappearing. There was a brief vogue for the type of copy which looked as if it had been clawed out of stone by some one with his naked hands. Its chief enthusiasts claimed for it the ring of sincerity, which it frequently possessed. But that was its sole virtue.

"Never mind grammar—get results!" was the exhortation of this school of copy writers.

Every writer of advertising has received the condolences of his friends for not being allowed to write what he really wants to express. Yet mighty few writers of

Digitized by Google

M·F

THOROUGHNESS

Our ideal of THOROUGHNESS requires a rounded-out service that does not rest content with the mere preparation of good advertising—it reaches out to every phase of our clients' sales activities affecting the success of an advertising campaign.

We are satisfied with nothing less than one hundred per cent effectiveness.

Our booklet "The Relation of Advertising to Business" will help you get our point of view on advertising.

Mitchell-Faust Advertising Co.

ESTABLISHED 1904

Tribune Building · Chicago

Digitized by Google

"It is the annual income of the employees of manufacturing industries that forms the real measure of purchasing power."

NEW ENGLAND

The Workshop of the Nation

"Crops fluctuate from year to year," says the economist, "and there are good years and bad years for farmers, while in the manufacturing industry perfected organization and sound investment of capital guarantees a more staple production, and the source of incomes is more permanent and regular." C. L. PANCOAST.

The increase in annual income for employees of manufacturing industries in textile in the past four years has been 165%. The increase in the building trades has been even greater.

To reach the owners of these incomes use the Home Daily Newspapers. These fifteen dailies should be on every list.

WORCESTER, MASS., GAZETTE
Daily Cir. Six Mos. 30,155; Mar. 31,783
Population 190,000, with suburbs 250,000

PAWTUCKET, R. I., TIMES
Net Paid Circulation 23,369 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT. POST-TELEGRAM
Daily Circulation 46,730 P. O.
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER
Daily and Sunday Cir. 28,334 P. O.
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)
Daily Cir. over 10,640 A. B. C.—3c copy
Population 25,688, with suburbs 60,000

WATERBURY, CT., REPUBLICAN
Daily 10,992 A.B.C.; Sun. 11,425 A.B.C.
Population 91,410, with suburbs 100,000

PORTLAND, ME., EXPRESS
Daily Circulation 24,300; Member A.B.C.
Population 69,169, with suburbs 75,000

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,552 A. B. C.
Population 22,779, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER
Daily Circulation 25,375 A. B. C.
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL
Net Paid Circulation now 9,000
Population 41,013, with suburbs 150,000

LOWELL, MASS. COURIER-CITIZEN
Daily Cir. 16,975 P. O.
Population 114,366, with suburbs 150,000

LYNN, MASS., ITEM
Daily Cir. 15,504 A. B. C.—2c copy
Population 99,148, with suburbs 125,000

SALEM, MASS., NEWS
Daily Circulation 18,811 P. O.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 49,692 A. B. C.
Population 100,000, with suburbs 250,000

TAUNTON, MASS. DAILY GAZETTE
Daily Circulation 7,909 A. B. C.
Population 38,000, with suburbs 53,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

Digitized by Google

advertising can say that anybody ever told them not to write so well.

Alexander Woollcott, dramatic critic of the New York *Times*, complains that people often say to him: "It must be very trying not to be able to write as you like—to be limited by the policy of your paper." It annoys him because he says he has never been told how to write and he is writing the best he knows how!

Advertising to-day is attracting writers of greater ability than ever before. It is attracting artists of high technique. It is producing a new type of intellectual, cultured business man.

It is developing organizations with the spirit that once existed in newspaper offices of the traditional sort where friendships lasted and men felt affection for the desks and the walls.

There is pride in the work that is done within these organizations. There are standards that must be kept, codes that must be observed and reputations that must be built.

It has been proved in advertising that the agency which succeeds is the one which devotes its energies to producing the most valuable service for its customers. If profits are the first consideration, this service suffers. If the service is put ahead of everything else, the profits take care of themselves. Already advertising is old enough to have demonstrated that.

The men who are successfully administering the expenditure of millions for advertising every year see that very clearly. They realize what a privilege it is to have a part in these first years of advertising. And they are determined that before they give up their share in its development it will be that most thoroughly American of institutions—a business that is a profession.

Branham Company Has San Francisco Office

The John M. Branham Company, publishers representatives, New York, is now represented on the Pacific Coast by Earl C. Williams, with offices in San Francisco. Both the dailies and farm publications on the Branham list will be covered by Mr. Williams.

FINANCE

Financial observers realize the growing importance of

PORTLAND, MAINE

They recognize the influence which its leading daily, The Express, has in bringing to the attention of the financial leaders the opportunities for safe, sound and profitable investments.

Over 80% of the owners of automobiles and the men who control Portland's largest and most important business enterprises are daily readers of the

EVENING EXPRESS

For maximum results, from Financial Advertising, use the columns of the Express; open only to financial enterprises of sound merit.

Member of Audit Bureau of Circulations

The Julius Mathews Special Agency
Boston—New York—Chicago—Detroit

BRIDGEPORT
CONNECTICUT

The factories of this great city with their great weekly payroll keeps business humming in the third city of New England. The

Post - Telegram

Evening Morning

Has a circulation four times greater than the next biggest daily in Bridgeport.

Representatives

I. A. KLEIN
254 Metropolitan Tower
New York, N. Y.

JOHN GLASS
Peoples Gas Bldg.
Chicago, Ill.

Digitized by Google

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 1bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year, $1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, $100; half page, $50; quarter page, $25; one inch, minimum $7.70. Classified 55 cents a line, Minimum order $2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:
C. P. Russell — Albert E. Haase
Roland Cole — Edward T. Tandy

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, SEPTEMBER 23, 1920

Sell the Good Will Idea

Not many years ago a Judge of one of the United States Courts, in a carefully written opinion, characterized a certain business as entirely "advertisement begotten." In other words, as he went on to explain, its product was intrinsically neither superior nor inferior to the product of a host of competitors, and the only distinction which it could claim was the wholly intangible good will toward its trade name which had been fostered by intelligent advertising. That it had gained an annual sale almost equal to the sales of all its competitors put together was due, not to intrinsic superiority, but to the fact that it had been made known to millions of consumers while competing goods, of equal merit, had remained in obscurity.

In brief, if some mighty catastrophe should destroy every vestige of the company's tangible property, it could go on again tomorrow; but if some miracle of oblivion should erase from the minds of the people all knowledge of a certain arbitrary symbol, the business would be gone.

And therein lies the great security of the company's position; that while catastrophes may, and often do, destroy physical property on a large scale, good will is beyond the reach of fire, or flood, or earthquake. Only the slow process of neglect can destroy it.

All of which is neither new nor startling, of course, but it represents a fundamental upon which advertising men need to tighten their grasp every now and again. Especially to-day, on the verge of what seems likely to prove a period of trial for the half-hearted, weak-kneed advertiser, it is important that this truth should be firmly grasped and clearly set forth.

The time has pretty nearly gone when advertising contracts could be closed on the basis of "thirteen half-pages open: better take 'em quick!" The time is coming when many executives will be wondering whether that advertising appropriation would not look better under "net profits" in the annual statement than in the pages of the magazines and newspapers. And that is exactly where it will go, in many instances, unless the good-will idea is clearly and firmly grasped and understood.

It is a fact, clear and indisputable, that a favorable public opinion is property more valuable than factories or machinery, or even than money in the bank. Once it is created, only neglect can destroy it, but neglect is sure and often swift to destroy. And that which is destroyed is the most valuable property in the world.

The advertiser, no matter how

Digitized by Google

small, who understands this, will remain an advertiser and grow bigger. The concern, no matter how large, which fails to grasp it, may well fall from the ranks and grow less. And the most successful advertising men of the immediate future are likely to be those who can best sell the good-will idea.

When Advertising Becomes a Duty

There has been considerable comment on the slowness with which retail prices are being lowered in sympathy with wholesale and raw material reductions. This is especially true in those fields where the material for the finished product is bought months previous to the latter's appearance on the counter. A good illustration is found in the current situation in furs. At recent fur auctions prices have ranged from thirty to fifty per cent lower than during the same period a year ago. Yet retailers claim that these reductions will not reach the public the coming season. The reason assigned is that the retailer's stock on hand and that still in the finishing progress were purchased at the high-water mark. It would be ruinous to sell these garments on the basis of present raw material costs.

But the public is woefully ignorant on such matters as this. It is not enough to issue statements explaining the cause of the peculiar situation. What is needed, rather, is a determined effort to sell consumers on the fur garment as a necessary item of wearing apparel. This is already being attempted by Funston Bros. & Company, of St. Louis. This company does not sell manufactured furs. But it believes in the principle of helping to make a better market for its customers, the dealers, and thereby increasing its own sales. Space is being used in national mediums designed to encourage the greater use of furs.

While carrying out such a programme is quite a burden for a lone manufacturer to shoulder and the results, for that reason, may not be all that were expected, the basic idea is sound. As PRINTERS' INK has pointed out so often, the success of any manufacturer is entirely dependent on that of his distributors. A bad fall and winter season for fur dealers would result in several lean years for the manufacturers. In other words, the primitive motive of self-preservation should urge the manufacturer to go to the aid of his merchants. Furthermore, it is a duty. It was but a short time ago that the raw skin dealer, as well as other manufacturers, was advising dealers to buy far in advance in expectations of large price advances. These have failed to materialize. In fact a contrary trend has set in. In such a situation one would not be proceeding on too high an ethical plane were he to assume that the manufacturer is, in duty bound, obliged to pull the merchant out of the hole. Especially taking into consideration the fact that the manufacturer, in many fields, was a powerful influence in getting the dealer in a bad position, it would seem that this is a time when advertising becomes a duty.

Woman Suffrage—a Great Advertising Clinic

"How is your wife going to vote this fall?" a man was overheard asking a keen student of advertising on the train one morning last week.

"I don't know; I'm lying low and watching and learning," was the reply. "It's very interesting, too, for I find that her mind works differently from mine. For instance, I find that she and I read different things in the same news article sometimes. Have you noticed how the women are tackling this election business?"

This man has grasped the possibilities in the present situation. More than 20,000,000 women will from now on participate in the politics of this country. Roughly figured, 10,000,000 of these women have not voted before.

To the advertising man, particularly the one living in a State

Digitized by Google

where women have been newly enfranchised, this should afford a remarkable opportunity for the study and observation of individual and mass feminine psychology. Here is a great public, composed of millions of individual women, which is suddenly confronted with a new problem in "buying," so to speak. Competing sales organizations, known as political parties, are already starting to use all their old advertising and selling tactics to "sell" this new market their particular candidates.

The advertising man who at once assumes that his wife and his mother and his sisters will vote as he does, or, if he finds they do not seem inclined to do so, tries to smother them with arguments in order quickly to settle their decisions, will be making a very foolish mistake. For the election situation, properly taken advantage of, will provide a psychological clinic such as has never been available to most advertising men before. Millions of women are suddenly called upon to make up their minds about an important question. How will they do it? How promptly will they do it?

What will be the biggest influence in determining their choice, not merely for President, but for State and local officers? ?

What mediums will they go to for guidance in forming their opinions?

What arguments will win them most speedily?

Will their first judgments count most, or their more mature reflections?

Will they trail their men folks naturally? Or will considerable influence be required to make them? Or will they refuse to do so?

Will they decide on intuition or on facts and figures?

Will they believe what the politicians say, or will the editorial pages of the newspapers influence them more strongly?

Will the women's magazines have a very powerful influence in molding their opinions?

Will political propaganda of the old-line professionals have the same effect on their minds and decisions as it has had on men's?

In short, how will their minds, individually and collectively, tackle this new buying problem, and how will they work it out?

The answers to these questions should prove of the greatest interest and practical profit to thoughtful students of advertising. It will pay them to listen and learn for a few weeks; to ask questions rather than to volunteer opinions; to watch carefully what leadership the women of their acquaintance turn to, or at least accept. Their own homes will be remarkably interesting psychological laboratories for the next two months.

There may be some big surprises, and then again there may not. But one thing is pretty sure: Women's intuition actions and reactions will stand out pretty sharply against a big new "buying" problem like the present one, and anything that helps us to a clearer knowledge of the psychology of the purchasing agents of America's millions of homes is mighty well worth studying.

It seems hardly necessary to add that PRINTERS' INK does not counsel carrying this study to the unpatriotic point of permitting wives, mothers, sisters or sweethearts actually to vote for any candidate whom one honestly feels is the wrong one for the office without presenting the facts carefully and earnestly for their consideration at some time before election day. But there is considerable time for study before that will be necessary.

To Supply Advertising Cartoons

Everett Lowry, formerly with the Hop Service, Chicago, and Lew Merrell, a free-lance artist, have formed the Commercial Cartoon Company in Chicago. The company is organized to supply advertisers with cartoons for sales and advertising purposes.

New Account of Cleveland Agency

The Service Recorder Company, Cleveland, has placed its advertising in charge of The Powers-House Company of that city.

Digitized by Google

This Message Is Exclusively for

Advertising Agency Account Executives

Your clients can stop the sending in of cancellations by their retailers and jobbers.

A sagging market can be stimulated by intensified newspaper advertising in the State of Illinois by using newspapers plus our merchandising service.

Here is what this merchandising service will do for your client in advance of spending one cent for advertising space and at no additional cost other than the rate charged for advertising space used:

1—We agree in contract that no advertising space shall be released in any one of our 43 Illinois cities until 50% of the acceptable retailers of a class have been sold your client's merchandise through regular trade channels by salesmen familiar with the trade and, further, merchandise will be on the retailers' shelves and a reserve stock in the hands of the jobbers before copy is released.

2—We agree in contract that the minimum quantity of merchandise to be sold each retailer for an established manufacturer shall equal in amount the average sale made by the manufacturer's own sales force in their intensive work in any territory.

Heretofore you have bought advertising, hoping trade co-operation would follow. This is trade co-operation in advance.

This is real trade stimulation—a campaign turning cancellations from retailers and jobbers into orders and increased orders.

This unusual offer of merchandise sold to 50% of the retailers in advance of advertising not only gives you an opportunity to perform a unique service for your present clients, but it also offers you a specific argument to use upon manufacturers whose accounts you are trying to secure.

This Department of advertising and merchandising of the Illinois Daily Newspaper Association is co-operatively maintained by 43 of the best Illinois daily newspapers located in as many Illinois cities. It exacts no compensation from the manufacturer or advertising agency.

It pays full commission to recognized advertising agencies.

Write for our Questionnaire Blank

Department of Advertising and Merchandising

ILLINOIS DAILY NEWSPAPER ASSOCIATION

109 North Dearborn Street, Chicago

Operating the Hammett Plan of Retail Distribution in Advance of Advertising

PLUS DEALER ACCEPTANCE

For a manufacturer trying to establish his merchandise or to change a spotty distribution to an even one, this plan gives positive assurance of success. The Illinois state market is a larger market than the Chicago market and a more acceptable one for most merchandise.

Digitized by Google

More Than 3,000 Clothing and Dry Goods Merchants
in the Philadelphia territory
subscribe to the
RETAIL LEDGER
Twice a Month ; Sub. $1.00 a Year

Los Angeles — The largest city in the West
IN LOS ANGELES
IT IS THE
EVENING HERALD
MEMBER A. B. C.
Government Circulation Statement
April 1, 1920
134,686
The Giant of the West
REPRESENTATIVES
New York: Lester J. Clarke, 604 Times Bldg.
Chicago: G. Logan Payne Co., 432 Marquette Bldg.

TYPOGRAPHIC LAYOUT MAN

WIDE experience with the best agencies, practical man, tasty designer. Expert on type. Can plan series of advertisements or campaigns, and co-operate with agency or art service on layout and typography. Have spare time at night.
Address N. L., Box 86, Printers' Ink.

Busy Programme of Advertising Specialty Manufacturers

The proposition of a co-operative advertising campaign will be discussed at the annual meeting of the National Association of Advertising Specialty Manufacturers which will occur at the Hotel Sherman, Chicago, September 27, 28, 29 and 30.

Among the speakers scheduled are: President C. R. Frederickson, president of the American Art Works, Coshocton, Ohio; W. Frank McClure, chairman of the National Advertising Commission, A. A. C. of W.; J. Lewis Coath, Manz Engraving Company; Samuel O. Dunn, editor of the *Railway Age;* K. H. Bueret, Gerlach-Barklow Company, Joliet, Ill.; George Hirst, vice-president of the Osborne Company; Reed Wilkin, sales manager of the American Art Works; E. N. Ferdon, vice-president of Brown & Bigelow, and Philo D. Clark, president of The Kenyon Company, Inc., Des Moines, Ia.

Speakers at the annual banquet of the association will be General Leonard Wood and Harry H. Merrick, president of the Great Lakes Trust Company, Chicago.

J. A. Hall has been elected secretary of the association to succeed Miss Elizabeth White, who died recently after five years of service.

D. P. Ordway With Ellington Electric Company

Don P. Ordway, recently with the William H. Rankin Company, Chicago, has become advertising and sales manager of the Ellington Electric Company, of Quincy, Ill., manufacturer of fractional horsepower motors and other electrical equipment.

Hammond-Standish Account With MacManus Agency

MacManus, Incorporated, Detroit advertising agency, is now handling the account of the Hammond-Standish Company, Detroit. Plans for a campaign are now being arranged.

RAPID ELECTROTYPE CO. OF CANADA, LIMITED
CHARLES J. HIRT, Managing Director
ELECTROTYPES, STEREOTYPES and MATRICES
Save Duty, Time and Expense
Head Office: 185 RICHMOND ST. WEST - TORONTO, ONT.
Plants at: MONTREAL, TORONTO, LONDON, WINDSOR

"GIBBONS Knows CANADA"
TORONTO MONTREAL WINNIPEG

Digitized by Google

Advertises to Keep Boys in School

The Rotary Club, of Toronto, is conducting a "back-to-school" campaign through the advertising agency of Norris-Patterson, Limited, Toronto and Montreal. The object is to induce boys who may think of leaving school too early to go back until they have acquired an education adequate to the demands of modern business and social life.

The Norris-Patterson agency is also handling a newspaper campaign for the Master Cleaners and Dyers Association of Ontario.

G. L. Smalley With Chicago Agency

Garrett L. Smalley, for six years with the Muskogee, Okla., *Times-Democrat*, the latter three as advertising manager, and for the last three years with the Kansas City *Journal*, has joined the sales department of Critchfield & Co., Chicago.

A. M. Wood With Reese Agency

Arthur M. Wood, formerly a member of the advertising staff of the D. H. Holmes Company, New Orleans, is now with George W. Reese advertising agency of that city.

WANTED
DIRECT MAIL MAN

to take complete charge of the sales promotion end of a highly exclusive shoe business that bears a splendid national reputation and serves a clientele that seeks the best in footwear.

A knowledge of the shoe business is not really necessary if you understand advertising and selling and have a knack of writing letters that will be in keeping with the dignity of the house and at the same time carry with them the human touch of your own personality. If you have commonsense and initiative, as well as a capacity for enthusiastic and constructive work you will find this an unusual opportunity.

In your letter state age, education, experience in detail, nationality, present and expected salary. J. F. L., Post Office Box 319, Madison Square, New York City.

Wanted

a young man

Who can

write selling letters to men—letters which can go to a million men and still seem *human* and personal—letters which bring orders because they tell their story plainly, earnestly and convincingly rather than "cleverly."

Who can

write the "copy" for whatever folders, booklets or small catalogues are to accompany these letters.

WE want a man with a good education and with a pleasing personality, combined if possible with some experience in direct mail advertising. He must be able to write plain, homely English with force and distinction. The "exceedingly clever" copy man who conjures up catchy phrases for short advertisements in national magazines would be useless in this position.

What we want is a MASTER SALESMAN ON PAPER.

IN replying, state education and where secured business experience to date, age, whether married or single, and any information that will give us an idea of your *personality*. A recent photograph, if available would be of assistance. Don't answer unless you can submit samples of letters and other work that will be absolute proof of your ability.

Of course, your letter will be treated with the strictest confidence, and our letter to you will show you that this affords a real opportunity for a young man to put himself in the inner councils of the largest mail-order firm in its field.

For this particular opening only a Gentile will be considered.

"Penn"

Box 88, care Printers' Ink

Digitized by Google

The Little Schoolmaster's Classroom

IN a recent issue of a leading weekly periodical which carries many color pages the Schoolmaster notes six full pages for which the advertisers paid two-color rates and which have less than a square inch of the additional color.

To the layman—if there is such a thing as a layman in advertising matters—such a remarkable proceeding might easily seem a tremendous waste of money and space. One can almost hear him thinking aloud: "Should I pay $2,500 extra just to put that spot of red in an ad?" It is as if, in the textile business, he were to ask: "Should I have georgettes?"

The sparing use of color as illustrated in the advertisements of Carnation Milk, Sherwin-Williams, Red-Edge Shovels, Graton & Knight Belting, and others shows a great restraint in the face of strong temptation to use every available inch of space for both colors. Doubtless this recent development in advertising has taken the same brand of "nerve" that the liberal use of white space required in an earlier period.

* * *

Nevertheless, this restraint has resulted in producing a powerful physical addition to the make-up of an advertisement. It may be compared with a sudden, short outcry in a roomful of people talking busily in normal tones. As an attention-getter alone it is remarkably effective.

A further consideration of these advertisements will show that the small color spots have been employed to accomplish even more than eye-catching. In these instances their purpose is obviously to concentrate the reader's attention on a certain thing—the product, the label or the trademark, as the case may be—and because of that unusual concentration to fix the object more firmly upon the reader's mind. Color impression is said to be more lasting in the memory than that of black and white. Certainly the sharp contrast of a small blob of color against a grey background of halftone and text produces a striking effect which should make a deeper furrow in the cerebrum.

From the very fact that this use of color is a strong club, it becomes apparent that the "stunt" must be judiciously used. If too frequently employed it becomes the "Wolf! Wolf!" cry that few heed; if the color is used to emphasize an unimportant feature of an advertisement it loses its sales-effectiveness and becomes questionable decoration. And—as the old salt said about feminine one-piece bathing suits—"there's them as can and them as *can't* wear 'em."

* * *

The Oregon Dairymen's League, grown a bit weary of the constant cry that there is profiteering in the distribution of milk, recently started a full-page newspaper campaign that appeals to the Schoolmaster as being unusually sensible publicity. It rings true and there is no more difficult copy to write. When you are attempting to explain to people why they should pay more—cheerfully—you have a large order on your hands.

The real objective of the campaign is to persuade people to drink more milk, and this in the face of an increase in price. But a pictorial argument looms large in the full page that makes the deepest impression. A dairyman is shown reading a statement—a great bill, which ripples down in front of him, to the bottom of the page.

These significant facts are pictured and described:

Depreciation in the herd—age, accident and characteristic troubles, 18 per cent. Feed cost increases, 150 per cent. Labor—an average of producer's and dis-

Digitized by Google

That "Quality" Look

OPLEX ELECTRIC SIGNS have that suggestion of "quality" which means so much. It is not only something about the perfectly rounded, raised, snow white glass letters; there is also a certain style of design which makes them stand out from other signs just as the well tailored suit stands out among clothes.

Among other Oplex advantages is the fact that Oplex Signs are day signs as well as night signs, that they have greatest reading distance, lowest upkeep cost and that any trademark can be perfectly reproduced in the raised Oplex characters.

Let us send you a sketch showing how *your* Oplex Sign will look.

The Flexlume Sign Co. ELECTRICAL ADVERTISING
1439-46 Niagara St., Buffalo

Pacific Coast Distributors
Electrical Products Corp.
Los Angeles, Cal.

Canadian Factory
The Flexlume Sign Co., Ltd.
Toronto, Ont.

Digitized by Google

Advertising Man — Especially qualified in foods, seeks opportunity in New England. Good copy writer. Eight years' experience. Capable executive. Educated as chemist and sanitarian. Have done considerable research work and edited house organ. Age 37, married.

Food Expert, Box 82, care of P. I.

I Solicit Advertising

I wish to add one or two A-One journals—trade, class, or technical—to my list. Only best ones. I might give full time to one publication if scope or inducement prove satisfactory. A-One references. Write me at once for terms.

R. IGO
553 Peoples Gas Bldg., Chicago, Ill.

A single Thompson Colorgram sold over $4,000 of goods without a salesman's call.

GEORGE SETON THOMPSON CO.
608 So. Dearborn St., Chicago

What Chicago Agency Wants An Eastern Office With $250,000 Going Business to Back It?

Unusual opening for strong Western (preferably Chicago) agency to open New York offices with $250,000 minimum active accounts and two well known account-getting and production men as principals. Eastern business firmly established, maybe doubled in short time. Parent organization ideals adhered to and constructive cooperation given in every detail. Prompt inquiry urged — exceptional proposition ready. MERGER, Box 89, care Printers' Ink.

ALBERT R BOURGES
CONSULTING PHOTO ENGRAVER
FLATIRON BUILDING NEW YORK CITY
DAY GRAMERCY 536 — NIGHT AUDUBON 9560-9120
A Personal and Emergency Service limited to non-competitive clients

tributor's help, with shorter working hours duly considered, figures an increase of 104 per cent. Equipment increase, 106 per cent. Cost of delivery increase, 122 per cent.

It all makes most convincing material.

* * *

The Schoolmaster has always believed that direct-by-mail appeal is surer of an attentive audience when it introduces facts, figures, data in which people are genuinely interested. This is an age of education. Everyone is hungry for helpful, informative text.

There came to the office desk recently a folder issued by a farm paper. Bracketed in the display, which concerned the farm woman

Publicity and Advertising

That's my business.
Ten years' successful record in writing that covers newspaper, magazine, motion picture, theatrical and industrial fields.
Trained executive, progressive and now ready for any proposition that needs a live wire who can deliver.
New York or vicinity. Address B. S., Box 85, Printers' Ink.

Brain Buyers

Woman with broad experience in newspaper and magazine publicity, also successful agency record in merchandising, copy and plan on national accounts, seeks part or whole time connection with established firm, within twelve hours of New York. Address "J. P.," Box 81, care of Printers' Ink.

Dealer Literature

Ideas, Copy, Illustrations, Printing, and Distribution Plans

BRAD STEPHENS & CO.
Park Sq., BOSTON, MASS.

Digitized by Google

A New Dartnell Survey— "Sales Organization"

Our first survey was issued in 1918. It covered "Sales Management Practices." Three editions of this survey have been printed, so great was the demand. Sales managers are now faced with a new dilemma —the old sales organization has to be strengthened and rebuilt to meet changing conditions. What steps shall be taken? How have other concerns improved their organization? What have they done that you could do? These and other questions will be answered in the NEW SURVEY which is now being compiled by our editorial staff. The data we gather is being issued in the form of loose-leaf sections, punched for filing. No sales executive can afford to be without this data—remember that successful sales management is eight-tenths **organization.**

Price: $6.00 on Approval (with Binder and Index)

A Few of Nearly 300 Sales Building Plans Described in New Survey

How Devoe & Raynolds have organized their sales department so as to insure a steady stream of new accounts, and stimulate full line sales.

Use of a Future Demands Department such as is maintained by the National Cash Register Company to keep ahead of possible market developments.

Tabulation showing authority sales manager has over advertising in nearly two hundred representative concerns in all lines of business.

New plan being followed by the Goodyear Tire & Rubber Company in appointing zone supervisors; how their duties are linked up with other forces in the sales department.

How the Baker-Vawter Company insure an adequate supply of capable salesmen through their Personnel Department; with a description of the results produced by this department.

Experience of The Wm. Britigan Organization, Sherwin-Williams Co., Hood Tire Company and others in arriving at the proper number of accounts or prospects for a salesman to handle. Experience of manufacturers and jobbers with exclusive agencies; under what circumstances these concerns have found it profitable to establish exclusive agents; dual agencies and general agencies. Synopsis of various agreements in force.

Nearly twenty blue print charts showing organization details of representative sales organizations, such as Baker-Vawter Co., International Harvester Co., Marshall Field Co., National Cash Register Co., etc.

The survey is issued in ten separate sections, a new section being mailed to each subscriber about every two weeks, or as fast as data can be assembled. There are from 24 to 32 pages to the section, including "Suggestion Sheets," blue prints showing organization of most of the large sales organizations, special tabulations, etc. The various sections are indexed by means of a set of tabbed index pages which is included with a handsome flexible leather ring binder lettered in gold. The size of the binder is 6 x 9 inches. The six dollar price includes everything—there are no extras whatever.

Send for Samples "Sales Management Magazine" and "Dartnell Monthly Sales Service"—Free.

The Dartnell Corporation
225 W. Jackson Blvd. Chicago

Digitized by Google

INDIA IS RICH

Developing rapidly; wants American goods. Our circulation, prestige, India, Burma, Ceylon, offer unique chance to increase *your* sales and prestige in this market. Sample copy 10c.

WORLD SALESMAN
A Monthly Journal of International Trade
182 West 4th St., New York City

POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. $1: 1 year $2.
POSTAGE 18 East 18th St., New York City

"We like your paper very much"

This is just a simple expression of appreciation from a farmer but it means a great deal to an advertiser.

Total circulation 152,000 —80,270 in Iowa.

CORN BELT FARMER, DES MOINES, IOWA

AMERICAN CUTLER

Official Organ of American Cutlery Mfrs., 6,500 copies monthly, reaching hardware dealers and jobbers. Sample on request.

15 Park Row New York

WANTED

Advertising contract Coast to Coast Airplane Flight. Chance for aerial advertising scoop if you want to feature coast to coast distribution. Can take representative as passenger to handle local work and deliver product along the way. Have scout plane—140 miles per hour.
C. D. Chamberlin, Glens Falls, N. Y.

of America, was this engrossing information:

"Facts about the average woman on the farm. What she does —average woman works 13.2 hours daily. Ninety-seven per cent do family washing. Ninety-four per cent do family sewing. Eighty-nine per cent care for the chickens. Seventy-eight per cent bake bread. Forty-five per cent milk cows. Twenty-two per cent help in the field. What she has—Twenty-four per cent have running water in the home. Sixty-five per cent have pump in kitchen. Eighteen per cent have bathrooms. Ninety-eight per cent have screened windows. What she needs—Fifty-two per cent

GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000	4-page Folders, 3¼x6¼ in.	$10.00
	Each additional thousand	3.50
1000	4-page Folders, 4x9 in...	12.50
	Each additional thousand	4.50
1000	4-page Folders, 6x9 in...	16.00
	Each additional thousand	6.00

FREE—our large package of samples
ERNEST A. FANTUS CO., Printers
525 So. Dearborn St., Chicago

FOUR ARTISTS

EACH SPECIALIZES—and between the four of us we can handle LAYOUTS, FIGURES, DECORATIVE BORDERS, RETOUCHING and GOOD LETTERING

Write or call on us—it will probably pay you to look at our work

171 MADISON AVE., N. Y.
Room 608 Phone 7558 Vanderbilt

PATENTS

Hand Books on Patents, Trade Marks, etc., sent free. Our 74 years of experience, efficient service, and fair dealing, assure fullest value and protection to the applicant. The Scientific American should be read by all inventors.
MUNN & CO., 659 Woolworth Bldg., N. Y
Tower Bldg, Chicago, Ill., 625 F St., Washington, D. C. Hobart Bldg., 582 Market St., San Francisco, Cal.

CANADIAN ADVERTISING
CALL IN
SMITH, DENNE & MOORE
LIMITED
TORONTO MONTREAL

Digitized by Google

need power washing machines. Seventy-nine per cent need lighting plants. Fifty-four per cent need furnaces."

All of this proves beyond the shadow of a doubt that advertising has a great mission ahead of it for generations to come.

Changes in Mathews Special Agency

Harry B. Shapleigh has joined the staff of the Julius Mathews Special Agency, Boston. For several years he was with the advertising department of the Brockton, Mass., *Enterprise,* and later was in the textile advertising field.

Harry S. Gould has been assigned to the Middle Western field by the Mathews agency, with headquarters at Chicago.

Roy Buell has joined the Mathews organization for special work in the Ohio and Michigan territory, with headquarters in Detroit.

Todd Barton Joins Harry Porter Agency

Todd Barton, recently with the New York office of the Hancock Payne Advertising Agency, Philadelphia, is now with the Harry Porter Company, Inc., New York. Before joining the Hancock Payne agency, Mr. Barton had been with the *Scientific American* and the *Review of Reviews.*

Detroit Agency Opens Pittsburgh Office

The Brotherton-Knoble Company, Detroit, has opened an office at Cleveland. This new office will be under the management of D. M. Wiley and R. S. Andrews, vice-president of the agency.

FOR RENT
17,600 Ft. Office Space
1107 B'WAY — 16th FLOOR
Inquire Mr. Ross

Advertising Electros
Ask for Prices
General Plate Co.
Terre Haute, Ind.
Marquette Bldg Chicago

American Lumberman
Est. 1873. CHICAGO, ILL.
National in circulation and editorial policy. Weekly markets through paid correspondents; largest circulation in lumber field; distinctive retail feature "Realm of the Retailer" written from the field. Adv. rates on request.

THE HOTEL BULLETIN
A monthly hotel magazine with a national distribution.
Purchasing power of readers is many millions.
Best producer in the hotel field.
Agency business solicited.
BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago

America's 2,000 GAS COMPANIES
These big, active, prosperous public utility concerns are busy rebuilding and enlarging plants and promoting gas appliance sales. Sell them through
THE GAS RECORD
(Semi-monthly) 20 W. Jackson Blvd., Chicago
R. O. Jasperson, *Editor.* Walter V. Turner, *Technical Editor.* Herbert Graffis, *Adv. Mgr.*
Eastern Office: 56 W. 45th St., New York.
Telephone Vanderbilt 3695. Member of the A.B.C. and of the Associated Business Papers.

MILL SUPPLIES
A Profitable A. B. C. Medium for All Manufacturers of Mill, Mine and Steam Supplies, Machinery and Tools, Desiring to Increase Distribution Through the More than 2,000 Jobbers and Dealers in Their Line. Members of the Associated Business Papers, Inc. Address
MILL SUPPLIES,
537 South Dearborn St., Chicago

LAUNDRIES
are big users of
MOTOR DELIVERY TRUCKS
Reach them through the
National Laundry Journal
120 ANN ST., CHICAGO
Member of the A. B. C.

OIL ADVERTISING
Send for sample copy and rate card of
PETROLEUM AGE
Representative publication of an industry where quick action and big money rules—a market that speedily and richly repays cultivation.
PETROLEUM AGE (Monthly)
20 West Jackson Boulevard, Chicago
Eastern Office: 56 West 45th Street, New York
Telephone Vanderbilt 3695

Digitized by Google

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Advertising Solicitors wanted for magazine. Strictly commission basis. Unusually liberal terms. Write or call. Toll Syndicate of Magazines, 42 West 39th Street, New York City.

ADVERTISING ASSISTANT
Young woman with experience in retail store advertising for large out-of-town department store. Good copy writer. State full particulars. Box 876, care of Printers' Ink.

A progressive, recently organized Advertising Agency offers wonderful opportunity to some ambitious young man with limited capital and one or more national accounts of medium size; straight commission basis to start, with a view to eventually including such party as a member of the firm. Box 869, Printers' Ink.

ADVERTISING SOLICITORS wanted, resident, sole representatives for Chicago, Philadelphia and Boston. Grocery trade publications having largest circulations in their field. Men who have earned $5,000 a year or better, commission basis, $50.00 a week drawing account. Leads and every possible help given. Box 909, Printers' Ink.

A large metropolitan Southern newspaper has an opening for copy writer to take full charge of copy and art departments. At present there are two artists, two copy writers, and a girl beginning copy writing. We want a man or woman who can, and is willing, to write good, sound merchandising copy, necessary to be able to make neat layouts and letter clear attractive letters. To the right party we will pay $50.00 per week to start. This is an opportunity to connect with a live organization which believes in team work, and a good chance to grow into big job. Apply at once, send samples of your work, and write letter stating full particulars. Box 871, Printers' Ink.

MANAGING EDITOR WANTED by successful, long-established morning paper in rapidly growing, healthful, attractive city of seventy thousand. Fine opportunity for the right man. Must be experienced, industrious and ambitious, with originality and progressive ideas, but not sensational. Must be capable of writing an editorial if necessary and of directing entire editorial and news policy and of watching all upstairs expenses. Would be given opportunity after reasonable time of acquiring moderate stock interest if proved to be right man. Would prefer man having this in view. Salary to start not less than $4000.00.

Address "Managing Editor," care American Newspaper Publishers Association, World Building, New York, giving age, experience, references, religion, salary expected and full details.

Advertisement writer wanted by progressive New England Department Store. Salary $60 to $75 per week. Submit a few specimens of work and give information as to positions held which will be considered confidential pending interview. Box 884, P. I.

Printing Agent—Young woman with initiative, knowing printing layout, proofreading, cost reckoning, multigraphing, college training desirable. Position may develop into that of publicity agent. Apply to Appointment Bureau, Women's Union, 264 Boylston St., Boston.

Good, All-Around Commercial Artist
An advertising agency in a prosperous city 150 miles from New York requires the services of an experienced commercial artist, one especially good at pen-and-ink work and figure work. Include all information in first letter, also samples or reproductions of work. Address Box 888, Printers' Ink.

A high class technical monthly published in the Central West has opening for a first-class advertising solicitor for Eastern territory with New York City headquarters. A man acquainted with the electric and machinery trade preferred. Must be a young man with a reputation of selling space to high-class firms. Address Box 881, P. I.

WANTED—A high-class, mature man, not over 50, for the writing and executive staff of an extensive educational Americanization campaign in Milwaukee. Experience as Sunday editor of metropolitan newspaper, managing editor of magazine, or editorial writer most likely to give correct qualifications. Must be capable of grasping quickly problems involved; originating methods of meeting them; a writer of power and distinction; and a trained judge of manuscripts and advertising copy. Permanent and continuous work. Splendid associations. Salary commensurate with ability and experience. Address American Constitutional League of Wisconsin, giving full business experience and qualifications. Box 883, Printers' Ink.

WANTED—A nationally known food concern located in New York requires a young man between twenty and thirty for Advertising Department.

Good education, college training preferred, and a knowledge of advertising details. Must have ability and desire to write copy.

Letters of application will be considered if following information is presented—age, education, experience, salary wanted. Box 913, Printers' Ink.

Digitized by Google

Advertising Solicitors. Established export monthly offers exceptional openings for profitable, pleasant side-line to local representatives all over United States. Familiarity exports desirable, not essential. Unlimited opportunity for future control of lucrative territories. Liberal commission basis only. Box 878, P. I.

EXECUTIVES

Would you bet one dollar against twenty on your ability to put over a proposition of merit? I have a new invention which will net $100,000 this year on $5,000 spent judiciously in advertising. The invention is already on the market and is making good, but more money and ability are needed to expand. If you can prove your ability and can afford to invest $5,000 to be spent in advertising, write Box 874, Printers' Ink.

A Large Edition Printing Plant needs a foreman for their bindery. We must have a man who is thoroughly familiar with Dexter Folders, Christensen Automatic Stitchers, Youngst Gathering Machines, and all other miscellaneous bindery equipment. The man we need must also be an executive, capable of getting the best production and surrounding himself with an efficient force of employees and to hold them. In reply state full experience, salary required and date your services will be available. Box 872, Printers' Ink.

WANTED—Assistant manager of Advertising and Sales Promotion Department by largest candy manufacturer in the West. This is a splendid opportunity for a young man of ability and initiative who wishes to gain additional experience in advertising, merchandising and selling, and advance to important executive position. Sell yourself in first letter, giving complete information regarding age, experience, education, references, salary required, etc. Send photo. Confidential. Sweet Candy Company, Salt Lake City, Utah.

Publicity and Research Man

Our monthly publication, the leader in its field, averaged for the past year over 260 pages of advertising per issue, representing over 1,000 satisfied advertisers. We should like to double this next year, and have an opening for a high-grade Publicity and Research Man to assist our staff of solicitors by following up their calls through correspondence and educating the prospect to the opportunities our publication has to offer. A correspondence clerk won't do. The successful applicant must be a college graduate, and should include among his other qualifications, editorial and advertising experience. Must be quick to analyze a difficult problem and, above all, write a convincing sales letter. An exceptional opportunity awaits the man who can qualify for this position. State experience, age, and salary expected, all of which will be held in strict confidence. Box 889, Printers' Ink.

We want a young man who understands layouts and typography plus original ideas. To put into shape the copy of our Service Department will be his main duty—the other will be to SMILE while doing it. For an appointment address W. K., Box 879, care of Printers' Ink.

WANTED

By a clean weekly magazine in town of 50,000 an EDITOR. Must be a man of ability in writing feature stories, editorials, and one who has a keen knowledge of news value. One ambitious and desiring to advance. A producer of results, and not a dreamer. State past experience, age and salary expected. Prompt action desired. All information confidential. Address Box 911, P. I.

¶ There is a big job waiting for the right man—

¶ A job he cannot outgrow no matter how fast he develops—

¶ He will hold the position of Managing Editor of a newspaper syndicate that during the last two years has established an international reputation—

¶ The right man will have had newspaper experience as managing editor, Sunday editor (or assistant), and will have IDEAS. He will know a feature when he sees it. He will be a good judge of fiction. He will be ambitious, loyal, a hard worker, and have the confidence in himself that will insure the cooperation of his assistants and associates.

¶ And he will hold down a well-paid job, and get real satisfaction out of it.

¶ If you are the right man (not older than 42) and want to locate permanently in New York, write fully and in absolute confidence. No references will be consulted without your permission. Box 885, Printers' Ink.

MISCELLANEOUS

Wanted—Universal Folding Machine; also machine to fold circulars 14½x20½, one right angle and two parallel folds, size folded 3⅝x10¼. Mr. Gordon, 1109 Main Street, Cincinnati, Ohio.

TRADE PAPER

Experienced publisher will buy small trade paper. Price must be reasonable. Box 908, Printers' Ink.

Printing Presses—Chandler & Price, 10x15, with D. C. Motor complete. Thompson Colts Armory, 14x22, with D. C. Motor complete; immediate delivery. Address Box 899, Printers' Ink.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

$5000 (terms) buys controlling interest in old-established (19 years) printing business, money maker, paying more than $3000 per year. Owner retiring, 65 years old. Liveliest southern city, 78,000 pop., 114% gain last 10 years. Unusual chance for ambitious young man. WASHINGTON DANENHOWER, Pres. Knoxville Ptg. & Pub. Co., Knoxville, Tenn.

Digitized by Google

SALES LETTERS

and other advertising written on my "Submit-for-Approval" basis.
John P. Duncan, 200 Broadway, N. Y.

POSITIONS WANTED

Art Student, familiar with all kinds of poster work, having ideas and excellent at portraiture, desires position with advertising agency in New York. Box 898, Printers' Ink.

COPY WRITER—College graduate, ambitious, intelligent, with initiative, now in retail advertising, desires an opening in agency advertising; New York preferred. Box 895, Printers' Ink.

Young Woman—24, university graduate, wants position with New York advertising agency, which will lead to copy writing. Taking advertising courses at Columbia evenings. Box 877, P. I.

Young Woman copy writer with valuable experience in newspaper display advertising, particularly anxious for congenial connection with agency or Women's Shop. Will start at moderate salary. Box 896, P. I.

Writer—Wide experience planning ads, making rough layouts. Can select type, buy printing and engravings, edit house-organs, systematize catalog compilations. $3600. Mc., 1247 Flatbush Av., Brooklyn, New York.

Young Man (30), Columbia University graduate; experienced architectural, advertising fields; understands thoroughly relations between manufacturers and architect. Outside position preferred. Box 900, Printers' Ink.

Assistant to Sales Manager, Sales Promotion Man. Young man (24) seeks connection with progressive firm. Knowledge sales control and management. Has also handled sales promotion and research publicity. Productive correspondent. Box 887, Printers' Ink.

High-class salesman and executive is open for position with Publishers' Representative in New York. Harvard Graduate of thirty-five with twelve years' general business experience, including soliciting advertising and agency work. Salary $5000. Box 886, Printers' Ink.

I Want a Harder Job!

33 years filling difficult printing-publishing positions. Now make-up editor leading woman's magazine. Present salary $3,900. Practical, progressive; no eccentricities or temperament. Address Box 912, care of Printers' Ink.

Specialty Salesman

Age 33, married, Preparatory School and Business College education; 14 years' selling experience; $3000.00 a year salary average for the past 10 years. I am persistent, but tactful; confident, but not over-bearing. I am not satisfied with myself in present position—can't climb any higher.

Somewhere a firm must need such a man either as salesman or assistant sales manager. Box 891, care of Printers' Ink.

Advertising Solicitor—Long experience, familiar with general, trade and export fields, New York and Eastern territory, open for engagement. Reliable, successful producer; best references; letters confidential. Box 903, Printers' Ink.

The circulation of technical, trade and popular magazines may be increased through the agency of New York newsstands. Publications desiring a representative in developing this field should communicate with S. E. A., Box 873, P. I.

YOUNG MAN, 24 years old, desires to connect with reliable, progressive advertising department of company. Commercial Art Student, two years' advertising experience. Prefer New York City location. Address Box 907, Printers' Ink.

Advertising Solicitor

Young, enthusiastic solicitor wants position with future. Has had selling experience. Has covered New York and Southern territory. At present employed. Salary $3120. Box 901, Printers' Ink.

Copywriter and Visualizer

Capable, advertising man with agency, publishing and manufacturing experience wants difficult job. Successful record as technical writer, and unusual ability as designer and layout man. Box 916, Printers' Ink.

Typographic Layout Service

Printing and Engraving Specialist is open for position as Agency Production Manager, Contact Man, Printer's or Publisher's representative. Knows all manufacturing details and agency routine. Have sold advertising space and printing. Endorsed by men who know. Box 917, Printers' Ink.

SALES PROMOTION MANAGER

Thorough and actual EXPERIENCE Mail Sales Work, Sales Managing, Advertising. Competent organizer and executive on national distribution or local campaigns. Extensive knowledge grocery, drug, confectionery trade. Age 29. Present salary $4000. EXPERIENCED, Box 875, Printers' Ink.

To a National Advertiser:

Young man, 23 years old, desires position in advertising department. Prefer New York City or vicinity. Assistant to owner of general agency four years. One year newspaper solicitor. Excellent references. Address Box 880, Printers' Ink.

The Associate Editor

of a trade journal desires to connect with a progressive publication, one where loyalty, enthusiasm and a wealth of new ideas are wanted; where knowledge of the entire make-up of a magazine is required, from the initial buying of the MS. to the o.'k.'ing of final proofs; where there is an opening for one familiar with all phases of the publishing business. I want an opportunity. Box 882, Printers' Ink.

Digitized by Google

Will give Service and Efficient Work. Have University knowledge of advertising principles, am good stenographer, with knowledge of accountancy, secretarial and some advertising experience. Would prove able assistant to advertising manager. Opportunity more important than salary. Able to locate anywhere. Reply E, Box 914, P. I.

SERVICE MAN or ASSISTANT TO PRODUCTION MANAGER in large Agency. College graduate, Protestant, American, knows art work, engraving, printing and paper, desires to make connection giving creative opportunity. Familiar with costs and estimating; experienced in highest grade catalogue work and trade paper service. Box 910, P. I.

SALES REPRESENTATIVE

Salesman, plus advertising man and industrial purchasing agent, wants to join New York selling force of some high-grade industrial or service organization; clean-minded, healthy American; energetic, constructive, blond selling type; resourceful negotiator, accustomed high-grade clientele. Address Box 897, P. I.

ARTIST

Specializing on Posters, Booklet Covers, Window Cards, etc., and expert on novelty display cut-outs, wishes position in New York City or vicinity. Able to create pleasing, forceful designs in sparkling colors that compel sales. Agency experience. (Free-lance work acceptable.) Box 894, Printers' Ink.

ADVERTISING AND SALES EXECUTIVE

Three years head of correspondence department. Three years manager advertising department two motor truck companies. Two years head of copy department advertising agency. Married. Catholic. Thoroughly reliable; best of references. Chicago position preferred. Box 905, Printers' Ink.

ADVERTISING AGENCY MAN

Now account manager and copy man with New York agency, seeks connection with a large agency as copy man on national accounts, or as advertising manager of a manufacturing, selling or service organization. Thoroughly experienced in all details of agency practice. Salary $65 a week to start. Write Box 9187, Printers' Ink, for interview.

Do You Want an Advertising Assistant?

Young man wishes permanent connection on copy staff of agency or in advertising department of manufacturer, merchant or exporter. He offers 5 years' agency experience; plans campaigns; writes clear copy that will be read—for everything from a car card to a house-organ; draws practical layouts; understands typography and printing. He is 25, college trained, resourceful and a hard worker who gets things done. Box 893, Printers' Ink.

Pacific Coast Sales Manager or Salesman for department store, druggist or jewelry trade. Have been working for one house for twelve years and now want a commission and salary proposition. My sales for this year will be $500,000, which is a 25% increase over last year. Will be in New York October 12 to 18. Write Box 902, Printers' Ink.

Trade Research Director of large publishing house, experienced in agency and manufacturing; university trained; eight years analyzing markets, merchandising methods, classification of customers, interviews with dealers and consumers. Available part time as consultant in establishing research bureau, and for special research jobs, or capable of taking charge of department and building it up. Thorough knowledge of field; reports and charts. Box 892, Printers' Ink.

Of Executive Caliber

—young man with wide range of sales and advertising experience—newspaper—grocery—rubber—paint—earned his way through high school and college—a sticker and a climber—for the past two years salesman and advertising man with $100,000,000 corporation.

Some good concern is going to capitalize this man's training, experience, ambition and ability. He may be the man YOU need. Address Box 915, Printers' Ink.

A Nose for FACTS

A well-known advertising man says I have "a very accurate straightforward ability to analyze and present the facts in any case."

Eight years in publicity and three years in sales enable me to translate the facts into practical, effective sales promotion plans; virile, forceful sales letters, or interesting copy. Thorough engineering training enables me to handle engineering problems when necessary. Available about Oct. 15. "Facts," Box 906, Printers' Ink.

A TRIANGLE OF SERVICE

A sales and service executive of exceptional brilliancy and extensive experience, with an expert Secretary-Stenographer and a forceful, sales-compelling Copy-Writer who co-operate with him, all now employed in the same organization, seek permanent connection with a small, progressive, LIVE advertising agency. Their enthusiasm and inspiration will stimulate the internal organization and increase the outside business to a proven extent.

Commission basis with weekly drawing account. Box 890, P. I.

Digitized by Google

Table of Contents

PRINTERS' INK, September 23, 1920

The "Oversold" Campaign That Builds Good Will for an Entire Industry.. 3
Harry T. Mitchell

Important Change in Stetson Advertising Policy.....*Roland Cole* 10

Illinois Central R. R. Seeks Service Improvement through Advertising... 17

There Is Nothing Obvious Under the Sun.....*Philip C. Gunion* 19

Germany Enters British Domain with "Sheffield-Made Goods"..... 25

The "Unseen Influence" of the Bank in Approving Advertised Equipment.. 28
C. W. Garrison

Merchandising the Advertising Campaign to the Consumer...*Arthur McClure* 33

Telling the Whole Truth Is Not a Whit Too Much.....*Richard H. Lee* 41

High Freight Rates May Force Radical Change in Theatrical Advertising 49
J. G. Condon

Republicans and Democrats Adopt Cautious Publicity Policies..... 57
Harry T. Mitchell

"When I Say Sell!".....*William A. Wolff* 60

Where Is Advertising Going?.....*Roy S. Durstine* 65

Some Queer Trade Problems That Manufacturers Are Unriddling through Co-operation.....*C. H. Rohrbach and John Allen Murphy* 73

Building the Advertising Background with "Feature Stories"..... 89
S. C. Lambert

Typothetae Gives Autonomy to Open and Closed Shop Divisions..... 95

Labor Unrest and the Advertising Man.....*M. K. Powers* 101

A Jobber Who Would Advertise Seeks Manufacturers' Help..... 109

An Intolerable Tax Situation.....*William C. Cornwell* 112

Building a Sales Policy on the Fundamentals of the Industry..... 128
Hugh E. Agnew

New Merchandising Methods of a Big Mail-Order House..... 137

Interest in Price-Guarantee Question Aroused..... 142

Department Store Engages Leading Artists to Illustrate Advertising..... 150

Editorials 170
Sell the Good Will Idea—When Advertising Becomes a Duty—Woman Suffrage, a Great Advertising Clinic.

The Little Schoolmaster's Classroom..... 176

Digitized by Google

Say!

Do you know that Out-Door Advertising presents your message without expense or effort on the part of the reader?

This fact is only one feature. We shall be glad to have a representative of this institution call and present other facts to show you how Out-Door Advertising will fit in with your advertising and sales plans.

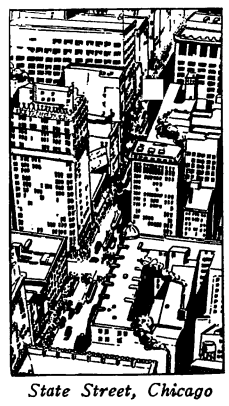
Thos. Cusack Co.

Harrison & Loomis Sts. CHICAGO, ILL.

Broadway at 25th St. NEW YORK

Digitized by Google

A Splendid Tribute to The Chicago Tribune



State Street, Chicago

An eastern agency wrote to a Chicago retail concern for advice as to the best Chicago medium in which to run a certain campaign, "taking into consideration the consumer demand and which has the best fashion or woman's page, week day or Sunday." The Chicago store, which expends hundreds of thousands of dollars annually in Chicago newspapers, replied as follows:

"Your letter of August 18 received, and we suggest The Chicago Tribune, both daily and Sunday, as the best newspaper medium in Chicago for your purpose. However, if your client's product is not too high priced, The Chicago Daily News will be a wonderful medium. In our opinion, there is no question about the value of The Sunday Tribune—it has no competition."

The Chicago Tribune's 1920 BOOK OF FACTS will enable you to determine for yourself just how Chicago retailers divide their advertising appropriations among various Chicago newspapers. A copy will be mailed free on request.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Tribune Bldg., Chicago—512 Fifth Ave., New York—Haas Bldg., Los Angeles

Digitized by Google

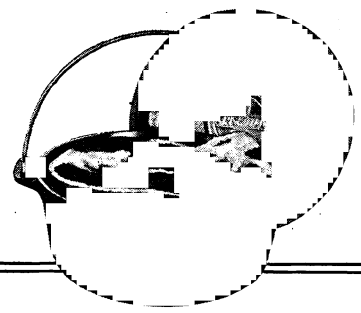
PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXII, No. 14 NEW YORK, SEPTEMBER 30, 1920 10c A COPY



Keeping Up With The Kitchen

Many a kitchen contains a Griswold cast iron skillet or kettle that has seen years of service and is still a useful valued possession.

But the Griswold Manufacturing Company has not been content to turn out merely good old-fashioned articles—they have kept up with the progress of household science, and are constantly experimenting to improve the efficiency of their wares.

It has been a pleasure to supply advertising of a quality in keeping with the high standard of the Griswold products.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK BOSTON CLEVELAND CHICAGO

Digitized by Google

Said a Merchant to a Salesman

"No doubt that's a good advertising campaign—but what good will it do me?"

"Seventy-five percent of **my** trade comes from farm people. **They** read farm papers."

"Give me farm paper advertising. That's real advertising. Why, if it were not for my farm trade I should not be in business."

"If you want me to stock your goods on the strength of advertising, you must place your sales message in those papers **my** customers read."

Mr. Advertiser—don't place your traveling men under this handicap. Plan an efficient farm paper campaign concentrating around those country merchants your men are trying to sell. On investigation you will find that

THE STANDARD GROUP

of quality farm papers is the most practical and efficient selling force you can use to help your traveling men stock these merchants. It consists of

THE STANDARD FARM PAPERS

Reaching **each week** over 1,150,000 leading farm homes.

Prairie Farmer, Chicago *Established* 1841
Pennsylvania Farmer *Established* 1880
The Breeder's Gazette *Established* 1881
Wallaces' Farmer *Established* 1895
The Ohio Farmer *Established* 1848
The Wisconsin Agriculturist *Established* 1877
The Progressive Farmer *Established* 1886
Birmingham, Raleigh, Memphis, Dallas
The Michigan Farmer *Established* 1843
Pacific Rural Press *Established* 1870
The Farmer, St. Paul *Established* 1882
Hoard's Dairyman *Established* 1870
The Nebraska Farmer *Established* 1859
Lincoln, Neb.

Western Representatives
STANDARD FARM PAPERS, INC.,
Conway Building, Chicago

Eastern Representatives
WALLACE C. RICHARDSON, INC.
381 Fourth Ave., New York City

All Standard Farm Papers are members of the A. B. C.

Digitized by Google

PRINTERS' INK
Registered U. S. Patent Office

Issued weekly. Subscription $3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXII NEW YORK, SEPTEMBER 30, 1920 No. 14

Will the World Hold Together?

Menace Races on the Heels of Menace, Driving It to Rout—If Any One of Them Were Unconquerable, We Would All Have Been Vanquished Long Ago

By James H. Collins

THE Chinaman is one of the most practical business men, largely because Confucius taught him, twenty-five centuries ago, that morality is dynamic—that it really works. Confucius was not a Messiah, but rather the Ben Franklin of China, demonstrating that honesty is the best policy, that two and two make four, and that an empty bag cannot stand upright.

It is true that the Chinaman now worships Confucius as a sort of god. But strictly on business lines. The Confucian temple is usually in a market place. The worshipper enters, taps a pair of clappers three times to call Kung Futze's attention, burns incense to him, pays something toward the temple overhead, shakes a box containing numbered sticks, and draws a numbered paper that tells him what is going to happen, and what to do about it. That is, he is told in general terms not so widely different from our own careful newspaper estimates of what is going to happen to prices, say, and what to do about it.

You can see the whole works for twenty-five cents in the old joss-house down in Chinatown.

They will also show you one admirable Chinese device worthy of being adopted by ourselves—particularly just now.

This is the temple spear for chasing evil spirits. It isn't much to look at. The blade, shaped like an enormous butter knife, has a blunt point. The staff of gilded wood, ten feet long, does not look very stout. But evil spirits are invisible, not very substantial, and doubtless the Chinese, by ages of shop and field tests, have found that this is the most efficient tool for the purpose.

That is, for evil spirits of a public character, the kind that assail villages, towns, crowds and gatherings of every sort.

The Chinese have other ways of dealing with the evil spirits that attack people in the mass. Among the most clever is their device of scattering imitation money behind a funeral procession. The evil spirits stop to pick it up, and thus the deceased and the mourners get away.

A psychologist would endorse the "Against-Evil-Doing-Spirits-Invincible-Righteous-Spear" on the principle that vigorous use might lead the wielder of the weapon to forget all about the spirits. It is another form of the old-fashioned remedy prescribed by hard-headed, practical people: Get busy! Nothing to it! All in your eye—a little hustling will cure you—go after them with a golf club!

There are a good many of these community evil spirits around today. Blue devils attack the executive, the board of directors, the sales manager and selling force, the technical expert, advertising men, factory superintendent, purchasing agent, merchant, broker—in fact, pretty close to one hundred per cent of the motive power of business. As individuals, few of them escape their own personal

Table of Contents on page 174

Digitized by Google

difficulties, troubles and gloom—the set-backs and reactions that come along in the day's work. But the evil spirits now loose in the world are of a different breed. Quite impersonal, and often intangible when vigorously run down and investigated, they still cause a lot of individual worry—volunteer gloom about other peoples' troubles.

The business world is traveling down-grade toward the normal. Up-grade business such as we have known the past five years is easy, even exhilarating. Underproduction, the seller's market, advancing prices absorb every error in judgment, with the war spirit over all—most business men found such conditions good despite the many handicaps. This is demonstrated to-day by their persistent efforts to keep traveling on the up-grade. There was much complaint about steepness of grade from the spring of 1915 to the spring of 1920, and longing for the down-grade traveling that we assumed would come with peace. Now we know that the up-grade roadway was smooth enough to be taken on high, while the down-grade, we find, abounds in plowed-up roadbed, mud, bumps, skidding and thank-you-ma'ams.

GLOOM THRUST ON AN OPTIMIST

A Corn-Belt department store man came to New York the other day, full of confidence based on knowledge of conditions in his own neighborhood—good crops, good wages, farmers spending money for labor-saving equipment and better homes, busy local industries, and all the signs of continuing prosperity. He came to buy goods, but stepped into a bottomless pool of gloom the moment he landed in New York. Manufacturers, mill agents, jobbers, retail merchants, and even the man in the street, were beset by blue devils. They assured him, he told a *Times* reporter, that the whole commercial world was shot to pieces. On one order of $4,000 worth of women's suits, the manufacturer personally sold the goods, and wanted to safeguard the Corn-Belt man against disaster by reducing his order to less than $1,000.

That evil spirits are with us, and working their characteristic kind of damage requires no demonstration. They were with us after the declaration of war, in the fall and winter of 1914. They were with us before the armistice rejoicing quieted down. They are here again, and the chief thing is to know what to do about them.

But they are impersonal—the kind that attack Chinese funerals. Telegraph, telephone, wireless, steam, electricity and the perfecting press have enabled the world to worry on an international scale, particularly over other peoples' troubles and the troubles that never happen.

Your big cancellation last week—wasn't that trouble? The order hanging fire, the strike looming up among your employees, the mill closed down for lack of raw material, the merchandise that should be on your counters now, but tied up in the railroad tangle—are these impersonal?

Entirely personal, if they happen to you, and a substantial enough basis for gloom. So real that they call for concentrated skill and experience.

But the times are such that every real personal trouble from a bad breakfast to a big cancellation invites an invasion of personal gloom. Since July, 1914, our turnover of other peoples' troubles has been enormous.

"I want to see you right away," telephoned a friend of long standing upon the writer's arrival home from a foreign trip. "Come down and lunch with me. There are a dozen things to talk over."

This chap is an executive, normally optimistic and constructive. For years people have been going to him with business and personal tangles, which he straightens out chiefly through a healthy, detached viewpoint and practical suggestions. It was naturally assumed that he wanted to talk about business developments or plans. Instead, he was

Digitized by Google

Mr. P. B. Bromfield, in an interview in the American Business Manual, summarizes as follows the advertising worth of the religious weeklies:

"They occupy a field that is exclusively their own, and there are countless thousands to whom they stand in relation so close, so cordial, and so trusted that no other publication could ever supersede them.

". . . Thus, in respect to its moral influence, the permanency of its family relationship, with its multitude of readers of both sexes, and the implicit confidence it enjoys in that capacity, the religious journal possesses a power in the home circles of this land to which no other class of publication can ever reach. Its value to the advertiser, from a purely commercial point of view, is unequaled.

"Reliable statistics show that in this it leads all other mediums, and advertisers concede that it yields larger returns, in proportion to the outlay, than any other kind of publication. Given a popular religious weekly and an advertiser who knows how to present his wares attractively at the right time and with due prominence, and you have a combination that is irresistible."

What Mr. Bromfield says applies particularly to The Christian Herald—the outstanding leader among religious periodicals—and fourth among *all* general weeklies in volume of advertising.

THE CHRISTIAN HERALD
GRAHAM PATTERSON, Publisher
New York

Digitized by Google

full of other peoples' troubles—saturated with them—submerged in them—just going down for the third time in an ocean of gloom.

"What is the country coming to?" he asked, eagerly. "You have been away a year, out of all this tension. Maybe you can tell where the world is heading. What about the labor situation? What is the use of going ahead if the radicals grab everything to-morrow? Why exert effort to pay taxes to a Government that shares profits, but will not share a loss? Europe is awful. Washington is asleep at the switch. Which are we going to have first—a panic or a revolution?"

Now, about the only thing anybody with an outside viewpoint could bring to such a mental pickle was the assumption that the world generally is suffering from reactions—the morning after of war excitement.

Was his trouble personal—based on difficulties in his own business? Inquiry showed little to worry about along that line. He had just passed an examination for life insurance, so his health was good. Home life ideal, business turnover fifty per cent greater than last year, several able men just added to his staff, and setbacks like restricted credit and decreased buying not affecting him at all. Yet genuinely worried about the old world not holding together!

WHEN WAS THERE THE LIKE OF THESE CALAMITIES?

Now, at no time during the past six years has there been any reasonable assurance that the world would hold together until to-morrow morning. Each day has brought its own formidable world crisis. You can run over the principal ones in your own mind—the German inundation of Belgium and France—the Russian collapse—the Italian disaster—France bleeding white—England starving into defeat—submarines, food shortage, strikes, radicalism, railroad congestion, coal shortage, more strikes, the Bolsheviki, reckless spending, extravagant wages, soldiering on the job, speculation, profiteering, rising prices, falling prices, too much money, not enough money, crop failures, the drift to the cities, the domineering of labor—

Why, life has been just one menace after another, and the chief reason for clinging to it, as expressed in a famous squib, "To see what in hell is coming next!"

But the kaleidoscopic character of these successive menaces has been the best proof of their unreality.

Many of them never happened.

Others were avoided.

Those that did happen, probably happened to somebody else.

Hardly more than one or two of them could have happened directly to you, because one or two would have been enough to finish you.

The menace of to-day counteracts that of yesterday, and to-morrow's menace will be something new again, counteracting the gloom that threatens to-day.

Had Robinson Crusoe lived through these times, he would probably have put the whole business in debit and credit form, balancing one against the other, like his desert island journal. Treated thus, we would see that each menace has failed to materialize, or been offset by a greater menace. The German invasion was run over by Joffre's taxicabs; Russia collapsed, but we came in; the Italians came back; France won anyway; John Bull never fights so well as when backed against a wall; food shortage was quickly taken care of by the American farmer, strikes are little heard of in hard times, and the principle that what goes up must come down always takes care of phenomena like extravagance, speculation, profiteering, radicalism, unreasonableness of labor.

The writer has just finished reading a history of Europe from 1870 to 1914, elaborately tracing all the causes of the war, country by country, from the six great European powers to the smallest Balkan states. Not a single page

Digitized by Google

When father was a boy—

he gobbled up a cold lunch of "pail board", washed down with water.

That lunch tasted fine; would today. But the modern school cafeteria enables the boy to supplement the home-made sandwich with a plate of hot soup, a cup of warming cocoa, or a glass of milk. For a few cents the boy today can get a sustaining, hot meal at school, less perilous to the digestion, and relieving mother of just another chore.

Wherever you turn today, the superior advantages that the boy of today enjoys over the boys of father's time are evident. No less capable of enjoying themselves, nevertheless boys now have more advantages and variety in their work and play; more and better things to work and play with.

By advertising, manufacturers have found it possible to market extensively and profitably to boys products which might otherwise have had limited sale and limited production.

To reach the boy market the advertiser has a powerful and direct medium in THE AMERICAN BOY. For more than 20 years it has been growing in boy confidence and popularity. Today it is read by an increasing proportion of the boy population—more than 500,000, averaging 15½ to 16 years old.

THE AMERICAN BOY
"The Biggest, Brightest, Best Magazine for Boys in All the World."

THE SPRAGUE PUBLISHING CO., DETROIT, MICH.

(Member A. B. C.)

Branch Offices:—286 Fifth Ave., New York—1418 Lytton Building, Chicago

Digitized by Google

Why one firm suffered when competing products "went bad"

Special sales difficulties encountered in building volume for a staple

INFERIOR articles made by imitators were failing to "stand up."

Tested in use, only the product made by the original company could be counted on without fail.

But every time an imitation "went bad," selling grew more difficult for this firm. The makers of Ferry Process Screws were being called to account for the faulty production of *other* companies.

In 1907 Thomas Ferry had scrapped a theory that engineers had clung to for many years. He perfected a new basic method of making screws.

He invented a remarkable die for forming a screw-head on a bar of metal. This die eliminated all the wasted time and material of the old tedious method of "cutting-down."

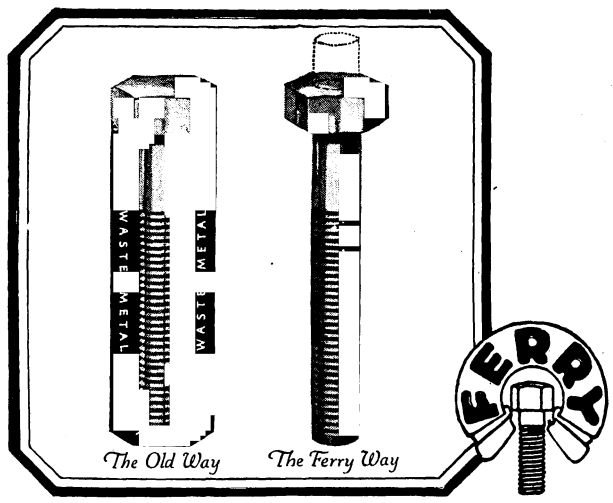
It gave Ferry Process Screws their great advantages in economy of manufacture, in precision, and in engineering design.

Manufacturers in many different lines gradually recognized these advantages. By 1919 Ferry Process Screws were selling in all parts of the United States. The "upset" screw was established as a new factor in industry.

Exclusive patents covered the die and the machinery used by the Ferry Cap and Set Screw Company. But competing firms had commenced producing the new type of screw by their own methods. These screws, imperfectly made, often proved faulty in use.

The whole market for "upset" screws was damaged by

Digitized by Google



In the old method, screws were made by "cutting down" a bar of metal the size of the head. In the Ferry method this waste of time and material is eliminated. By a remarkable process, the head itself is "formed" on a bar the size of the shank.

these defective imitations. A definite obstacle to sales was created.

To meet this difficulty it was determined to advertise in general publications.

Not only was the damage from low-grade competition to be offset — but the entire market for "upset" screws was to be widened.

The name "Ferry" was to be established in public consciousness as a definite assurance of quality in screws.

In January, 1920, a campaign was released in national magazines — the first advertising for screws ever published in general publications.

Hundreds of inquiries from manufacturers have come in as a result of this campaign. Large orders have been placed in all parts of the country. The factory is today oversold.

It has been the privilege of the J. Walter Thompson Company to co-operate with the manufacturer in working out problems of selling and advertising this product.

J. WALTER THOMPSON COMPANY

NEW YORK . CHICAGO . BOSTON . CINCINNATI . LONDON

Digitized by Google

but shows the world war inevitably developing through a multitude of racial greeds, ambitions, intrigues, and aggressions. Had any one lived with this book from 1870 to 1914 there would have been no single day in that forty-four-year period when he could have known anything like peace of mind. And yet most of us lived right up to the first of August, 1914, in times so happy that they are now desired by contrast.

A fool's paradise, the historian says—but maybe not so foolish after all!

Worry for fear the world will not hold together is the most thankless kind of gloom. The air is full of it. You catch it yourself out of the newspaper headlines, and that is bad. Your customers, your directors, your chief and your subordinates catch it—which is far worse.

The simple old-fashioned remedies—forgetting it, working it off and so forth—are not so simple as they seem, these times. For the malady is international, psychic, constant, subtle. Dismissed to-day, it rises with you to-morrow morning. Wave to-day the devil-chasing spear around your customer, your client, your board of directors, your staff, and to-morrow evil spirits again surround them thickly.

However, the world is always in trouble somewhere. To follow its troubles, riding the bumps of the news, day by day, is both demoralizing and unnecessary. The world holds together somehow, and always will. If it goes to pieces, obviously there will be nothing for anybody to worry about.

Troubles of one's own are natural—comprehensible — even desirable at times to break up selfish crust and broaden human sympathy.

But personally shouldering the world's troubles is an unnatural and demoralizing form of volunteer service peculiar to the day.

We have had sufficient experience along this line the past six years to demonstrate two things:

First, that the world's troubles are largely of the kind that never happen, after all;

And second, that they rarely happen to the fellow who does the most worrying.

So, if one must have a trouble or a menace, let it be strictly his own.

New Accounts with Norris-Patterson Agency

General advertising on behalf of K. Farah & Sons, Limited, is being placed through Norris-Patterson, Limited, Toronto and Montreal. Their products are the "Farabed," a convertible folding single bed, and "Farahammock."

This agency is also handling the account of the L. R. Steel Service Corporation, operating a chain-store system. Copy has been sent out to a list of newspapers.

H. A. Harris with American Multigraph Sales Co.

H. A. Harris, until recently with the Campbell-Ewald Company and formerly advertising manager of the Pathe Frères Phonograph Company, has become district advertising manager for the American Multigraph Sales Company, with headquarters in New York.

Narrow Fabric Account with Tracy-Parry

The Narrow Fabric Company, of Reading, Pa., manufacturer of the "Nufashond" shoe laces, cluny lace, edge-trims, rick-racks and other narrow fabrics, has put its account in the hands of the Tracy-Parry Company, Inc., Philadelphia and New York.

Nigel Cholmeley-Jones with Paul Block

Nigel Cholmeley-Jones, who has been with the advertising staff of *McClure's Magazine* for the last eight years, has joined the staff of Paul Block, Inc., New York.

James J. Dunn with "Collier's" at Chicago

James J. Dunn has been added to the Western representatives' staff of *Collier's*, New York. Mr. Dunn will have his headquarters at Chicago.

A. D. Rahn with The Ethridge Company

A. D. Rahn has joined the staff of The Ethridge Association of Artists.

Digitized by Google

What Does An A.B.C. Statement Mean?

Proved Circulation, of Course

But too many business and trade publications report "actual figures not available" on the question of analysis of occupation, and some present analyses which mean nothing.

Farm Implement News not only proves its circulation, but it tells definitely just what kind of people it reaches. Such being the case, there is no temptation to load the list with a few thousand farmers' names, nor to make a drive for travelers' subscriptions beyond those who want the paper enough to subscribe at full rates without urgent solicitation.

Yet Farm Implement News has the largest circulation in its field. It is preferred (as shown by the Buckley-Dement National Investigation) by more than 40 percent of all the listed dealers who replied to the questionnaire—and by more than 45 percent of the manufacturers.

FARM IMPLEMENT NEWS

Dominant from Western New York to the Pacific

703 Masonic Temple, Chicago

If you have not seen the summary of the Buckley-Dement investigation, ask us for a free copy.

Digitized by Google

New Objection to Advertising

"Trade Paper Advertising Cheapens High-Class Article," This Man Says—But the Chances Are He is Only Teasing the Advertising Fraternity

THE IRON TRADE REVIEW
CLEVELAND, OHIO, Sept. 15, 1920.

Editor of PRINTERS' INK:

Perhaps you will be just as much interested in a new argument against advertising as we were when we read it. At least it is new to us.

The Henry Cheney Hammer Corporation, Little Falls, N. Y., recently asked us for some information which we were glad to obtain for them, and in the correspondence which ensued T. S. Hose, secretary, stated that they were the largest exclusive manufacturers of handled hammers in the world, turning out a tool which is in use in every corner of the globe. To this he added:

"We advertise entirely ourselves, sending samples, booklets and catalogues, which are closely followed up by our salesmen. The writer is very much against advertising in trade papers, as he believes it cheapens high-class articles."

Here is certainly fertile ground for some of the publications that have a field to offer this company. Possibly many of them are already familiar with the advertising policy of this company. We ourselves have little or nothing to offer them in the way of an advertising medium, but this argument is, in our judgment, so new and ridiculous that it ought to be punctured, especially by those who are particularly interested.

We are passing this information along for what it may be worth.

L. E. IVES,
Ass't Advertising Manager.

OF course the Secretary of the Henry Cheney Hammer Corporation isn't serious when he says that "Advertising in trade papers cheapens high-class articles." He is too successful a business man to advance any such silly argument against advertising. The chances are that Mr. Hose had a busy day ahead of him. Perhaps he was up to his ears in a heavy mail, had a line of callers waiting to see him, had an appointment for lunch and a hundred and one other variety of harassments to crowd his time. He had to think quickly of some objection to business paper advertising and on the spur of the moment gave vent to the idea that it is not a becoming way for a dignified business house to disport itself. No doubt this was the first thing that came to his mind. If he had stopped to analyze what he was saying, he would have seen how absurd the argument is.

If Mr. Hose will take the trouble to line up all the successful concerns in any industry and then segregate those that use business paper advertising from those that do not, we believe he will find the first crowd just as dignified as the second. We believe that if such a line-up confronted Mr. Hose he would most gladly choose to be associated with the first aggregation than with the second. He would make this choice because we are sure that he would prefer to be associated with the more progressive group. Even if Mr. Hose went no further than his own industry it would not take him long to find the most convincing answer to his argument. Among the business paper advertisers in that field he would find such enterprising organizations as E. C. Atkins & Company, Inc., The Stanley Works, Henry Disston & Sons, Inc., Greenfield Tap and Die Corporation, The Billings & Spencer Co., Millers Falls Co., Sargent & Company, American Screw Co., The Stanley Rule and Level Plant, Durham-Duplex Razor Co., Geneva Cutlery Corporation, The Griswold Manufacturing Company, Columbian Rope Company, E. I. du Pont de Nemours & Co., Inc., Oneida Community, Ltd., Iver Johnson Arms & Cycle Works, International Silver Co., Coes Wrench Company, Goodell-Pratt Company, etc.

We have just mentioned a few. It would be just as easy to list dozens of others. Surely no one has ever accused these fine, successful companies of having cheapened themselves or their products because they are regular users of business paper advertising space. —[*Ed.* PRINTERS' INK.

Frederic W. Hume has been appointed executive secretary of the National Publishers Association, Inc., New York, succeeding Theodore Waters.

Digitized by Google

Why we believe in Export Advertising

By WILLIAM H. RANKIN
President of the Wm. H. Rankin Company

WE BELIEVE in Export Advertising because we believe it is inseparably linked with America's commercial future.

Practically every market in the world is clamoring for American goods. We have before us the greatest opportunity, not only for immediate gain, but for substantial, permanent and ever-increasing business that has ever come to this country. The possibilities are limitless.

Take Latin America for example. In 1906 the value of the annual commerce exchanged between United States and Latin America (import and export) was less than five hundred million; now it is rapidly approaching the three billion mark.

The world's greatest manufacturers and most efficient advertisers, we are the logical source of supply for a vast portion of the world's needs. The business is ours if we will go after it. We must enlarge our scope and think internationally.

Foreign business is easy to get, if it is gone about correctly. And the "going after" is not necessarily complicated or expensive. It actually costs less to ship goods by ocean steamer to a customer 10,000 miles away than it does to send the same consignment to someone in this country only 1000 miles away.

Conditions, on the other hand, vary with the different countries, and there are many pitfalls to be avoided.

We strongly advise against any manufacturer's going into export business without having expert advice on local conditions and trade possibilities. Much time and money will thus be saved; everything depends upon the proper start.

In this connection, we are pleased to offer the services of the Wm. H. Rankin Company's Export Staff in New York.

Our advertising affiliations with Reuter, the great international news gatherer, give you intimate contact with practically every world market. This Rankin-Reuter Service assures dependable information supplied by agents right on the ground—authentic trade-reports, checking, etc. There is no guesswork about it—no extravagant experimenting to determine the market's potentialities.

The Service gives you the highest type of Rankin layout, copy and idiomatic translation by men fully conversant with the peculiarities of the various fields—advertising to your trade the way they wish to be advertised to, thinking as they think, doing business by the methods that will bring confidence and best results.

Far-seeing American manufacturers are everywhere interested in export. Many have already started profitable business, more are ready to enter the field and many more wish full information for study and investigation with a view to acting in the near future.

Mr. E. C. Conover, head of the Export Service and Merchandising Department of the Wm. H. Rankin Company, New York, is now in South America in the interests of our customers and gaining first hand information regarding business conditions, mediums and trade relations. Mr. Conover will be in South America until January 1st, 1921. If there are any questions you wish to ask or any trade information you wish Mr. Conover to secure for you write us and we will endeavor to have Mr. Conover do as requested. We will also advise you his itinerary during the next three months.

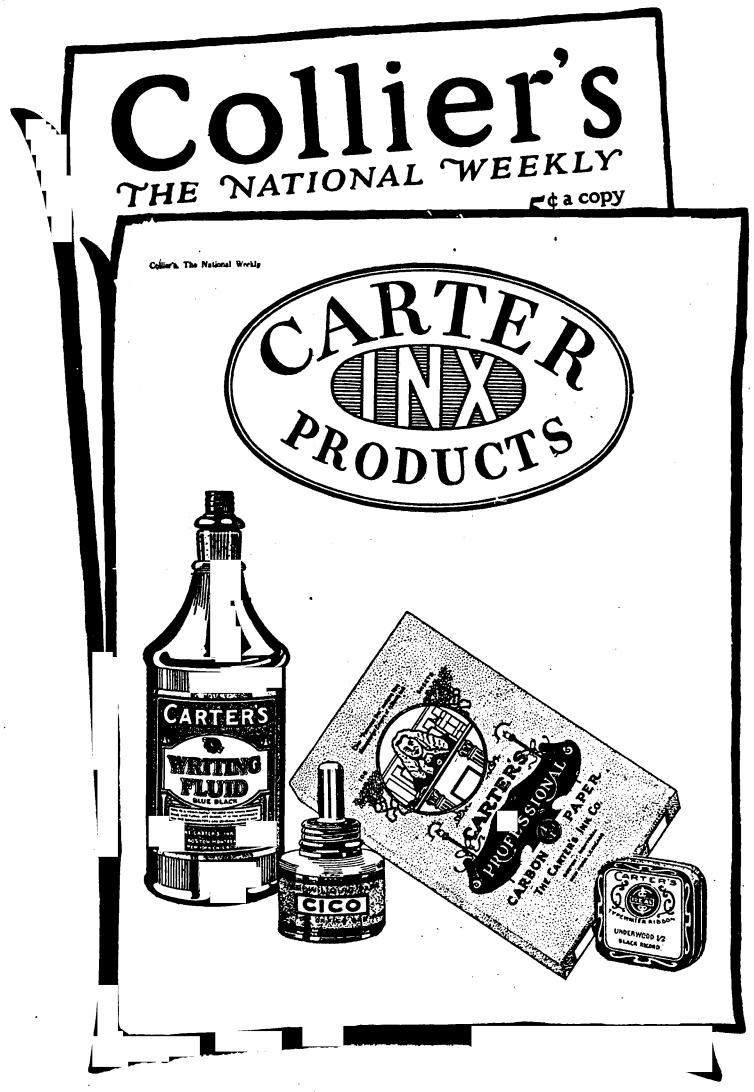
Wm. H. Rankin Company

WILLIAM H. RANKIN, President
WILBUR D. NESBIT, 1st Vice-Pres. H. A. GROTH, Treasurer
ROBT. E. RINEHART, 2nd Vice-Pres. MYRON C. PERLEY, Secretary

Associated with Chas. F. Higham, Ltd., London, England

50 Madison Ave., New York • 104 So. Michigan Ave., Chicago
WASHINGTON • LOS ANGELES • SAN FRANCISCO
Established 1899

Digitized by Google



Digitized by Google

Carter's Ink and Collier's

Collier's is the backbone of the Carter's Ink Company's national advertising campaign.

Collier's
THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

Digitized by Google

Only Nine Brands of Spices and Over 730,000 Consumers

THIS CONDITION was disclosed by our investigation into the distribution and sale of packaged spices in the Baltimore market.

We further found that only two of the nine brands have attained a worth-while percentage of distribution and sales, while twenty-one stores, out of the number visited, carried no spices at all. Who, then, is to blame for the lack of interest on the part of these dealers? And what spice manufacturer is going to be the first to stock HIS brand on their shelves.

Baltimore holds out tremendous possibilities for the manufacturer ready to work it to its capacity! And working Baltimore to its capacity means going after the dealers by active sales efforts and reaching the great bulk of Baltimoreans through an intensified advertising campaign in the city's great evening paper, the NEWS. 120,000 homes are in Baltimore: 90,000 of these are occupied by White people who speak English: The NEWS, on the other hand, has a total circulation of a little more than 100,000, and 87,000 of these are sold every afternoon in Baltimore city.

Our Spice report gives detailed information, including the leader, percentage of sales and distribution, activity ratings, reports of dealers, etc. If interested, write us on your business stationery for a copy.

The Baltimore News

Goes Home and *Stays* Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Digitized by Google

Wrigley Announces Half Million Increase in Advertising Appropriation for 1921

The One Idea Is to Continue Advertising on a Vast Scale and Thus Continue to Increase Sales

By G. A. Nichols

A PIECE of gossip has been generally circulating during the past few months that Wrigley had made a sensational cancellation in its advertising beginning with the present fall season. Any one acquainted with Wrigley's policy would be justified at once in regarding the report as extremely unlikely. Nevertheless it was alarming. One advertising man summed the thing up correctly when he said:

"Well, if Wrigley has canceled, I am willing to admit that I am scared. Either there is something radically wrong with advertising or business is in for an exceedingly bad time of it."

PRINTER'S INK thoroughly discredited the report. But, seeing an opportunity to get some sound advertising gospel to give to the advertisers of America at this time when it is so much needed, it asked the Wrigley company for the facts. As a result it is pleased to be able to announce that Wrigley, far from cutting down on its advertising, has actually increased its advertising appropriation for the coming year by several hundred thousand dollars.

Wrigley's bill for advertising last year went up into the millions. An official of the company told the amount and also the approximate size of next year's budget. It can be said with no breach of propriety that the increase is large, indeed, even for Wrigley.

Certainly this is something that is hugely gratifying to the advertising profession and also an illuminating example for business concerns that either are hesitating in their advertising policy or that regard their good will as so strongly established that intensive advertising effort no longer is needed.

Mr. Wrigley, so the writer was told, O. K'd. the huge appropriation with the utmost readiness, making a remark to this effect: "Well, I see you are causing me to spend more and more for advertising every year."

Right in that little remark Mr. Wrigley unconsciously gave the fundamental reason for his success.

Spending "more and more for advertising every year" has made Wrigley not only one of the greatest advertisers in America but one who has attained an amazing record of achievement.

The disquieting rumors about Wrigley cutting out a large part of its advertising were undoubtedly caused by certain aspects of its advertising policy which are not generally understood.

MEDIUMS CHANGE, BUT ADVERTISING CONTINUES

In the summer Wrigley does a large part of its advertising on the billboards and in the winter puts on most of the pressure through the use of newspaper and magazine space. The necessary charges brought about by this policy could easily give an uninformed person the idea that there was a letting down on advertising effort.

"Of course we cancel advertising," said an official of the company.

"Who doesn't?

"I suppose, though, that we do more of it than the average concern because of our conception of what is the proper method to use in putting over our message.

"Broadly speaking, we advertise on billboards in the summer and

Digitized by Google

in newspapers and magazines during the winter. The two overlap to a certain extent but that is the rule that guides us.

"In the northern states right now we have stopped our billboard advertising. But this does not indicate by any means that we are quitting advertising. When we leave the billboards we go right into the newspapers. During the summer we are in the newspapers but little, preferring to let the posters tell our story. Next spring we shall change again from newspapers to billboards.

"In the southern states we use billboards later in the fall. We begin these again in February, and 'follow the weather' up north putting on posters and cancelling newspaper space in proportion.

"You can readily see what a huge amount of cancellation is made necessary by this continuous changing from one medium to another. There is of course a certain amount of newspaper and magazine advertising done all the time and I presume it would be safe to say that generally speaking Wrigley's posters never are out of commission, considering the country as a whole. But we try to proceed along the lines I have just described because we believe it is the very best kind of advertising we can do.

"When we left posters this fall I suppose the idea got out that we were quitting advertising. As a matter of fact we never have quit advertising and never will. We are going into more newspapers this fall than last. When we put the newspaper space to one side, temporarily next spring we may be accused of quitting advertising then also. But if anybody has that idea he will get another in a hurry when he notes the increase in our poster space."

At first sight this policy of outdoor advertising in the summer and newspapers in the winter may seem to be much in the nature of jumping from extreme to extreme. But upon close analysis it will be found after all to be a well rounded out advertising appeal. There is enough newspaper space used in the summer to supplement the billboards and enough billboard space used in the winter to do the same thing for the newspaper space. The plan seems to be purely the careful application of scientific methods designed to reach the greatest number of people at different times.

The outstanding feature of the Wrigley advertising method—as it has been from the beginning—seems to be to have a certain definite aim in view, namely: putting over the product in a sufficient way and to make the size of the appropriation a secondary consideration.

AS MUCH ADVERTISING AS MAY BE NEEDED TO SELL

There is no wish here to argue in favor of lavishness or wastefulness in advertising. This writer believes that a tremendous amount of perfectly good money is wasted in advertising. Some people go at it with the same apparent lack of system or reason as was shown by hoi polloi during the era of extravagant buying which we had a year or so ago. At least one instance can be told of a big firm going broke largely because it spent too much money for certain kinds of advertising. In this case though, it must be said in all justice, more criticism could be made of the way in which the money was spent rather than the amount of the appropriation.

Just the same, most of the complaints about the alleged inability of advertising to push goods across in a big way is caused by trying to stretch out a limited appropriation over too big an area.

If this is not so, why is it that you never hear the really big advertisers, of which Wrigley is a type, complain that advertising is not delivering? They advertise on a broad enough scale to accomplish their purpose and then they know it is done.

It is foolish to condemn advertising merely because a "long, thin line" stretched almost to the snapping point does not bring the results that can come only through attack in mass formation. It would be just as sensible to say food is useless because people

Digitized by Google

starve to death for lack of it or to declare that food cannot build up bone and muscle simply because malnutrition causes rickets. When advertising fails to do for one what it has done for others the fault often can be traced not to the quality of the advertising but to the lack of quantity.

It is interesting to remember in this connection that some manufacturers who give advertising the least opportunity are the very ones that expect the most from it. This is why so many manufacturers run up against obstructions when they try to get big city stores to feature their goods.

Wrigley's gum is to be found everywhere because it has been advertised so widely that not to have it is a liability. No buyer or retailer needs to be told that there is a consumer demand for Spearmint. If some other gum manufacturer would come along to a department store buyer and try to sell him on the strength of some advertising he was going to do or was doing he would fail. Yet this is exactly what is attempted by many a manufacturer.

THE "FEEL" OF THE ADVERTISING

The other day the head of a big Chicago advertising agency was discussing this problem with a buyer in Marshall Field's retail store.

"Is it true," the advertising man asked, "that you and the other big stores are prejudiced against advertised goods?"

"Absolutely not," was the prompt reply. "But we will not buy goods merely because they are advertised."

There is the nub of the whole proposition.

The big store buyer insists on feeling the advertising rather than on merely seeing it. The *feel* is what counts. Just because he refuses to be stampeded when shown the plans for an advertising campaign he is thought by some manufacturers to be prejudiced against their goods.

"The big store buyer," said the agency man in telling PRINTERS' INK of the incident, "is just about the smartest being in the world when it comes to weighing the selling power of advertising and gauging the demand for specific articles of merchandise. When he causes an item to be advertised by the store he has got to consider something vastly more important than the sale of that individual item and the profit that may be gained on it. His task is to advertise and push merchandise that will bring the largest number of people into the store. The more people that can be brought into the store the larger will be the store's sales in a general way.

"If the buyer with this stern necessity in mind should be led into the error of featuring goods merely because they were advertised or were going to be advertised it is easy to see what would happen. He would not hold his job very long."

The writer decided to do a little scouting around himself among big store buyers to test out the conclusions reached by the agency man. Three stores were visited and a leading buyer in each asked the same question as the one the agency man asked the Marshall Field buyer.

In every case the answer was substantially the same. The big store has no prejudice against advertised goods. It welcomes them and wants them.

"But the trouble is," one buyer said, "the advertising back of many dependable items offered to us is only of the half-hearted dabbling kind. It falls far short of being sufficient to create a demand or even to let people in general know about the goods. Yes, it is a common thing for salesmen to try to get me to put in a line on the strength of advertising that is being planned or carried out. This is wasted effort. If a thing is alive in an advertising way it is my business to know about it without being told. And I believe I can say, entirely without conceit, that I can feel the popular demand for a thing when such a demand exists. Otherwise I should not be here. If advertising can create a condition whereby we are glad to handle a

Digitized by Google

certain meritorious item, it ought to be able to do the same thing for some of the merchandise we turn down. The difference, I suppose, lies in the fact that some manufacturers expect as much from a little advertising as they should from a great deal."

This buyer's summing up of the case will be instantly recognized by Wrigley and other successful advertisers as being just about 100 per cent correct.

There is nothing superhuman, nothing mystical, about advertising. It is a plain open and shut proposition of having something that the people need and then telling them about it in a big enough way to make them want it. When this is done the rest is easy. The big store buyer then will be eager rather than indifferent. If a thing is in demand he is going to have it.

The time is rapidly approaching when there will be no arbitrary limit placed on advertising appropriations—not in the bigger concerns anyway. The policy in this respect will be determined not by how little should be spent, but on a basis of spending as much as may be necessary to accomplish the desired end.

What the business of the country needs right now is a new baptism with this progressive and altogether sensible spirit.

Add to it definiteness—persistent hammering away with facts rather than theory—and you won't hear so much about big stores being prejudiced against advertising. Neither will you hear so many complaints about advertising not performing miracles.

Crowell Publishing Co. Buys "The Mentor"

The Mentor has been purchased by The Crowell Publishing Company, New York, from the Mentor Association. Beginning October 1 the Crowell Company will issue *The Mentor*, which was formerly issued twice a month, as a monthly publication.

Francis H. Sisson, vice-president of the Guaranty Trust Company, will speak on "The Business Outlook" before the Junior Advertising Club of New York on Friday, October 1.

A. B. C. Directors Meet in Toronto

The board of directors of the Audit Bureau of Circulations changed its routine this month, by holding its monthly meeting in Toronto.

One of the matters decided was in regard to requiring an answer to the question in relation to renewals, which has been under discussion for six months. At the March meeting it was decided to make answer to this question mandatory beginning with the statements for the period ending December 31, 1920. So much opposition was aroused that at the June meeting it was decided that application of the rule be deferred for six months. The opposition to the rule on the part of the publishers having since that time been emphasized, while on the other hand, there being no demand on the part of Class A advertiser membership for its enforcement, it was unanimously decided at the Toronto meeting to rescind the previous resolutions regarding renewals, and that publishers should be notified of this rule immediately.

The rule in regard to gift subscriptions was changed to read: "Single subscriptions paid for by other than the recipient, used as gifts, and *not to promote the interests of the donor*, shall be classed as individual mail subscriptions, with explanation in Paragraph 28 of the existence of such subscriptions."

With the December 31, 1920, statements of farm papers and periodicals, the answer to the question regarding distribution of circulation according to population will become mandatory.

In the evening a dinner was given by the directors to the Canadian Advisory Board.

Philadelphia "Press" Bought by Cyrus H. K. Curtis

The Philadelphia *Press* has been sold by Rodman Wanamaker to Cyrus H. K. Curtis.

The *Press* is the third newspaper to be absorbed by the Curtis interests since *The Public Ledger* was acquired by Mr. Curtis a few years ago. The *Press* was established August 1, 1857, by John W. Forney. Calvin Wells took over the newspaper in 1877, and in 1880 Charles Emory Smith became its editor.

"Bar Association Journal" Moves to Chicago

The "American Bar Association Journal," which has been published quarterly in Baltimore, has been moved to Chicago and will become a monthly. The page size is enlarged to 6¾x10 inches. James Keeley, formerly publisher of the Chicago *Tribune* and later of the old Chicago *Herald*, is manager of the magazine, and Robert O. Warner has been appointed advertising representative for both the East and West.

Digitized by Google

Seal of Philadelphia

Why it will pay you to do business in

Philadelphia

Philadelphia is the point from which the largest quantity of goods can be shipped to the most people for the smallest outlay of cash.

Philadelphia has a metropolitan population of 3,000,000. Three hours by rail reaches the 3,000,000 people in the Baltimore and Washington district, and the 10,000,000 in the New York district. A short night ride adds Pittsburgh's 1,000,000, Buffalo's 1,000,000 and Boston's 2,000,000.

There are about 20,000,000 people, or one-fifth of the population of the United States clustered in seven big Eastern city centres, and Philadelphia is without any doubt the central point for reaching all with the least possible railroad haul.

Over 16,000 manufacturing plants furnish remunerative employment to an army of the highest types of skilled labor, while business organizations of all kinds in Philadelphia total over 65,000.

The per capita wealth of Philadelphia is estimated at over $6,000, or more than double the average per capita of the United States at large.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

Net paid average circulation for six months ending April 1, 1920, as per U. S. Post Office report: 466,732 copies a day.

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

9,000,000 saws are made annually in one big plant in Philadelphia.

Digitized by Google

SCRIPPS NEWSPAPERS

The Toledo News-Be

TOLEDO, Ohio's THIRD city, is located in that highly prosperous sweep of territory bordering Lake Erie and extending from Buffalo to Detroit.

Toledo is the center of an exceedingly rich agricultural and fruit country; it is a great coal and grain shipping center; it is in the midst of the oil and natural gas district; it is the location of important industries, among which are factories producing automobiles, glass, bicycles, coffee, flour, and a wide range of iron and steel products.

The Toledo News-Bee is a three-cent afternoon newspaper. Established in 1875, it is the leading advertising medium, having a 92% to 95% coverage of Toledo's English-reading homes.

THE News-Bee has a greater CITY circulation than than any other Toledo newspaper.

The News-Bee has a greater city CARRIER and home-reaching circulation than any other Toledo newspaper.

THE News-Bee has a greater circulation in the city and outside cities and towns COMBINED than any other Toledo newspaper. Only on r. f. d. routes does any other Toledo newspaper exceed The News-Bee in circulation.

The News-Bee has never used premiums or circulation contests to increase or maintain its circulation.

The Promotion Department of The News-Bee furnishes route lists of dealers and renders all reasonable co-operation which the needs of the advertiser indicate.

Digitized by Google

SCRIPPS NEWSPAPERS

SCRIPPS Newspapers are active in dealing with the vast variety of subjects which affect their local communities. They not only expose the existing bad things but they propose new and better things.

Scripps Newspapers have a large following of loyal, faithful readers, a total daily circulation of one million.

The twenty-two Scripps Newspapers are:

Akron Press
Cleveland Press
Cincinnati Post
Columbus Citizen
Covington (Ky.) Post
Dallas Dispatch
Denver Express
Des Moines News
Evansville Press
Houston Press
Los Angeles Record
Memphis Press
Oklahoma News
Portland (Ore.) News
Sacramento Star
San Diego Sun
San Francisco Daily News
Seattle Star
Spokane Press
Tacoma Times
Terre Haute Post
Toledo News-Bee

Scripps Newspapers

Foreign Advertising Department

Union National Bank Building, Cleveland, Ohio

New York Office: MARBRIDGE BLDG. *Chicago Office:* 1ST NATL. BANK BLDG.

Digitized by Google

If you want

FACTS

Before Spending Your Dollars for Automobile Advertising in Chicago—

STUDY THESE FIGURES

Automobile Lineage in the 6-day Field in Chicago newspapers, for the months of June, July and August, 1920:

DAILY NEWS	202,851	lines
Post	194,013	"
Journal	70,703	"
American	35,175	"
Tribune	107,983	"
Herald-Examiner	58,262	"

Arguments prove nothing. Figures prove *facts,* and these figures establish one fact beyond all question:

That in giving The Chicago Daily News precedence in the six-day field, the leading passenger car and motor truck and accessory manufacturers of America have recognized the selling strength behind the powerful circulation that definitely makes—

The Daily News

First in Chicago

Digitized by Google

Management Begins to See What Labor Wants

How Advertising Inside the Plant Helps Change Industrial Policies

By Roy Dickinson

JOE VOORHEES is a commission merchant in New York, and he told me a story last week which has a moral to it. It is supposed to be a joke, but think it over.

A certain big mill in New England refused to accept a good sized order from him for the reason that it would interfere with its plans for shutting down!

To touch for a minute on the hackneyed capital-labor subject, let us remark that capital and labor are thinking too much alike on a whole lot of subjects.

Pete Sanovitch says, when his statement is translated: "I am working too much. If I work hard I will be all through with the work. The warehouses will be full and I won't have a job until all the goods are sold. The best dope for me is to string out my work and make my job sure. It's up to me to be sure not to do anything somebody else can do, so that he will have a job, too."

The coat maker imagines there are only so many coats in the world to be made. Therefore he will string out the job. The hat maker believes there are only so many hats in the world to be worn; therefore he won't make them any faster than he thinks they can be worn. In many other lines the worker carefully argues himself into a state of mind where under-production on his part looks like a good idea. On the other hand, here is Frederick De Puyster, chairman of the board of directors, of a big mill. He represents the capital invested there and sometimes he is apt to talk like this:

"A company's steady market is one of the first things you've got to be sure of. It costs us so much in wages, raw material, overhead and selling expense to put the thing we make on the market. I've got to keep my eyes on this market and as soon as I see that the factory is making more goods than the market takes, I have to shut up my plant, because otherwise I'll have to sell at a lower price and we'll lose all our profit. We won't be able to sell at a lower price unless I cut wages, and if I do that, I will have a strike on my hands. So not being able to do this, the only thing for me to do is to close the plant up tight."

Frederick De Puyster is shocked when he hears tales of the limitation of production on labor's part. When ingenuity and capital have been expended in the construction of labor saving machinery, it seems horrible and shocking that it isn't always allowed by labor to turn out products to the limit of its capacity. He talks about it at his club—this shocking thing of the under-production of labor, and his fellow employers agree with him. Then on the way to the eighteenth hole they talk about the danger of over-production on the manufacturer's part and agree that it would be a very bad thing and that production must be regulated so that they will not pile up a "surplus of unsalable goods."

LESS SUSPICION AND MORE WHOLE-SOULED WORK

Instead of thinking in opposite directions, capital and labor in many plants to-day are thinking along the same lines. And they are both wrong. They seem to differ only on what amount of effort will cause over-production and who shall decide the limit. They never stop to think about the match that everyone uses in the household to-day and which a few years ago was an article used only by the wealthy. Suppose at some period in the development wise men said that the

Digitized by Google

market for matches had been supplied and that there was grave danger of over-production in the near future. Some people undoubtedly did make dire predictions. They always do in every business. It is always hard to comprehend that a market can seldom be saturated. It was proved six years ago that the population could use only a certain definite amount of automobiles, even if the cars were given away free and a further sum presented at the time for fuel and repairs. Clothing, houses, shoes, hats, typewriters, the markets for all can be analyzed and a fixed limit placed, and all would be equally unreliable limits. The prophets always forget that the whole productive machinery of the world cannot be turned upon any one given section. Unless something happens to the birth rate, production is apt to remain far in the rear to keep up even its present ratio of deficiency.

Under-consumption is possible—over-production is practically impossible. Ask the telephone company how the predictions of ten years ago regarding over-production of its instruments worked out—ask it how present production is keeping up with demand and what it thinks of the future. The manufacturer who goes ahead on the basis of trying to put his product into his buyer's hands at a continuously lower price will never have to fear over-production.

Now listen, if you have wondered what these economic facts have to do with advertising inside the plant, and with mutual education by advertising. The firm that has the lowest recorded labor turnover of any plant in the world employing over a thousand men is the White Motor Company, of Cleveland. It has sold itself and the workmen on the idea that over-production is a misnomer for under-consumption. It has proved by publishing the facts to the men that a rise in plant production means a rise in wages; and continuously lower prices to the buyer. All the facts as to the factory value of output, average weekly earnings based on fifty-one weeks of continuous work during the year, and total wages, and the relation of them to each other and to profits are published continually to the workers. Committees are formed of workers and management in which the production problem and its relation to wages, prices and profits are discussed. Every worker in the employ of the company is made to see that the hope and future of each man and the company lie in steadily increased production. It is surely obvious that the White company couldn't teach the workmen the value of sound economic principles in production unless it believed in them, and managed on that basis.

Management in the American Multigraph Sales Company also learned some extra facts about management in its advertising campaign to the "market within the plant." No firm can carry on such a campaign if the management is sincere without getting much valuable information, and if management tries to put over a fake on its own men by advertising, it comes the some sort of cropper as does any man to-day who thinks advertising can put over a commercial lie on the American people.

PROGRESSIVE MANAGEMENT HAS AN OPEN POLICY

Capital, labor and management are getting together to realize that wages and profits both must come out of production and the sale of the product to the community. It has come to be a well-established fact that advertising can do a great deal to carry over to the workers the spirit of the management and capital in the plant. Hundreds of firms at the present time, by posters, pay envelope stuffers, employees' magazines, and national advertising, are doing all they can to sell either a labor policy or an idea to their workers.

A curious thing is happening in some plants in this connection. It has happened in the past in the advertising of certain products, and it is happening to-day in the sale of the new product—the spirit of progressive management.

Digitized by Google

There have been many cases chronicled in PRINTERS' INK where putting a name and a trade-mark on the goods and advertising them nationally have made the manufacturer live up to his claims, and have thus greatly improved his product. Exactly the same thing is now happening in the inside advertising to employees of a labor policy and the fundamentals of economics. The representatives of management in a well-organized business, realizing that both wages and profits come out of production, often discover that capital and labor in the business they are managing are quarrelling over a wrong idea. That instead of co-operating to build up a larger fund of production for distribution, they are in ignorance co-operating to destroy what brings profits to all factors in the industry. It is usually management that runs the advertising campaigns to the workers in the plants. On the other hand, the plan is often decided by the board of directors. Capital makes the plan; management is required to carry it out and get it over.

Sometimes the plan, be it bonus, profit sharing, co-operative commissary, or what not, may be so constructed that the board thinks it ought to make everyone of the employees immediately gurgle with joy and thank the board in a few well chosen words for the wonderful thing done for them. The workers may feel, on the other hand, that the plan would be admirable for a group of well-trained, well-fed seals, but that it doesn't work where human beings are concerned. Sometimes the plan is a dandy, but it needs the best kind of advertising to put it over. In other cases the plan is bad, just as bad as other fake goods would be, and a firm that is going to do some national advertising in these days would scarcely think of investing several hundred thousand dollars in advertising a trade-mark on goods that wouldn't stand up under the test of use.

What happens in inside adver-

The
George L. Dyer Company
42 Broadway
New York
Western Offices
76 W. Monroe St.
Chicago

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

Digitized by Google

tising? Advertising has itself become the guarantee of the merchandise it advertises and of plant betterment. Through personal salesmanship by the foreman, pay envelope stuffers, posters, employees' magazines, motion pictures, or one of the other various methods used to influence men's minds within the plant, the plan is presented. Almost immediately the inquiries come in just as they do in any other advertising campaign, and the reaction upon the buyer—in this case the man who works with his hands—is immediately discovered. Perhaps management at the start has in mind only a new lunchroom, or better lighting. It immediately gets into closer contact through advertising, and while the old-fashioned handshake which made industry of thirty years ago so different from to-day isn't brought back at once, contact leads to better plans and better understanding.

A case in point. A concern in the Middle West had a real "uplift" man on its board of directors. He sponsored and put over a plan for a model restaurant with free meals, a different complete luncheon each day. The advertising consisted in pay envelope enclosures and bulletin notices, and the "coupon" was a request for comments and suggestions. It was found out after a week that the employees didn't want free food. They wanted and appreciated the convenience of a restaurant, but they wanted to select their own foods and they wanted to pay for what they ate. A man's self respect couldn't be changed by an uplifter in the directors' room, and it took inside advertising to make the thing right by hearing from the customer.

A good friend recently summed up in a letter the tendency of advertising to help in this, its newest use. He was writing about one of America's largest employers of labor.

"I have thought a great deal of the possible selfish element behind his present efforts with labor," he said. "Nevertheless, such things as group insurance, stores, and the like, represent a big advance on what he did before. Some of the things he is saying about co-operation in industry are good things. I have treasured the hope in connection with them that the same thing would happen that has happened with so many advertisers. They started out with only average business ideas and ethics, but advertising made them over, because they found that maximum profit lay in living up to their advertising. I believe that propaganda or advertising to employees is going to have the same effect on many employers.

"There is a temptation to insincere and dishonest propaganda, but the only way an employer can make any work with employees pay permanently is by living up to the things he preaches. Some of the things he says now may sound strange, coming from him, but if he says them long enough, he'll sell them to himself as well as to his audience, just because of the psychology of it. The employees' magazines mainly absorb me because I see in them a force to make over management in this country in a manner similar to that in which advertising has made over a large section of American business, in respect to spirit and ethics."

A year ago one of the most progressive merchandisers and advertisers in America proved in a talk to his own industry how advertising had brought into his business more security of markets and stability of production, higher ethics in practice, and above all better service to the public. The safebreaker is a man who doesn't want his name in the city directory. Light has always helped destroy bad growth. Management when it starts to advertise its plan will first live up to it in detail, and then gradually improve the thing it has to sell. This has been its history in merchandising—it will repeat within the plant. And out of better management will come again better service and lower prices to the public.

Digitized by Google

Height of Efficiency

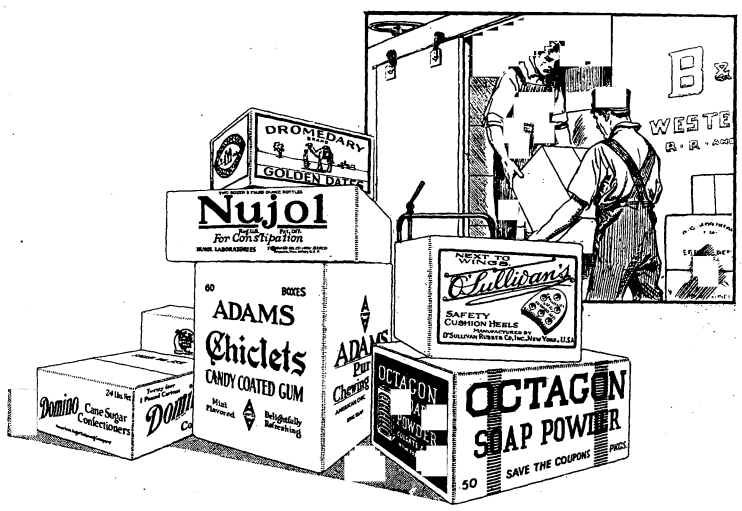
"Our copy of the JOURNAL is read monthly by twelve members of our family,—from a boy of ten to a man of seventy-five—from my little son to my grandfather—and then the worn copy is put away to be saved for future generations."—*Mrs. Harry Kass, Idaho.*

To appeal directly to the purchasing agent of the family and at the same time influence all the other consumers in that family, is the height of advertising efficiency.

The People's Home Journal
NEW YORK

For 35 Years a Magazine for Every Member of the Family

Digitized by Google



Made to meet the tests of transportation

A MILLION dollars a week lost in shipping! That is the average amount paid weekly by our railroads and express companies in loss-and-damage claims.

Yet it's not all the carriers' fault, by any means. Immensely increased production and limited carrying facilities mean unavoidable congestion and overloading.

These conditions impose terrific tests on every shipment—from the time it leaves your factory until its delivery to the dealer. Unless a wide margin of safety has been established, the shipping case will give way under the strain.

That is why it is so dangerous today to ship in cases which merely comply with the traffic regulations—to feel that the boxmaker's certificate alone is an adequate guarantee. Today, more than ever, *your shipping cases should be designed*

Digitized by Google

specifically to carry your goods. They should be built by experts.

Solving shipping problems for the leaders in every industry

Because of its broad experience in solving shipping problems for the leaders in every industry, the Robert Gair Company is especially qualified to offer expert assistance and advice.

We can decide without prejudice whether your goods should be carried in corrugated or fibre cases, for we manufacture both. Often, by rearranging the units within the case, we can cut your freight costs considerably. We can determine exactly what the weight and dimensions of your cases should be.

With our fifty-five years of printing experience, we can reproduce your identifying trademark in colors on every case—thus adding advertising value and affording extra protection against loss in transit. We can advise you as to the best method of sealing your shipments. And the cases which we design for you will meet even abnormal strains safely, and minimize delivery failures.

We control the whole process of manufacture, from wood-pulp to finished product. We operate our own paper-mills, make our own inks and glues, maintain our own art, engraving, printing, lithographing departments. Our chemistry department regulates and improves our processes, and tests our finished products. We operate the largest plant of its kind in the world.

With its facilities, we are prepared to offer a complete service for packaging and displaying your goods—folding boxes, labels, shipping cases, window display advertising—giving unity to your product from factory to consumer.

ROBERT GAIR COMPANY
BROOKLYN

Folding boxes *Labels* *Shipping cases*
Window display advertising

Digitized by Google

Try it out in Representative Milwaukee

"Copy is the Life-blood of Advertising"

So said an authority on the subject. But what good is the best copy when placed in the wrong medium? Too many campaigns—too much excellent copy has not proved up to expectations because it was not published in a medium where it would do the most good.

In Milwaukee there is one ***right*** medium—***the dominant*** newspaper that will take your message before 4 out of 5 of Milwaukee's English-speaking families—in their homes.

With the exclusive use of the Journal you cover Milwaukee thoroughly, quickly, at one cost. No other publication is needed. Copy in the Journal ***lives*** because the Journal is the ***right*** medium—the medium where your copy will accomplish the most.

Send for particulars and market analysis in relation to your product

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.
Special Representatives
New York Chicago

Digitized by Google

A Short, Compact Line Means Quick, Paying Turnover

Are You Thinking of Adding Another Product to Your Line? Think! Think Again!

By Christopher James

SOME years ago I was connected with a concern which, every year or two, "bought up," as it phrased it, one or more of its competitors. Invariably it developed that these small and usually not very successful competitors had a much longer list of "brands" than had the large and successful concern which absorbed them. On one occasion I commented on that fact to one of my associates. "That's what's wrong with them," said he. "They make so many different articles that they get all tangled up. The brands don't supplement one another—they compete with one another."

In more recent years I was, for three years, in very close contact with a company which manufactures office equipment. This company was just emerging from semi-bankruptcy, due to the fact that "it made too many things." It actually made—and tried to keep in stock, the year round—no less than 4,000 different articles! Some of these were in constant demand and the money invested in them was turned over several times a year. Others—and there were hundreds of them—were slow sellers and the money invested in them was locked up for months. The business could not stand the strain. A change in management was made. One of the first things the new president did was to "chuck" the slow sellers and concentrate on the lines for which there was a steady demand.

The most striking illustration I know of of the folly of making too many things is that of a concern manufacturing equipment for a certain branch of industry. For very good reasons, I do not wish to be too specific. This concern prided itself on its ability to "fill all orders." If buyers wanted a "cabinet" (I'll call it that) twelve feet eight inches, or fifteen feet four inches, or twenty-two feet nine inches long, they could have it. If it wasn't in stock the manufacturer was quite willing to make it. And his prices for an odd-length cabinet were not out of proportion to those he asked for standard lengths.

The result of this way of doing business was that, in time, the manufacturer had on hand—and in many cases had had on hand for years—a great many odd-length cabinets. These cabinets occupied space which could have been used for other purposes. Not only that, they represented so much money that was tied up.

PROFITS OF THE BUSINESS LEAKED AWAY IN ODD JOBS

The business was regarded as prosperous. Year after year its sales increased. But its profits did not. Its financial backer, who was not himself actively engaged in the business, knew that something was wrong. He could not put his finger on the trouble. Finally, he brought in a new manager. In less than two months the new man reported in about these words: "You should standardize your output. You must manufacture in units of two feet, three feet and six inches. If a buyer wants a cabinet fourteen feet nine inches long tell him you cannot give it to him at any price, but that you can let him have one fourteen feet six inches long (four units of three feet, one of two feet and one of six inches) or fifteen feet long (five units of three feet)."

Overnight, almost, the business was changed and the number of "standard parts" was reduced from several hundred to a score or less.

I wish you could have seen the

Digitized by Google

smile that spread over the owner's face when he examined the statement of *that* year's business.

The objection to making "too many things" or adding new lines is not because of the manufacturing problems involved. They can be met easily enough. The real trouble is in the sales end of the business. The average sales manager finds it difficult to give just the right amount of attention to the sale of several different products. One or two or three are certain to get more (or less) of his time than they should. If that is true of the sales manager, how much more true is it of the traveling salesmen? They are only too apt to concentrate on the lines that are easiest to sell.

TWO BUSINESSES CAN'T BE CONDUCTED AS ONE

As I write, the case of a very successful manufacturing concern comes to my mind. Some years ago, this concern added a new product to its list. Not only did it build a new factory in which the new product was made, but it employed a new sales manager, new traveling salesmen and a new advertising manager. In other words, to all intents and purposes, it duplicated its organization from end to end. This may seem like going to extremes. Perhaps it was. But the new product was a success. It is a "best seller."

Offhand, it seems reasonable to suppose that because the new product is made of the same materials as are the old products; because the sales channels are the same; because the methods of manufacture are not unlike that success is a foregone conclusion. It is not. As certain as death and taxes, some unexpected twist arises. List all the possibilities you can think of, figure out ways and means of getting around them and calmly make up your mind that the one possibility you have *not* thought of will turn up. So I say, Think! Think again!

L. D. Van Doran, formerly promotion manager of the Audit Bureau of Circulations, is now general manager of *Petroleum News*, of Chicago.

Salesmen to Ask Fare Reduction

The 600,000 members of the International Federation of Commercial Travelers' Organizations, as well as the employers, will exert their influence to have a law passed looking to the reduction of railroad fares to salesmen. At the travelers' convention at Atlantic City the secretary, D. K. Clink, of Chicago, voiced the opinion of the delegates when he made this suggestion. Mr. Clink further suggested that salesmen should be sold some sort of commutation book at two and a half cents a mile, the books to be interchangeable, but not transferable. The travelers will also protest against the 50 per cent increase in Pullman fares and the 20 per cent increase in charges for extra baggage.

The convention also took action favoring a nation-wide move to have State legislation regulating hotel rates, compelling hotels to post the tariff in rooms and requiring twenty days' notice to change it.

"P. I." in France, Equips for Work at Home

SOCIETE ANONYME DE PUBLICATIONS PERIODIQUES

PARIS, Sept. 10, 1920.

Editor of PRINTERS' INK:

Please discontinue my foreign subscription upon expiration, as I expect soon to be home again in New York and will then send you the new address, and notify you of my future connections.

It has certainly been a welcome link with doings and changes at home, as well as with the progress of the advertising profession, to have PRINTERS' INK come to my desk every week, here in my quaint little office overlooking the Seine.

Thanks to P. I., I will return home ready to take up new work without lost motion, instead of being two years behind the march of advertising progress.

LOUIS H. FROHMAN.

R. H. Waldo with American Association of Contractors

Richard H. Waldo, formerly general manager of the American Association of Foreign Language Newspapers, and at one time general manager of the New York *Tribune*, and advertising manager of *Good Housekeeping*, is now making a business and industrial survey for the American Association of Contractors.

"In the Good Will Ledger," by Arthur A. Higgins, which appeared in PRINTERS' INK of September 16, 1920, was originally an address which Mr. Higgins delivered before the New England Gas Engineers' convention. The article was reprinted by PRINTERS' INK from *Gas Age*.

Digitized by Google

A Teapot as an Entering Wedge for National Advertising

American Maker Seeks to Pre-empt a Market Formerly Held by England and the Continent

By C. E. Hilborn

IF the average life of a teapot is two years and if there are 10,000,000 in use in the United States, then there is a potential market for 5,000,000 pots a year without figuring on converting the other 10,000,000 families to tea-drinking or on the possibilities of foreign trade.

The Hall China Company believes there is a market here worth reaching out for, and it has begun a national advertising campaign with that end in view.

Most teapots are made of the same ware as flower-pots—a soft, fragile clay, which is covered with a gloss. These pots have come from England, the land of tea-drinkers, and to some extent from the Continent. The foreign manufacturers are unable to supply the demand since the war put them so far behind in production. This American pottery company sees an opportune time for introducing its line.

It has had an established market in cooking china, such as casseroles, custards, welsh rarebits, etc., with the hotels, restaurants, hospitals and clubs.

In the national campaign to the private consumer the company is falling back on the prestige which it has established with the hotels and similar patrons of the past.

The teapot which is being offered to the private consumer is a new product. To the body colors of the regular ware there has been added decorations in gold.

National distribution was an accomplished fact before the campaign to the consumer was begun. Preceding and overlapping this was a campaign in the trade papers of the field. The latter campaign stresses both the established reputation of the company in the cooking-china field and also the advantage to the dealer in handling nationally advertised goods.

The helps to the dealer consist of counter-display cards, folders

A TRADE-MARKED TEAPOT SEEKS SALES TO HOUSEKEEPERS

Digitized by Google

showing the pots in colors, of envelope stuffer size, and electros. With the dealers' needs in mind, the electros have been made in a size which permit their being used separately as single-column ads, with the dealer's name at the bottom, or they may be made part of a large-space ad in which the merchant desires also to feature his other lines.

The Hall China Company figures, as the estimate in the opening paragraph would indicate, that the teapot field itself is big enough to justify national advertising, and the present twelve-month campaign will be confined to that line.

In seeking practically its first outlet to the private-consumer field by means of the decorated-teapot line, however, the company is choosing only the line of least resistance. It expects to follow this by featuring the rest of the line, probably both plain and decorated cooking and baking dishes of china for table service.

Investing Company Predicts Increased Advertising

The Royal Securities Corporation, a Canadian investing institution, in a circular to customers predicts that advertising, because of its efficacy, is certain to increase in volume.

"It has to be borne in mind," it is said, "that commodities and services which are advertised form a constantly increasing proportion of the total of commodities and services consumed today by the American and Canadian public. Competition between these various goods and services is exceptionally keen, and is carried on in many cases almost wholly by means of advertisement. The advertiser has been habituated to the use of much larger space and the expenditure of a larger proportion of his revenue upon advertisement, and is regularly finding this expenditure profitable. The advertising methods of certain new and important industries—the motion picture, the automobile, the mechanical musical instrument, the patent food—are affording a lesson to industries hitherto more 'conservative,' and are in fact compelling them to follow suit. The list of industries which are already beginning to learn this lesson, and which may be confidently looked to for a great increase in their advertising expenditure in the future, is long and growing; it includes railways, steamships and hotels, book publishers, banking and insurance companies, educational institutions, churches, entertainment purveyors of every kind, and a score of others.

Prather-Allen Co., New Cincinnati Agency

The Prather-Allen Advertising Company, a new Cincinnati agency, will begin business on October 1. Richard L. Prather is president and Douglas M. Allen is vice-president and secretary of the new agency.

Mr. Prather, who was for five years advertising manager of the Thomas G. Plant Company, "Queen Quality" Shoes, has been engaged in advertising agency work in Cincinnati during the last two years. Mr. Allen, who was formerly assistant advertising manager of The Fleischmann Company, yeast, has also been engaged in agency work in Cincinnati.

F. B. Barnett, President, "Buildings and Building Management"

Frank B. Barnett, for sixteen years with Class Journal Company, has purchased an interest and has been elected president of *Buildings and Building Management*, Chicago. Fred D. Porter and John C. Langtry retain their active interests. Mr. Barnett will represent *Buildings and Building Management* in the Eastern territory, with headquarters in New York.

Agency for "Crayola" Advertising

The Binney & Smith Company, New York, maker of "Crayola" crayons, has placed its advertising account with The Harry Porter Company, New York advertising agency.

Harry Scott Joins Klau-Van Pietersom-Dunlap

Harry H. Scott, formerly of the sales promotion department of Sears Roebuck & Co., has joined the copy staff of Klau-Van Pietersom-Dunlap Inc., Milwaukee.

Kobbé Gets News Account

Inecto, Inc., manufacturer of "Inecto Rapid," hair coloring, has placed its advertising with Philip Kobbé Company, Inc. A general campaign will be conducted.

E. J. Sirmay Joins Koch Agency

Emery J. Sirmay, formerly a copy writer with the Matteson, Fogarty, Jordan Company, Chicago, is now with the Otto J. Koch Advertising Agency, Milwaukee.

Airplane Certainly Here Now!

LOST—Flying over New York, antique gold bracelet, family heirloom. Please return Aerial Booking Office, Waldorf Hotel.—New York *Times*.

Digitized by Google

CAPITALIZING THE COAL CRISIS

Coal operators are faced with the necessity of increasing coal production, in order that they may keep in step with the increase in coal transport capacity which the growing demand will inevitably foster.

With labor difficulties at the mines seemingly interminable, the necessity of developing and maintaining the utmost mechanical efficiency in coal production is proportionately urgent.

Every manufacturer and advertising man promoting the sale of any product among the vast variety of materials and manufactured commodities used or adaptable to meet the multifarious needs of a modern coal mining operation should NOW be capitalizing this pressure on the coal producer.

COAL AGE affords the most efficient, comprehensive and economical means of advertising to the coal operators and their buying executives.

McGRAW-HILL COMPANY, INC.
Tenth Avenue at 36th Street, New York

COAL AGE *is One of the Eleven McGRAW-HILL Engineering Publications.*

COAL AGE

Digitized by Google

THE JEWISH

"THE literary pages of the 'Day,' the 'Jewish Morning Journal,' the 'Forward' and the 'Jewish Daily News' are unique and incomparable, in America today. . . They are so because they are replete with that first virtue of modern literature: they are true, completely true, to life."

This opinion in The New Republic (Sept. 1, 1920) casts a light on the Jewish press and the Jewish reading public which is of exceptional interest to national advertisers.

Whatever may be your advertising appeal, you are assured of being sympathetically understood by the Jewish public.

Digitized by Google

MARKET

SURROUNDED by "reading matter" that fairly pulsates with the life of America and the world, your advertisement in the Jewish newspapers is certain to be read. A Jewish reader *reads* his favorite newspaper, not merely glances at the "score."

The combined circulation of the four great Jewish newspapers published in New York offers to national advertisers the pick of the Jewish buying public—at a rate per thousand that is astonishingly low.

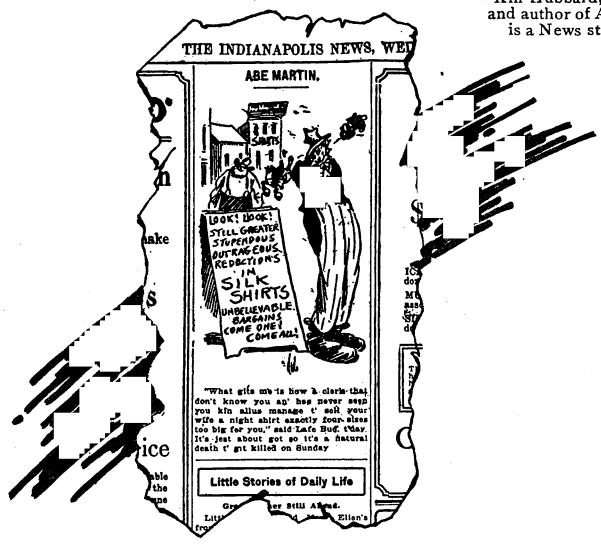
Consult the Big Four of Jewish Journalism in America, published in New York, about your advertising and merchandising problems in the Jewish market.

Jewish Daily Forward
The Day-Warheit *Jewish Morning Journal*
Jewish Daily News

Digitized by Google

WHAT MAKES A GREAT NEWSPAPER?

Kin Hubbard, originator and author of Abe Martin is a News staff man



Reader Interest Isn't Built in a Day

Abe Martin, an original feature of The News for years, doesn't typify the 1920 Hoosier, but "Abe" grips them intensely. This is but one of the many elements of this great newspaper that has built a reader interest which isn't written into the rate card.

The Indianapolis News

First in National Advertising in Six-Day Evening Field

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Digitized by Google

Largest Non-Retailing Shoe Firm Turns to Consumer Advertising

McElwain Company Drops Its 25-Year-Old Policy and Starts Big National Campaign to Secure Good Will and Other Advantages of Publicity

By Edward T. Tandy

IT would be hard to find anything like a parallel to the remarkable situation which the W. H. McElwain Company, of Boston, has now set out to remedy by means of national advertising. The cure may seem natural and simple enough to those accustomed to use it, but it involves a veritable revolution for the house of McElwain.

Here is a vast concern, so immense that it is accredited with being the largest of its kind in the world. And, outside of the trade, its name—instead of being synonymous with its product—is practically unknown. Yet what McElwain makes is, not something bought in enormous quantity by only a few individuals, but something of universal need—shoes, men's and boys' shoes.

Nearly 40,000 men and boys in this country buy McElwain shoes every buying day of the year. Every week an average of almost a quarter of a million men and boys buy McElwain shoes. Yet of this yearly average of something like 12,000,000 buyers of McElwain shoes few, if any, have ever heard of the name of the makers of those shoes.

It seems so incredible that the name of this great shoe house should be unknown that I thought I would make a kind of test. On Fifth Avenue, New York, between Forty-second and Thirty-fourth Streets, I accosted ten men, of the type that buys the sort of shoes McElwain makes, and asked them if they had ever heard of McElwain shoes. Of course my question was put a little less bluntly and more politely than that. Not one of these ten men, met by chance in the crowd, could recall ever having heard the name of McElwain company as a maker of shoes.

I was going to continue my test but dropped it after talking to one other man. The reply of this eleventh man was illuminating. Remember, McElwain has been making shoes for a quarter of a century and is doing more than $50,000,000 worth of business a year in men's and boys' shoes, and those shoes are sold in as many as 25,000 stores throughout the country. Now listen to the reply of my eleventh man.

"McElwain! Why, yes; they're the new people, aren't they? I saw an ad of theirs the other day in a newspaper. I noticed there was an accent mark under the 'El' in the name, and I thought that was a good idea. I'm a Scotsman myself, and know that a lot of folk have difficulty in pronouncing some of our names. McElwain, yes; they're new people."

McElwain—the "new" people!

In the trade this house has a good will, a dealer good will, which is superb. That good will makes McElwain salesmen think in terms of Cadillacs and Pierce-Arrows and country estates to which some day to retire. But of consumer good will? It would be wrong to say that the McElwain Company has absolutely no consumer good will at all—at the same time it has absolutely none that the customer can effectively use, none that the consumer can express otherwise than by some such phrases as, "Give me a pair like those I bought last time—I don't know what make they were, there was no name on them—but they were all right and I want some more like them."

Digitized by Google

Selling the idea of advertising to McElwain, which had done without it for a quarter of a century and done pretty well at that, was no easy task at any point. From members of the board to fine old salesmen, who did not understand advertising, there were men to whom the idea of advertising was only that of doing something which was not dignified enough for, nor in keeping with, the high business policies and principles of the house.

A GREAT SHOE MANUFACTURING COMPANY STARTS TO INTRODUCE ITSELF TO THE PUBLIC

The McElwain national campaign, reported to be the biggest ever undertaken by a shoe manufacturer, opened last week with a double-page spread in a weekly of national circulation. This opening gun is said to be one of the largest magazine shoe advertisements ever published. In addition to other double-page spreads and single pages, large space, running from 400 to 1,000 lines per advertisement is to be used in local newspaper campaigns in thirty-four of the principal cities of the United States.

Side by side with this consumer campaign there will run a dealer campaign, four-page inserts in four colors, in the shoe trade papers.

An additional feature, unusual and noteworthy in these days of labor unrest, is to be a campaign of advertisements in the local newspapers in the cities where the company's factories are located. These advertisements are solely for the inspiration of the 7,500 employees.

The business was founded by W. H. McElwain, a young man of vision, whose sole capital consisted of the idea of giving the utmost value in shoes at a medium price, and an indomitable energy that knew no limit to the hours he would work. At first he had no workmen. Later he took on two, and then added more, one at a time.

In 1894 Mr. McElwain opened at Bridgewater, Mass., his first factory. His capital then consisted of $2,500 cash and $7,500 borrowed money. Most of the office work was done in the evenings under his own supervision.

Two of his four assistants in the office were boys, J. Franklin McElwain, a younger brother, and Charles J. Prescott, the boy brother's chum. J. Franklin McElwain became president of the company on the death of the founder, and Charles J. Prescott is now first vice-president of the $17,000,000 corporation which owns twenty-one factories, has more than $15,000,000 invested in real estate, and turns out an average of 40,000 pairs of shoes a day.

Other old hands are still with the firm. Of the twenty-one of-

Digitized by Google

IN an intimate, personal sort of way, Harding and Cox tell you exactly how they felt, exactly what they said, and exactly what they did—when told of their respective nominations. It is a doubleheaded story of far-reaching political and business significance. Read it. It is an exclusive feature in the October 2nd issue of

LESLIE'S

HALF A MILLION GUARANTEED

THE FIRST 500,000

Digitized by Google

ficers and directors, the average length of their connection with the concern is twenty-three years —and yet most of them are still quite young men. The offices of the company are now in Boston and the factories at Manchester, Nashua, Newport, Claremont and Merrimack, all in New Hampshire, at beautiful spots where it is a joy to work.

The growth of the firm, based on the ideal of its founder, has been such that in twenty-five years the company has reached the point where it can claim to be the largest maker of men's and boys' shoes in the world, and, since Endicott & Johnson entered the retail field, the trade accredits McElwain with being the largest non-retailing shoemaker in the world. Yet the company until now has never done a single line of national advertising, except to the trade, even though for several years it has put its name on a large percentage of its shoes.

Simplicity has been the mark of the McElwain method both in manufacturing and distributing, and the original idea has never been lost sight of. In the manufacturing end a standard of quality was set. At or above that standard of quality, the house of McElwain would make shoes for anybody and put any name or no name on them. Below the McElwain standard of quality, the company would make for nobody, no matter how big and tempting the order, no matter even if the shoes were to bear somebody else's name as the maker.

"To-day, now that we are going to appeal direct to the consumer, and quality must be more than ever the ultimate criterion by which we shall be judged," W. H. McCloskey, director of advertising, said to me at Manchester, "we can proudly claim that no one can do our trade an injury by producing a poor-quality shoe made by McElwain.

WILL CONTINUE TO MAKE UNBRANDED SHOES, ALSO

"We shall continue making shoes without a name on and with the names of other people on as hitherto. It will do us no harm to have the retailers of those shoes try to take advantage of our advertising. A McElwain-made shoe is always a good shoe and will always do us credit. But substitution is one of the things our advertising will protect us against; we are now going to teach the public to look for the McElwain name on the sole. A majority of our output now bears the McElwain name, and that majority is likely to increase considerably as the result of our advertising as time goes on."

"We fix the price of a McElwain shoe first, not last," said Mr. McElwain. "And then the shoe is planned so as to pack into it every possible pennyworth of value that the price will stand against a fixed profit and the lowest selling cost in the trade. As one of our advertisements will say, 'There are cheaper shoes but none less expensive,' and we hope that as a result of increased demand and perhaps decreased variety of style we shall be able to give even increased quality."

JOBBERS ARE SELLING PARTNERS

When the McElwain business began to get big, the directors adopted the idea of acquiring "selling partners." They looked around for the most successful wholesale house in each main selling centre and joined on mutually agreeable terms, one of which was that as a rule the McElwain name was not only joined to that of the firm but stood first. For example, in Boston, Winch Brothers, the oldest wholesale shoe house in the country, and Clark, Hutchinson Company, became McElwain, Hutchinson & Winch, with George Hutchinson, head of the old firm, a director of the McElwain company.

By this astute move the McElwain people did much more than save in their selling cost. They acquired selling enthusiasm combined with the best local selling experience. In addition they got their force of 350 salesmen working not only under local, and therefore quicker, and more energetic, control but also under keen

Digitized by Google

Terre Haute's Matchless Transportation Facilities

The location of Terre Haute at the center of distribution, and also at almost the exact center of population, peculiarly recommends itself to the wise manufacturer.

Not only does the Terre Haute manufacturer economize on the advanced freight rates, and save waste haulage, thru his strategic position at the center of population, but he is also at the base of a splendid coal supply, and perfectly situated from a transportation standpoint.

Five big railroads, operating a total of 14,627 miles, reach Terre Haute daily with an average of 127 freight and 67 passenger trains. Exclusive of coal, there were 1,653,799 tons of freight outbound from Terre Haute and 1,323,375 tons inbound to Terre Haute in 1919.

Terre Haute tho at present in an exceedingly prosperous condition, is in a position to care for the transportation needs of many new industries, to provide them with good factory sites, the best of terminal facilities and easy access to the great markets of the United States.

The Greater Terre Haute Club will be glad to furnish data that will be extremely interesting to manufacturers. All advertisers will do well to write for the analysis of The Greater Wabash Valley Empire, prepared by the Terre Haute Star, the dominating newspaper of this section.

The Indianapolis Star, The Terre Haute Star and The Muncie Star offer to discriminating advertisers the least expensive and most effective method of covering Indiana. They compose

The Star League of Indiana

The Greatest Combination of Quality Circulation in Indiana

Eastern Representative—Kelly-Smith Co., Marbridge Building, New York.

Western Representative—John Glass, Peoples Gas Building, Chicago.

OF THE SHAFFER GROUP OF NEWSPAPERS

Digitized by Google

competition of district against district. At the same time, the factory staff was relieved of all the burden of selling.

It was somewhere about five years ago that ever-youthful George Hutchinson began saying at directors' meetings that the company ought to advertise. Some of his colleagues thought this talk of advertising was only "one of George Hutchinson's pet whims." But Mr. Hutchinson kept hammering away on his idea that the company ought to do something to help the dealers keep McElwain shoes moving.

"The directors were six to four in my favor," said Mr. Hutchinson in telling the story, "but the four were stout in argument. They could not see that the company needed advertising. We had done very well without it, why spend the money? It was not until we agreed that none of the cost should ever come out of the quality, or go on the price of McElwain shoes that we secured the board's unanimous consent.

"After deciding on our agency, we had to sell all our distributing houses on the advertising idea, and then all our department heads. By that time we had our plans in concrete form. We laid them before a united conference and they did more to win approval of the idea than all our talking could have done."

To sell the salesmen the company invited the entire selling force to a two-day convention at Manchester. The gathering was an immense success. Many of the salesmen had never seen a McElwain factory before. Most of them got their first real insight into what the company name stands for in addition to quality in shoes.

What is back of the spirit of the concern can be gathered from one illustration—the way the cost of the hospital service for the factories was put over. That cost runs to as much as $3 per employee per year. "Our employees average as much as $1,500 a year to us," said the treasurer, Edward L. Prescott; and then he asked, "You'd be glad to spend $3 a year to keep your $1,500 automobile in condition; are our people less to us than our cars?"

EMPLOYEES ARE NEVER OUT OF WORK

Again, a McElwain factory is not run on the policy of shutdowns or reductions of help in dull seasons. It works a full year instead of the usual 250-day year, and all the factories close for one week in the year for vacation. The obvious pride of the operatives in their work greatly struck the visiting salesmen and increased their own appreciation of the house and of themselves.

The advertising conference, which was held in the largest moving picture house in Manchester, was very cleverly carried out under the guidance of Mr. McCloskey, the director of advertising. The entire plan was unfolded step by step and the purpose of each step was fully explained. Copies of every piece in the campaign were shown on the screen at the moment of explanation of what it was and how it fitted into the scheme as a whole. Later, copies of every piece were furnished to each man.

Nor were the salesmen left at that. An excellent "McElwain Manual" loose-leaf, bound in real morocco, was given to every man. It told over again, and with still greater detail, the entire story. Comparative figures showed that while the advertising cost of some of the country's biggest selling successes ran up to ten per cent, the "biggest campaign in shoe history" would not cost more than one-half of one per cent on last year's McElwain sales.

The manual also showed how to use the advertising so as to convince the retail dealer that it meant more profit to him by speeding up his turnover. It neatly added that while there are 49,152 boot and shoe retailers in the United States, 1,067 boot and shoe wholesalers, 4,620 department stores, 31,166 dry goods stores, and 173,107 general stores, McElwain so far sells to only 25,000 of the total. The number of

Digitized by Google

A Fleet of Trucks To Deliver Your Message

¶ Pictured above is the fleet of motor trucks which deliver the *Sunpapers* to the authorized Sun Carriers, who, in turn, deliver them into the homes of Baltimore.

¶ Baltimoreans appreciate this fast service. They rely on the *Sunpapers* to be first with the world's latest news, and the *Sunpapers* by living up to their expectations, receive their full confidence.

¶ So your message in the *Sunpapers* is delivered into the worthwhile homes where it is read and believed.

¶ Ask our Service Department for data on the *home delivered* circulation of the *Sunpapers* and further evidence that

Everything In Baltimore Revolves Around THE SUN

Morning **Evening** **Sunday**

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"

Digitized by Google

The LARGEST PAPER
In the State of Connecticut

The
HARTFORD
Sunday
COURANT

The LARGEST
MORNING PAPER
In the State of Connecticut

The
HARTFORD
Daily
COURANT

Gilman, Nicoll & Ruthman
REPRESENTATIVES
World Bldg. New York
Tribune Bldg. Chicago.

Digitized by Google

persons who pay income tax in the various areas was also given as an indication of the number of possible McElwain shoe wearers. There were also, of course, many other "Helps" such as usually go with a big campaign.

In addition to the newspaper campaign in the five factory cities, every employee is to get a booklet explaining the campaign and proofs of the magazine advertisements as they appear will be posted on the bulletin boards at all the factories. To bind the entire family together, a house-organ, "The McElwain Stride," has been started.

The caption to the copy of the first magazine advertisement tells the story. It is, "And you have built this business by saying to your dealer 'Show me your best shoe at a medium price.'" Each advertisement will contain a novel feature telling by indirect suggestion the class of the McElwain shoe and the size of the concern. A man of one of the professions will be shown in action, say a lawyer addressing a jury, and beside the small cut is some such paragraph as, "In three days and five hours McElwain could make a pair of shoes for every lawyer in this country."

Every advertisement carries a paragraph, "How to Make Your Shoes Last—Our booklet of definite facts to help you reduce your shoe bills will be sent on request." A booklet on the preservation of shoes has been prepared to be sent out in answer to the requests.

"I do not look for immediate results," said Mr. Elwain; "the seed must have time to root and maybe that will take three years. But enough extra dealer stimulus may be noticeable within even six months to justify our efforts."

W. H. Laughlin Joins Ward & Gow

W. Harold Laughlin, formerly with Street & Finney, Inc., is now with Ward & Gow, New York.

Henry Ely, who has been engaged in agency work, has joined the advertising staff of the Dallas, Texas, *Journal*.

Putting More Lather in the Way of a Prophet

BOSTON, MASS., Sept. 16, 1920.

Editor of PRINTERS' INK:

Upon seeing a full-page magazine advertisement of Ever-Ready Razors, I am reminded to write you that a prediction made by Samuel F. Williams, president of the Sweets Company of America, in an article on "Advertising Anæsthesia," in PRINTERS' INK of 1919, has not yet been fulfilled, and that any number of obstacles now prevent its fulfilment.

I hunted up Mr. Williams' article last night. He had been writing on the deadly repetition of current advertising, and had said:

"To be specific again, I have in mind a certain face that to my knowledge has been lathered with the same amount of lather, the same shade for the last decade.

"And I want to make the prediction here that some day, sooner or later, somebody is going to shave that face."

Now if Mr. Williams will look for an Ever-Ready Safety advertisement he will find that that company has gone to work and lathered the faces of men without number, for it is trying to show by the lathered faces of these men, each man being representative of some one nation, that its sales are world-wide.

LLOYD K. MILLER.

A Service Employers Appreciate

EMPLOYERS ASSOCIATION OF THE WHEELING DISTRICT

WHEELING, W. VA., Sept. 22, 1920.

Editor of PRINTERS' INK:

We are returning herewith list of "Articles That Have Appeared in PRINTERS' INK On Industrial Problems," which you were good enough to send us on September 15th.

We have found this exceedingly helpful and suggestive and take this opportunity to congratulate PRINTERS' INK upon the splendid manner in which it is covering the subject of Industrial Relations.

JOS. A. MEAGHER, *Manager*.

New Name, Better to Describe Business

The American Steam Conveyor Corporation, Chicago, has changed its name to the Conveyors Corporation of America. One reason for the change is the addition of new lines, which now include steam jet conveyors for handling ashes, soot, combustion ash, etc.; trolley carriers for handling coal, limestone, sand, gravel and like loose bulky materials, ash pit doors, flood oil bearing sheaves and other conveyor supplies.

The McCutcheon-Gerson Service, Chicago, is now handling the advertising account of Edson Keith & Co., wholesale milliners of that city.

Digitized by Google

Reconstruction of Methods Advocated at Outdoor Convention

Outdoor Advertising Association Anticipates Big Business with Emphasis on Local Selling

THE keynote of the eleventh annual convention of the Outdoor Advertising Association, of which PRINTERS' INK gave a brief account last week, was stabilizing a business that had been growing so fast that plant facilities could not keep up with the business offered. It was anticipated that selling would again become a real problem of the business, and that local advertisers must be developed if the same rate of growth is to be maintained for the next few months that has been enjoyed the last two or three years.

In many quarters this was welcomed, as business too easily gained tended to make a sales force flabby and was provocative of carelessness injurious to business. The condition is more healthy, it was agreed, when effort between selling and maintaining the plant is more equal. For the past months there has been more business offered than any of the plants of the larger cities could accommodate. It naturally is hard to refuse business, especially when it brings disappointment to the one offering it. That has resulted in some cases of overtaxing the plants and the maintenance force.

A better balanced and more healthy growth, with plenty of opportunity for salesmanship, was predicted for the future.

Portions of some of the address are given below.

Reconstruction Predicted

By Geo. C. Chennell

President of the Outdoor Advertising Association

THERE is going to be a reconstruction period in reference to labor, and I believe there is going to be a reconstruction period in reference to prices. I think, in our business, in a great many instances, inflated values are given on certain locations while selling, and unquestionably, prices unheard of and unreasonable are asked by real estate owners for some locations. The tremendous influx of business, the inability to secure competent men, the desire to fulfill contracts, has led to the hiring of men away from one another, and every time it is done, the man's wages go up and you suffer, because when someone steals a man from you and pays him more money, you have got to go and steal a man from someone else and pay more money, and it is a kind of run about proposition, and the only man that gains thereon is the man that is producing the work, and the man who suffers is the man that has the bank-roll. It is a vital question that deserves earnest consideration.

COST INCREASES

Your whole rents didn't amount, ten years ago, to what you are paying for one location to-day. Don't forget that. If you don't believe it, go home and take your book and figure it out. You can't stop at this minute. You have got to go and keep on going every minute from now on. If there comes financial depression, or a slacking up of business, it means more concentration has got to be put on by every one of you in sales efforts to keep your plants filled up, or at least a majority of the plants filled up, because every one that lies idle, with the overhead connected with the board, at the end of the month, means a big difference as to whether the side of the ledger has black ink or red.

I don't want you folks to think for a minute that I am alarmed or worried or feel that the country is going to the dogs, or anything of that kind, but I do feel that the peak in our business has been reached, and our strongest

Digitized by Google

THE working of Theatre Program advertising is a visible process.

Go to any one of the 52 theatres in New York—watch any one in the 400,000 weekly audiences.

You can *see for yourself* what kind of people they are—and you can *see* them reading your advertisement.

Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.

New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO *406 Tower Bldg.* — *BOSTON* *Little Bldg.* — *SAN FRANCISCO* *Crocker Bldg.*

Digitized by Google

effort must be not to reach a higher peak, but to keep it from rolling down the hill.

By the magnificent work you produce, hold your present customer and endeavor to get new ones, devote stronger and more strenuous sales efforts in your city and specifically endeavor to bring back onto your boards a factor that has been sadly neglected in the last few years by at least 70 per cent of the plants and that is, your local customers.

Wide Improvement to Be Made in Plants

By Geo. L. Johnson

Vice-President of Thomas Cusack Company

EVERY man who operates a plant at the first opportunity should change conditions so as to improve the value. If you want to do anything that will harm your business more than anything else just take your customers in front of a board that is all out of order and disrespectful. It is absolutely a crime in this day and age to go into a city and see a board almost hidden by high weeds. You can have an excuse for not having your work done properly because skilled labor is hard to get, but you can certainly get somebody to go out and cut the weeds. The advertiser does not like them, and does not want to pay for such service, and in the rush of business that all plant owners have enjoyed there has been a sort of disposition to slight keeping up your embellishments; some of them are getting to look seedy.

In one city last week I saw a fifty-foot unit and a blank space on both sides, and in another city I saw a fifty-foot unit with two beautiful columns and the space sold to two advertisers; that is the type of things that will drag the business down. When you make your unit, stick to it; you are better off if you use every foot of it than if you presented part of it to someone. Probably the most important of all things is the clientele; when business is good every plant owner selects the very best of the concerns in his town as his advertisers. When there is a likelihood of a let-up in business there are some men who are prone to listen to the siren song of the patent medicine men and the undertaker; don't do it; don't make that fatal mistake. When you have good company on your plant others will have a desire to be in that company. When you have a lot of the other type of advertisers on your plant you will find a desire among the better patrons to get off your plant. Look up your list of assignments and if there are some you don't want, take them off—there are plenty of first-class people who will take the place if you will just go after them. If everyone of you will take a list of the concerns shown in this exhibition that are not now actively on in your town, you will have enough to keep you busy until times get better again if you do have a depression of business.

Speaking of the weeds reminds me that our business is an outdoor business; it is devoted to outdoors, and the man that is responsible for the plant and the service in his town should look after it himself and not delegate it to anyone else. It is every man's solemn duty and obligation to go over his holdings and see what he has got. You can't run an advertising business simply with a swivel chair and desk and just letting the office girl answer the mail. You must attend to it. That is the way to improve your service, and right on that depends the type of people you get on the board, and you are hitting upon the most vital thing that will ever come before you for attention. You know after they cut off the liquor business they deprived our cities from quite a source of revenue, and the people who run the cities have a habit of looking around to see where they can pick up something; they look around, and if they see us first, they take us. You are likely to have agitation and adverse legislation and

(Continued on page 57)

Digitized by Google

Get the Facts!

About the LOUISIANA-MISSISSIPPI MARKET

THE EXTENSION BUREAU

as viewed by

Frank Seaman Incorporated—

"The Trade Investigation has just arrived. This is without doubt the finest Trade Investigation that I have ever seen and you ought to be congratulated on same. I wish to take this opportunity to thank you and commend you on this wonderful piece of work."

"In New Orleans—It's The Item."

THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

JAMES M. THOMSON
Publisher

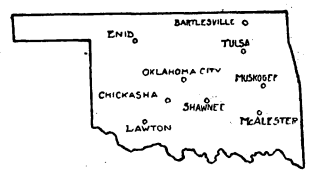
National Advertising Representatives
The JOHN BUDD COMPANY

A. G. NEWMYER
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle.

Digitized by Google

One Jobbing Point or Nine—



Which Will Give Best Distribution?

Of course it depends on the product! But, on *most* products, one or more jobbers in each of 9 cities, well located over the state, will unquestionably give a much better distribution, and a much larger volume of business.

Most manufacturers KNOW this law of distribution, and PRACTICE it—in their SELLING—but many overlook the fact that the same thing holds true of ADVERTISING—especially here in Oklahoma, because of the transportation facilities, and distribution of population.

Now, suppose you are a manufacturer of some general utility product, and are attempting to "put over" your product with newspaper advertising here in Oklahoma. You want to get one or more jobbers in each of the 9 principal cities listed below, in which 75 to 80% of Oklahoma's buying power is concentrated. Your salesmen will, of course, attempt to "merchandise" your advertising to the trade—

"MAKE *EACH* OF OKLAHOMA'S

Digitized by Google

Which will count most with the jobbers in Tulsa, for instance—the statement that you will launch an advertising campaign in some *one* paper—published *outside* of Tulsa, "claiming" to *cover* the state, but having a circulation of only 400 in Tulsa County—or the statement that you will use one or both of the two good Tulsa papers, each having over 20,000 circulation? And which will count most with the DEALERS in the Tulsa district? We leave it to you! And it is the same of any other jobbing district.

One thing that we seek to make clear to advertisers and agencies is—that Oklahoma MUST BE HANDLED BY JOBBING DISTRICTS in ADVERTISING as well as in SELLING—for maximum results, at minimum cost. Write us for the reports on our recent investigations of each of Oklahoma's principal market centers—they will be sent free on request. Also call upon us for any special LOCAL co-operation you may need.

Oklahoma Daily League

P. O. Box 994. 409 W. Grand Ave., Oklahoma City

OKLAHOMA NEWS Circulation—25,139	ENID NEWS Circulation—6,350
TULSA DAILY WORLD Circulation—25,194	ENID EAGLE Circulation—5,356
TULSA TRIBUNE Circulation—20,170	SHAWNEE NEWS Circulation—4,215
MUSKOGEE PHOENIX Circulation—13,741	CHICKASHA EXPRESS Circulation—3,000
MUSKOGEE TIMES-DEM. Circulation—12,005	LAWTON NEWS Circulation—2,100
McALESTER NEWS-CAP. Circulation—3,360	LAWTON CONSTITUTION Circulation—2,473

BARTLESVILLE EXAMINER
Circulation—3,393

9 RICH MARKETS PAY YOU"

Digitized by Google

When you want a verdict and don't want to spend a mintomoney

tell 'em in

Mus-k-gee

45,000
The Third City of Oklahoma

There are 200,000 people-with-money who logically trade in Muskogee for almost everything.

Inside an 80-mile circle, with this city of 45,000 for its focus, there are ten vigorous other cities for which Muskogee is the sole jobbing center. And a lot of live towns as well.

In the county of Muskogee this year's crops will sell for sixty million dollars . . . not mentioning Oil at all—nor coal, either.

Statistics may bore you to the point of despairing tears, but—

—money doesn't; and the money's here; and you can get your bit through the wise use of space in The Phoenix.

Special Representatives:
John M. Branham Company

Fourteen thousand net paid. Mornings and Sunday. We think the foreign advertiser is human.

Digitized by Google

more criticism than during the past ten years. The average objection to the outdoor sign is not objection to construction; the average man and the average public does not take up detail. We should be most careful in the type and character of copy that is used and have nothing on the plant that anyone can possibly object to.

It used to keep me busy turning down patent medicine advertising, even with good-sized orders. I've seen a man in Chicago with $125,000 worth, and I told him if it was $8,000,000 worth they could never get it on our boards.

National Bureau Has Millions in Orders

By F. T. Hopkins

Manager, New York Office of National Outdoor Bureau

WE started a little bit more than two years ago with little cash and with only a little optimism, and that was shared in by comparatively few who were operative in making the bureau. We have, at present, about 140 active, qualified, general acting advertising agents. That means that all those agencies are to-day selling, or endeavoring to sell, outdoor advertising on exactly the same basis as any other medium of advertising. We have secured actual business from eighty-one of those agencies. Starting from nothing, as I said, a little over two years ago, we have listed from eighty-one separate organizations that have produced some business; the aggregate volume of business in the last year and three-quarters being something like eight and one-half million dollars. The bureau, this year, will sell not less than six million dollars of outdoor advertising business.

Agencies are doing 50 per cent as much business in the United States as is done by every plant in the United States, including six or seven thousand bill posting plants. If we can get proper service we have innumerable people to deal with. We have all kinds of communications from people and a lot of inexcusable things happen. The advertiser has to live up to his proposition and we expect him to pay the bill whether he wants the service or not. Sometimes work cannot be gotten out at the appointed time, perhaps through inability to get space, and the natural result is that the advertiser is disappointed, although nobody else could do any better, and we are doing the best we can under the circumstances.

Our only anxiety is in handling and keeping this business that we already have. If we can just take care of what we have, there will be no difficulty in adding enough new to take care of all those that automatically drop off, and instead of reaching the peak we can go on for many years with the object of establishing a new peak every year.

Legal Restrictions Are Proving Boon

By John S. Hummer

General Counsel, Outdoor Advertising Association

THE law which is most drastic in its regulation of billboards is a decision of the supreme court of Missouri and which other courts say is in line with modern thought.

It says, in effect, property is not so sacred that it stands in front of public health and welfare, offending sight or hearing, or even the eye. Up to that time, the eye had no protection; as long as you didn't throw a stench into a man's nostrils, or hit him with a board or commit some physical injury to any other organ but the eye, the law afforded no protection, because it said that to protect the eye from an annoyance would be following esthetic considerations, and not practical. In other words, the eye needed no protection. We argued that and were right for a while, but the supreme court of Missouri knocked that into a cocked hat. It was followed by Wisconsin and Illinois, holding that they could be restricted in

Digitized by Google

certain districts, and finally the United States court gave us two decisions which absolutely put the business at the mercy of public sentiment and public authority, whether State, county or city, or national.

The outdoor advertising business is now an established fact; the legal situation is an established fact and there is not much to say about it. I have said it so often, but can repeat that the legal situation is to be solved by the plant owner and association alone, and not by lawyers nor by the courts, because the courts have already taken a stand that in some cases, in certain districts, this business can be so carried on that it can become a menace to public health and public comfort, and can become a nuisance and an eye-sore. That is hard for us to swallow when we look at this wonderful display along the walls of this great assembly hall. It is humiliating for the lawyer to say, "I don't believe I can do a thing for you in court." The situation, so far as restrictions are concerned, is that exactly; but I do not think that is so important at all.

Service is going to solve all your problems. Nothing will kill your business so quickly as inferior service. Good service will bring you quickest and best results.

Whole Force Should Study Copy

By R. L. Whitton

General Sales Manager, Thomas Cusack Company

I DO not feel qualified, under any circumstances, to discuss things with any great amount of intelligence or knowledge from an operative standpoint, having been all my life in the selling endeavor. However, the operating and selling are so closely allied, both before and after, that looking at this proposition largely from a selling angle, may bring to you some of my views on this subject.

First is the copy proposition. I have found and presume that I'll continue to find that the branch managers, the operating men in outdoor advertising, are prone to figure that their knowledge and experience may not get beyond physical construction and adequate operation, whereas, as a matter of fact, every man who is a branch manager, every man who is a plant owner, every man who has anything to do with outdoor advertising, should be a self-imposed copy expert. The arrangement of copy, the manner of the placing of the copy, should all be matters of not only consideration, but analysis and final judgment on his part.

The details are judged by the general impression made by the advertising of the outdoor plants on the lay-public, and that is the position every operator should place himself in, under any and all conditions. That has been said many times and is as true to-day as the first time it was said. If the proper impression is not made, it is the fault of one of three things—copy, location or execution.

Outdoor advertising must adequately, clearly and quickly convey a definite message to the person not interested in the subject—that is what outdoor advertising must do to be valuable. If a sufficient volume of selling could be gained through personal contact, advertising would not be necessary. Advertising is the result of an evolution to sell enmasse, a mass selling proposition, reaching that number and group of persons which you have no other means of interesting, primarily, in your proposition. Every plant owner, every painter and everyone connected with the business, should be copy students, to see that copy is presented that is efficient and easy of reading, to get the maximum out of the expenditure. The value of those things must be in getting a message delivered in less than half a second, on an average, in the advertisement. I think the same general character of discussion would apply to execution.

Digitized by Google

Mac Martin, of the Mac Martin Advertising Agency of Minneapolis, has a somewhat unique idea about the summer vacation system. Instead of giving his office force vacations one at a time he arranges affairs so that he can close up shop, so to speak, for two weeks, and every member of his staff takes his vacation at the same time. Mr. Martin points out that this can be done very nicely during the heated term. He has practiced the plan for several summers and finds that it works out admirably. There is no confusion, no lost threads to pick up and business starts in at normal right where it was dropped. The only members of the staff to remain on the job are Mr. Martin himself and C. R. Ferrall, vice-president of the company. They keep the wheels turning and look after the big stuff.

The Crystal Electric Washer is distributed in the Northwest by the Great Western Stove and Repair Company, one of the city's oldest retail establishments. An exclusive advertising campaign for the "Crystal" is now appearing in The Minneapolis Sunday Tribune.

Atwood & Co., of Minneapolis, coffee importers and roasters, has selected The Minneapolis Tribune for an exclusive Sunday campaign. Copy is being furnished by Critchfield & Co., of Chicago, under direction of Frank Teasdale, of the Atwood Company.

Redfern Corsets (Warner Bros. & Co.) are being advertised attractively to the women of the Northwest in The Minneapolis Tribune in a series of advertisements placed by N. W. Ayer & Son.

Sherman & Bryan, Inc., has placed a schedule with The Minneapolis Tribune for the Lackawanna Mills.

L. S. Donaldson, the merchant prince of Minneapolis, head of the great Donaldson department store, known here "from the time of the Indians" as the "Glassblock," because it is all windows, returned recently from a visit of two months in bonny Scotland.

The Minneapolis Tribune is carrying a schedule of attractive copy for the Auburn automobile, placed through the McJunkin Agency.

Bearings Service Company has picked The Minneapolis Tribune for a campaign placed by the Campbell-Ewald Agency.

A compelling line of copy for the Studebaker car is being carried in The Minneapolis Tribune. This schedule was placed by the Frank Seaman Agency.

The Corning, Inc., Agency has selected The Minneapolis Tribune for a schedule covering the fall campaign on men's hats for McKibbin, Driscoll & Dorsey, of St. Paul, Minn.

The Bake-Rite Corporation is using The Minneapolis Tribune for a campaign in behalf of its products, placed through the Sehl Agency, of Chicago.

The Minneapolis Tribune is carrying the advertising of the Corn Products Refining Company, schedules coming from the E. W. Hellwig & Co. Agency.

The Geo. Batten Company has sent The Minneapolis Tribune a schedule for the Electric Storage Battery Company.

The Standard Oil Co. (Indiana) is carrying a well-sustained schedule of educational copy in The Minneapolis Tribune through the Stack Advertising Agency, of Chicago.

The Minneapolis Tribune

First in Its City

First in Its State

First in Its Federal Reserve District

Member A. B. C.

Largest Home Carrier Circulation

Digitized by Google

Maeterlinck as a Copy Writer

MAETERLINCK might be called The Great Amateur. He writes philosophy, and yet is not a profound philosopher. He writes of bees and flowers, yet he is not an orthodox naturalist. He has written beautiful things for the stage, yet he is not, in the usual sense, a great dramatist. His ideas have been discussed throughout the world, and yet he is not a great thinker.

If you approach Maeterlinck as an intellectual of major importance you will be disappointed. But that does not argue down his genius. John Keats never gave the world a line of original prilosophy, yet his gift was one of the most precious ever made. He gave us a new fairyland.

Maeterlinck has given us a new kind of prose, fantastical, imaginative, surcharged with the emotional quality of poetry and yet concrete, nervous, accurately phrased, as good French always is, and aglitter with the specific dye and form of things. His fancy marshals images with kaleidoscopic profusion. He is a master of metaphor.

Everyone that writes should read for color. Many of Maeterlinck's essays are mines of primary and secondary color. Blues, greens, reds and scarlets—all permeated with the chaste fire of emotion.

I believe Maeterlinck could write certain kinds of copy supremely well. The product would have to appeal to his imagination. He would have to be edited. But he is a master of sensory and emotional appeal. He *could* make you want to hear a phonograph, eat a custard, wear a silk, or ride in a motor car.

In his book of essays, "The Double Garden," he has described a motor car as only a great dreamer, gifted with eloquence, could describe it. And then the ride! Well, here it is, in part:

"The pace grows faster and faster, the delirious wheels cry aloud in their gladness. And at first the road comes moving toward me, like a bride waving palms, rhythmically keeping time to some joyous melody. But soon it grows frantic, springs forward, and throws itself madly upon me, rushing under the car like a furious torrent, whose foam lashes my face; it drowns me beneath its waves, it blinds me with its breath. Oh, that wonderful breath! It is as though wings, as though myriad wings no eye can see, transparent wings of great supernatural birds that have their homes on invisible mountains swept by eternal snow have come to refresh my eyes and my brow with their overwhelming fragrance! Now the road drops sheer into the abyss, and the magical carriage rushes ahead of it. The trees, that for so many slow-moving years have serenely dwelt on its borders, shrink back in dread of disaster. They seem to be hastening one to the other, to approach their green heads, and in startled groups to debate how to bar the way of the strange apparition. But as this rushes onward, they take panic, and scatter and fly, each one quickly seeking its habitual place; and as I pass they bend tumultuously forward, and their myriad leaves, quick to the mad joy of the force that is chanting its hymn, murmur in my ears the voluble psalm of Space, acclaiming and greeting the enemy that hitherto has always been conquered, but now at last triumphs: Speed."

This is not Maeterlinck at his best, perhaps; nor does it illustrate every quality I have referred to, but it suggests the remarkable freshness of his observation, his fantastical imagination, the nervous rapidity of his style that seems to keep pace with the motor car itself, and his vivid insistence on sensory experience.

Maeterlinck could write good copy for a certain class of accounts.

Reprinted by permission from "The Better Way," published by *Cosmopolitan Magazine*.

Digitized by Google

The Hartford Times.

Since 1817, Connecticut's Greatest Newspaper

New Home of the Hartford Times

IN the city of Hartford there are sixteen national banks and state trust companies, which means there is a discount bank for every 8625 population in the city proper. These banks have resources amounting to about $120,000,000.

There are also four state savings banks in Hartford with total resources of approximately $70,000,000. The total combined resources of these twenty banks are over $190,000,000.

Surely these figures represent a moneyed community and a moneyed community eliminates the question of the purchasing power of its people.

The Hartford Times, with its 40,000 three cent circulation, has proved on many occasions its power to put across successfully and without the assistance of any other local newspaper, a national campaign in this unquestioned fertile field.

National Representatives

KELLY-SMITH COMPANY

Marbridge Bldg., New York

Lytton Bldg., Chicago

Digitized by Google

Selling Dealer First as Consumer, Then as a Middleman

American Ironing Machine Company Has Well-Devised Plan of Giving Retailers All the Information They Need to Make Sales

By Arthur Cobb, Jr.

CERTAIN kinds of articles require a visual demonstration to the consumer before they can be sold. In marketing such specialized products, this demonstration is often the most important and at the same time the most fragile link in the selling chain. Countless sales of such articles as vacuum cleaners, washing machines, ironing machines and the like have been worked up to the demonstration stage and then lost. The person in charge of the demonstration fell down in some important respect. He either made a slip at the wrong moment or he did not have sufficient knowledge of the article to answer questions about it or explain it effectively.

The reason for this is not far to seek. Persons usually in charge of such demonstrations don't know the devices intimately enough. They are in most cases dealers or employees of dealers, and have gleaned their knowledge of the article from reading about it and from watching the demonstrations of factory representatives. Their acquaintance with it is second-hand. A large manufacturer of vacuum cleaners said recently, "Our business has been big, of course. But if we could only get the dealers really to know those machines, so they could demonstrate them properly, we could double our business in no time."

In a situation like this, it is up to the manufacturer to do something. One might ask, "Why wouldn't it be logical to induce the dealer to use the article in his own home before stocking it at his store?" In other words, why not sell the dealer as a consumer first, and after that as a middleman?

The American Ironing Machine Company, manufacturer of "Simplex" ironing machines, has tried out this scheme and has found that it works. The salesmen of this company, according to H. G. Grosse, president, make a point of approaching the dealer about putting an ironer in the kitchen or laundry at home for the dealer's wife. One reason for doing this is, of course, to bring the dealer into personal relations with the machine that he is to demonstrate and sell later on. But behind this is another and broader reason.

A MAN MUST HAVE HOME CONVENIENCES DEMONSTRATED

"The attitude of the average business man of to-day toward labor-saving devices in the home," said Mr. Grosse, "is peculiar, to say the least. It bristles with inconsistencies. Many a man tolerates conditions in his home he wouldn't stand for one minute in his office. In fact, it is simply amazing to see the prodigality with which many small merchants in one-horse towns spend money for all sorts of elaborate store equipment, while the washing, ironing and other household duties in their homes are performed in the same laborious way used a hundred years ago. It makes no difference whether the wife does the work herself or is able to employ someone to do it for her. The point is, the work is done in the old-fashioned way. Families 'can't afford' such things as washers, ironers and vacuum cleaners. They regard them as luxuries, not necessities.

"Now, we feel that right here is the vital principle of marketing any household utility. There is no essential difference between labor-saving appliances in the business and in the home. A dollar contains just 100 cents, whether it is saved in a man's office or else-

Digitized by Google

—do you ferret?

Do you think the average consumer will ferret?

If *you* advertise where your goods are *not* on sale, check the average effect by *your own* impulses and experiences.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency
Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

Digitized by Google

Selling Health

IN these days of high prices and strenuous sales competition, it is at least unusual to work with an organization whose sole object is distribution of health and comfort.

The National Jewish Hospital for Consumptives at Denver, Colorado, is such an organization, equipped to care for over five thousand patients annually. Within the walls of its numerous buildings may be found every facility for rebuilding and repairing the human body.

We have just completed a Truth Production, showing every detail of the operation of this institution. The film is to be circulated throughout the United States to carry the message of the service the hospital is doing for humanity, to everyone who might possibly benefit.

Our organization has made Industrial-Educational Films for very nearly every type of business one may mention, ranging all the way from institutional publicity of this sort, to direct sales campaigns for nationally known concerns.

We will be glad to explain the power of this film medium to you and show you how it can be applied to *your* particular problem.

HARRY LEVEY
SERVICE CORPORATION
Producers and Distributors of Industrial Educational Films
NEW YORK CITY

Temporary Offices: 1664 Broadway
Studios: 230-232 West 38th Street

Digitized by Google

where. Therefore, why shouldn't a man regard a labor-saving device as just as good a buy for his home as for his business? He should, and this is the belief that must thoroughly permeate a man if he is to be a success at selling household appliances of any kind.

"The best way I know of for a man to get this slant toward 'Simplex' ironers is for him to have one in his home. If the dealer's wife puts her O.K. on it, that means more to him than a thousand arguments supplied by us. He'll be not only a better salesman and a better merchant, but also a bigger force for general good in his community as a result."

It will be easily seen that the stimulation of consumer interest and the establishment of consumer acceptance are prerequisites to the successful sales development of any product of this sort. The many different kinds of appeal possible to people of both sexes, and in all walks of life, make the advertising problem of the ironing machine company rather complicated. Full-page space is regularly used in national mediums, both general and women's publications. A great variety of basic appeals is employed, many of which are variations on the main theme expressed by the slogan, "It is a mark of intelligent housekeeping to possess a Simplex ironer."

Copy is directed to both men and women. The appeal to men is, of course, indirect and is based on the supposedly innate desire of every normal husband to lighten the household burdens of his wife as much as possible. One of the subtler kinds of appeal used in general mediums shows a housekeeper explaining to visitors how she is able to entertain on Tuesday, her regular ironing day. The copy explains that really good housekeepers like to share their secrets, and carries out the idea of the caption, "The Pride of Possession."

The time-saving feature is played up by illustrations suggestive of outdoor sports, such as golf and motoring, in which the woman of the house may indulge by finishing her work sooner. The money-saving angle is dwelt on in practically every piece of copy.

The company has also started a campaign in agricultural journals, although it cannot hope to supply any farm trade for some time to come, due to the demand in other quarters. "However, the time is coming," PRINTERS' INK was told, "when the farmer will be as much alive to the value of household utilities as he now is to the value of agricultural labor-saving machinery. In the meantime, we want to get him started thinking about the Simplex ironer. Then, a little later, when he turns his attention to these things, it will be much easier to sell him one. Our farm-paper campaign is almost purely educational in its present stage."

The first of the farm-paper copy made its appearance in full-page space last March. The first few insertions were designed to jolt the farmer into some recognition of the unfairness of supplying himself with all sorts of modern devices without doing something of this sort for his wife also. Later on the copy dwells more on the idea of increased happiness and contentment on the farm. The slogan used in all the farm-paper copy runs, "The Simplex Ironer makes for a contented wife and happy farm home."

In addition to its national advertising, the company has just started an extensive newspaper campaign in about fifty of the larger cities. Two-column, 110-line insertions are to appear in a prominent newspaper in each city every Tuesday for fifty-two consecutive weeks. The names of the local dealers will appear in the copy. Broadsides showing the first fifteen pieces of copy, and explaining the idea of the campaign, are sent to each dealer. The dealer is pointedly informed that this campaign, which is being paid for by the company, is not to take the place of any newspaper advertising the dealer may plan. He is urged to run his own newspaper

Digitized by Google

copy right along with it, possibly in some local paper other than the one the company is using.

It might reasonably be supposed that one of the first questions asked by an interested reader of any of the advertising would be the price of the machine. Yet all mention of price is carefully omitted from the advertisements. "With articles of utility," said Mr. Grosse, "value is determined solely by use, so that price in this class of commodities should cut little figure when the purchaser understands the subject. When we advertise the Simplex ironer we are not seeking to close direct sales. We are trying to arouse interest and invite inquiries. There is much to tell the prospect before he or she is really in a position to judge whether the ironer would be a good thing to have or not. Hence it would be poor policy to mention price at such a time. Until the customer has been given a good idea of the value of the machine, quoting a price on an article selling for more than a nominal sum is likely to put a crimp in the sale."

THE KIND OF DEALERS SOUGHT

To return to the marketing phase of the subject, it has already been stated that much depends on the dealer having an intimate acquaintance with the machine. In line with this idea, it is also highly desirable for the dealer to be personally acquainted with his customers. The company's salesmen endeavor to select this kind of dealer so far as possible. This is because the ironer is a highly specialized article and usually requires several sales conversations, in addition to a demonstration, before a sale is finally made. The dealer will have a big advantage if he is on such terms with his customers that he can "gossip" about the ironer with them. For these reasons the very large dealer or the department store is not, as a rule, viewed with especial favor. Rather, the comparatively small but progressive and growing specialty dealer is preferred. At the same time, too small establishments will not do, because the store must have sufficient space to permit proper display of the ironing apparatus by itself, without distracting the attention with other unrelated articles. Ample display windows are also highly important.

The company's direct service to the dealer is described attractively in a very handsomely bound sales manual, furnished each dealer. The selling helps consist of newspaper electros and matrices, illustrated form letters and mailing folders, dealers' catalogues, instruction booklets, street-car cards, lantern slides, moving-picture films and photographs showing window-display suggestions. The dealer is urged to use window displays and local newspaper advertising while the company's national advertising is appearing. Copy suggestions are furnished along with the newspaper electros or mats, for which no charge is made.

The sales manual contains several samples of form letters on letterheads illustrated in colors, for the dealer's use in his own direct-mail efforts. The company will furnish the letters, print the text, fill in the names, address the envelopes and affix the stamps, all without charge. The dealer is required to remit for the postage along with the list. When finished, the letters are returned to the dealer in bulk ready for local mailing. Note that the company insists on affixing the stamps. This is a simple but effective scheme for insuring that the letters are used and not wasted. The dealer is advised to mail the letters so they will arrive on Tuesday, the usual ironing day. The company frankly states that owners of washing machines make the best prospects for ironers, and suggests that the dealer use such a list wherever available.

In presenting its window trims to the dealer through the sales manual, the company offers much constructive advice which will apply in arranging any display. It is suggested that "the display be consistent, so that one article will not detract from another. For instance, show a Simplex ironer with

Digitized by Google

The Evening Star.
WITH SUNDAY MORNING EDITION
WASHINGTON, D. C., MONDAY, FEBRUARY 16, 1920—TWENTY-SIX PAGES.
USE DENIES "THREAT"
IDENT TO QUIT EUROPE;
ERS OPPOSE HIS PROGRAM
Wilson Note
Disapp
as to
Comp omise Plan
PAY RECLASSIFIERS
URGE EFFICIENCY
PLAN FOR CLERKS
Will Recommend System to
INTERN EX-KAISER,
ALLIES NOW ASK
New Note Suggests He Be
Sent to Dutch East
Indies.
LANSING'S PLACE
TO BE FILLED THIS
WEEK, IS INTIMATED
Baker, One of Four Men
SENATOR JONES
TO RETAIN 50-5
Substitute for Mapes' Mea
ciple Would Repeal L
mates to Twice D. C.

YOU can safely follow the lead of local advertisers in a community. They talk to the people you want to talk to.

In the National Capital you talk to practically ALL OF THEM—through THE STAR. So The Star is the ONLY medium necessary in Washington, D. C.

If there is anything you desire to know about distribution and trade conditions, our Statistical Department will be glad to prepare a digest for you.

The Evening Star.
WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
Tribune Building

Chicago Office
J. E. Lutz
First Nat. Bank Building

Digitized by Google

a washing machine, not a vacuum cleaner."

An illustrated booklet on store arrangement and display has aroused much favorable comment among the dealers. They are informed that "a modern store should be a salesroom, not a storeroom. Some stores devote their front or best space to staple lines for which a customer will go to any part of the store. Place your specialties prominently in front, so as to attract the attention of your trade in passing."

Another booklet deals with salesmanship. This is for the use of the dealer and his own salesmen, particularly if he employs any house-to-house men in selling the ironers. Various methods of arousing interest and closing sales are discussed, with some specific examples of good openings for house-to-house men to use. For example, "Don't say 'I called to interest you in our new ironer, which does so and so.' Start out something like this: 'Mrs. Smith, I passed your yard last Monday and observed the quantity of fine white linen you had on the line, and the thought naturally came to me of the labor and time required to do the ironing. You doubtless have facilities for doing this, but what housekeeper would not be interested in saving time, labor and expense fifty-two times a year'?" etc. Suggestions are also given for handling the customer in the store, and special stress is laid on the importance of securing the names and addresses, for follow-up purposes, of all who make inquiry about the ironer in the store. As this is not always easy to do, the company has evolved a neat little scheme for the dealer to operate. Some customers hesitate to give their names for fear they will be annoyed by salesmen calling, etc. To help the dealer get such names, the company will mail for him a remarkably attractive book called "Clean Linen in Abundance." The dealer has only one copy which he shows the customer. It is too bulky for the customer to take with her, and, besides, the dealer has no supply. "Just let me have your name and address," he says, "so the factory may mail you a copy."

Another portion of the manual is devoted to the operation and mechanical structure of the ironer, with complete instructions how to demonstrate it. An entire sales campaign is also mapped out for the dealer. He is asked to set a quota of how many machines he wants to sell in a certain drive. Based on this, the company will furnish by mail plans and specifications for the campaign, consisting of a series of direct mail efforts, window displays, local newspaper advertising, store demonstrations and home demonstrations, in the order named.

Nearly all household specialties of this nature are sold on deferred payments, and the Simplex ironer is no exception to this rule. The company carries no paper itself. However, the sales manual contains information exceedingly helpful to the dealer in conducting his operations on this basis. The dealer is first "sold" on this plan in general, as being a method where the additional risk and inconvenience, by no means so great as generally supposed, are much more than offset by the largely increased volume of sales which could be obtained in no other way.

New Account with Stavrum & Shafer

The Laursen Sales Company, of Illinois, distributor of Hydraulic Automotive Gear Shifts, has placed its advertising account with Stavrum & Shafer, Inc., of Chicago.

Glessner Account with L. A. Collins Agency

The Glessner Company, "Turps" ointment, Findlay, Ohio, has placed its advertising account in the hands of the L. A. Collins advertising agency, of Los Angeles.

New Account for Walter B. Snow & Staff

Walter B. Snow and Staff, Boston, are now handling the account of the Holbrook, Cabot & Rollins Corporation, Boston, contractors in heavy construction.

Digitized by Google

The Vote of New York!

WHEN over 300,000 New Yorkers every morning deliberately resist the two-cent temptation of The Times, World, Sun-Herald and Tribune, and lay down three cents for the NEW YORK AMERICAN, they not only vote the NEW YORK AMERICAN to be New York's most popular morning paper, but they lift themselves from out of the crowd as the 300,000 finest prospective customers that were ever presented to an advertiser.

For, once they are sold on the advertiser's goods, they INSIST on them—regardless of cheaper competition.

What more can any advertiser desire?

Digitized by Google

Ask
Ingersoll
They know

The
ALL FICTION FIELD
COMPRISING

Adventure
Ainslee's
Argosy-All Story
Detective Story
People's
Short Stories
Smith's
The Popular
Top-Notch

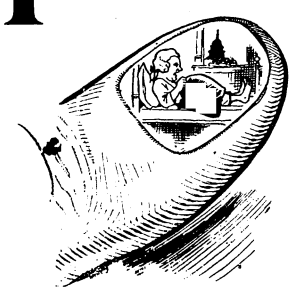
Digitized by Google

The manufacturers of Ingersoll watches know the up-to-the-minute habits of the million and a half men and women who read The All Fiction Field. That accounts for their schedule

The
FIELD OF GREATEST YIELD
PUBLISHED BY
Doubleday, Page & Co. The Ridgway Company
The Frank A. Munsey Co. Street & Smith Corporation
MEMBERS A. B. C.

Digitized by Google

Thumb-Nail Sketches *of* Washington, D.C.



Covering Washington

YOU can cover Washington with The TIMES and one other newspaper. You cannot cover Washington in any other way.

The population of the city of Washington is 437,571, and there are 90,628 more residents within the 25-mile shopping radius—528,199 in all.

Local merchants find it easy to figure circulation in Washington—all four newspapers are members of the A. B. C. These merchants use by far the greater portion of their daily advertising in the two evening newspapers.

The Washington Times

The National Capital's "Only 3c Newspaper"

Eastern Representative
I. A. KLEIN
Metropolitan Tower
New York City

Western Representative
G. LOGAN PAYNE
Marquette Building
Chicago, Illinois

Digitized by Google

Can Advertising Stop Bomb Outrages?

Advertising Waiting to Be Sent as Teacher, But Who Will Do the Sending?

By W. S. Lockwood

BOMB outrages are almost all the result of radical agitation, and radical agitation is nearly always based upon about three widely circulated economic lies.

We have left the economic education of a great proportion of our citizens to the soap-box orator, to the unscrupulous newspaper, to the fellow who makes money out of trouble, who thrives on revolution and disorder. They have been wide-awake to their opportunity; they have been willing to say anything to interest their audience; and they have spread broadcast certain ideas which have come to be deeply rooted in the minds of many people and which it is high time were denied as widely and as constantly as they have been affirmed. I believe that the harm that has been done in this way can be most effectively counteracted through the skillful use of modern advertising.

Somehow we have forgotten that speech is just as free to those who believe in the preservation of our institutions as to those who seek to destroy them. Having in our hands the greatest intellectual weapon that has been discovered since creation, we have neglected to use it. We have been strangely dumb, and our silence has looked like the silence of assent.

A lie may get to look exactly like the truth if it isn't shown to be a lie. And if it passes current from mind to mind, it takes on still more semblance of truth, just as a counterfeit note can pass as legal tender indefinitely, if no one observes that it is counterfeit.

Any lie, any absurdity, any piece of incorrect information extensively and constantly circulated and seldom denied will eventually come to be believed by great masses of people. Things far more absurd than the errors of the radical agitator have been widely believed. Many of us are still quite certain that flies have suckers on their feet which enable them to walk on the ceiling; that a mad dog foams at the mouth; that a beaver uses its flat tail as a trowel; that a porcupine can shoot its quills; that a rattlesnake rattles before striking; and that an ostrich will bury its head in the sand when in danger. All of these popular errors show how credulous we all are, how easily we are led astray and, at the same time, they show how effective should be a skillful dissemination of the truth.

FALLACIOUS DOCTRINE OF THE AGITATORS

Now the three economic lies upon which nearly all radical agitation is based are these:

First, that if all the money were divided up equally every man would be rich.

Second, that if all the income were divided equally, every man would have a very large income.

Third, that capital makes an enormous profit out of the labor it employs.

Correct these basic errors—correct them by plain, straightforward proof, in words of one syllable. Show that they are ridiculous and you will take away the strongest weapon of the radical agitator. Show men that revolution cannot possibly benefit them in any large way, and they will be more willing to work out necessary reforms with the organization of society as it exists. If turning the world upside down would make me a millionaire, I cannot help being attracted by the idea. But if turning the world upside down will only give me,

Digitized by Google

temporarily, a few dollars more than I have, it isn't worth the fuss; I am off about my business and the radical agitator can talk to the moon.

I don't mean to imply that these falsehoods are offered in exactly the form I have stated them here. Nearly always they are presented in a much more insidious way. They are used as a universally accepted premise in many a discussion. I have heard radicals refer to one or another of them as if they were facts as firmly established as the law of gravity, and it is because they have been so widely disseminated in this insidious way that they are so dangerous.

ADVERTISING HAS BEEN PROVED—WHY ISN'T IT WORKING?

Now, is it not time to turn the power of advertising into the work of correcting those widespread errors which have brewed so much bitterness, which have been responsible for so much terribly and costly, yet futile, violence? All business is based upon the institution of private property; all business is dependent upon the preservation of public order, and these errors strike at both private property and public order. If modern business owes a portion of its growth and prosperity to advertising, surely that force can be invoked to help preserve the institutions upon which all business depends. The total amount of money invested every year in advertising is enormous. Surely, something could be spared to protect that investment. A moderate appropriation properly placed in industrial centres, where error has done the greatest damage, might be made an insurance for all industry, for all society. Great as the achievements of advertising have been, this would be its greatest.

I do not mean to suggest that every radical can be cured of his error and turned into a reasonable human being who desires only those changes in our political organization that seem to be called for after a sober consideration of facts. Nor do I mean to imply that all radicals are dishonest and all conservatives as stainless as the lily. There are honest men and hypocrites on both sides. We cannot entirely eradicate dishonesty, and likewise we can never do much with the professional radical, the demagogue, or the unscrupulous newspaper. But take away from them the power of the lies they reiterate and they won't matter much. I have heard it said that we cannot make the public understand, but I think this is the worst error of all. The radical makes them understand; the radical gets his distorted economics across very effectively. Surely, then, the truth can be made clear to the great majority. And, lest we fear that logic and truth will not always be effective, let us remember that in the creating of impressions based on no conscious intellectual process advertising has also been wonderfully effective.

I do not advocate an advanced course in economics to be widely published in newspapers and magazines. That sort of thing has been going on for a long time and no one seems to be any the wiser. Besides, the newspapers and magazines that have been attempting to do this work aren't read by the people who are having the poison fed to them.

No, we don't want to discuss Adam Smith, John Stewart Mill, David Ricardo or Irving Fisher. It is in the obscurities of higher economics that many of us have found utter confusion. It is in the obscurities of higher economics that radical agitators and unscrupulous newspapers have found their best opportunity. I have some very definite ideas as to just how to proceed in this whole matter, but here I have not space to expound them. I have only space to urge that the job must be done. That it can be done I haven't a doubt. Plain statistics, simple arithmetic, coupled with the force of reiteration, can be used to convince the most elementary mind that an equal division

Digitized by Google

"Go after the Big-uns"

YOU cannot land a "musky" with tackle made for croppies. Small ideas are poor bait for big business. Dominance is the difference between business *blindness* and expanding *vision*.

To dominate—to be the representative leader in your field—to hold first place on quality and generalship—that is a winning which is *real*.

Without obligation to you, an executive of this organization will gladly call to give you detailed information regarding Dominating Idea Advertising.

McJUNKIN ADVERTISING COMPANY

CHICAGO · 5 S. WABASH AVE.

CLEVELAND UNION BUILDING

Digitized by Google

of capital will leave no one better off than at present; that an equal division of income would upset us tremendously, without doing a particle of good, and that capital makes so small an average return from the labor it employs that it is often quite remarkable that capital can be found for industrial enterprise. And, since it is upon these three simple propositions that almost the whole case of the wild-eyed agitator rests, why not be equally simple in combatting them?

Who is to do the job? you ask. Well, various groups of business men have gotten together on advertising campaigns for mutual benefit. Only recently I saw in PRINTERS' INK a long list of industries in which co-operative advertising had been tried with splendid results. Surely, it is not inconceivable that the business men of America should combine to put in force the sort of campaign I have suggested.

It is work that sorely needs to be done and that can be done only through advertising. Even though the expense ran into millions, that cost would be a trifle compared to what these widespread errors are costing us all to-day. We must remember that although the bomb outrage is the spectacular result of radical agitation, it is not by any means the most harmful, either in loss of life or property. Outlaw strikes, sabotage, diminished production—all are a part of the bill we pay for our failure to see to it that the truth is even more widely circulated than the error. Just save the cost of one coal strike, one steel strike, and the bill will be paid ten times over.

We cannot blame the ignorant when they swallow palatable lies if no one warns them that they are poisoning themselves, and, once these lies are swallowed, we cannot blame them for the deep sense of personal wrong, for the bitter grievance they come to hold against the established order. Nothing can save them from these errors and their frightful consequence but an understanding of the truth. To curse them, to imprison them, to deport them, to hang them is futile. There are millions who can, and will, take their places; even error thrives upon persecution.

The only effective thing to do, the only fair thing to do, is to educate them. If the established order hasn't a good case it would better step aside for something else. If it has, it would better state that case, but its arguments must be plainly stated and constantly reiterated, and to state things plainly and constantly to reiterate them there is no medium so efficient as modern advertising.

Traction Company Uses Newspapers for Increased Fares

The Philadelphia Rapid Transit Company is using full-page space in the newspapers to sell the idea of increased fares to the riding public of Philadelphia. Virtually the entire page is taken up with a diagrammatic map, showing that every section of the city and its outlying environs may be reached by one 5-cent fare. The copy points out that Pittsburgh has a 10-cent fare, Wilkes-Barre an 8-cent fare, while in Scranton and Reading the fare is 7 cents.

The company proposes to discontinue the free transfer and the 8-cent exchange ticket, entitling the rider to change cars and continue his ride in a direction at right angles to his initial direction and asks a straight 5-cent fare. The copy also points out that the straight 5-cent fare and no free transfers will alleviate congestion, since 10 per cent of the riders who now use the free transfers will walk, releasing an equivalent of 300 cars. Linking up with this newspaper publicity is a car card campaign, both outside the cars and in. On the front of each car is a large "5 cents," with below it, "See Inside Car." Inside the car is displayed a business-like short talk on the wisdom and necessity for the straight nickel fare.

Lee Associates, New Service Organization

R. L. Burdick, formerly with the Joseph Richards Company and Murray Howe & Co. at New York, has organized a sales and advertising service under the name of The Lee Associates, New York. The services of the firm have been retained by the S. E. Hendricks Company, Inc., The Kelly Publishing Company and The War Records Publishing Company in the planning and execution of advertising and sales campaigns.

Digitized by Google

WILLIAM M. MESSITER

"Bill" Messiter was the first man to enter my Chicago Office. That was nearly 20 years ago. Now I have a staff of about 20 people in my Chicago headquarters, but no one who is more valuable and loyal than my old friend "Bill."

Paul Block

Syracuse Post Standard

There is one big, dominant newspaper in Syracuse. It is the POST STANDARD. It has at least 5,000 more circulation than the next nearest Syracuse newspaper.

THE POST STANDARD is the big daily paper of Central and Northern New York. It has never used schemes to promote this circulation. Its readers buy it because it is clean, reliable and ably edited. It is a real newspaper and wise advertisers use it to cover Syracuse, and the surrounding territories.

Serial Adv. No. 18

Digitized by Google

View the British Market

THE MAN YOU WANT

First-hand opinion from the American with the longest, widest, and most successful experience in developing the sale of American goods in the British market; worthwhile views on selling in British markets, and the opportunities for American enterprise, with a recognition of the folly of doing the wrong thing in the right way, or the right thing in the wrong way, in an imperfectly understood market is worth thinking about.

Mr. Derrick's British experience covers a period of 25 years, and embraces the advertising of goods selling through practically every wholesale and retail line of trade.

Our American clients include Quaker Oats Company, Armour & Company, Corn Products Company, Cudahy Packing Company, Funsten Brothers, the principal Havana Cigar Manufacturers, H. J. Heinz Company, The Oneida Community, The Pepsodent Company, and Studebaker Company.

The DERRICK AGENCY is staffed with British men trained in American Agency methods, men who understand the British market and the responsive appeal to the British consuming public.

Paul E.

DERRICK

ADVERTISING AGENCY, LIMITED

Digitized by Google

hro' trained American Eyes

TO SEE IS HERE

Our Mr. Derrick arrived in New York September 25th and will spend a few weeks in New York, Chicago, and other important cities.

If the British market interests you, an interview can be arranged by addressing him at Room 1510, *Flatiron Building, New York. 'Phone: Ashland* 7423.

Mr. Derrick is a Director of the American Chamber of Commerce in London, and Chairman of its Trade Information Committee, and also of its Advisory Advertising Committee. For sixteen years resident in London, and Managing Director of our Advertising Agency.

In addition to an influential American clientele, we represent many important British firms having a world-wide trade.

Mr. Derrick offers a thoroughly up-to-date advertising service organisation from Policy to Practice—including Press Advertising, Billposting and Printing.

L O N D O N

34 NORFOLK STREET, STRAND, W. C.

Digitized by Google

(Photo of New Plant of National Biscuit Co.

A Million for Biscuits

Detroit can do other things besides drive motor cars. Most of the million and a quarter people in this territory like good things to eat. Recognizing this fact, the National Biscuit Co.'s new huge plant will answer the call of a good appetite.

Food advertisers everywhere recognize Detroit as a market unexcelled in its responsiveness. To reach that market quickly, unerringly, and without waste, you will find the columns of The Detroit Free Press your most economical road.

For years this newspaper has spent much money, time and thought in a practical manner to create reader interest in food products advertised in its columns. Today that reader-interest may be *yours* if you wish it. Let us show you *how* and *why* it should be done.

The Detroit Free Press

"Advertised By Its Achievements"

VERREE & CONKLIN, Inc.
Foreign Representatives
NEW YORK CHICAGO DETROIT

Digitized by Google

Does a Buyer's Market Warrant Higher Commission?

It Will Be Harder to Sell, but Payment of the Same Commission Will Lead to Harder Work and More Sales

By E. N. Ferdon

Vice-President, Brown & Bigelow, Inc.

BACK in the fall of 1916, when the real sting of rapidly advancing prices began to make itself patently felt, there arose from salesmen in general in our line of business the cry, "We must have bigger commissions."

Their argument seemed good up to a certain extent, for it ran thus: Our living expenses are advancing at a rapid rate, the prices of the goods we sell are being advanced. This advance in the prices of our goods will mean that advertisers will cut down the size of their orders, for economy's sake, or else do without advertising specialties entirely. Hence, in the final analysis we shall do no more business than formerly, and, our commissions remaining the same, our income will remain the same. Therefore, to offset the H.C.L. you must pay us bigger commissions.

It wasn't only the salesmen who held this illogical yet persuasive view, either; for many employers, down deep in their hearts, figured it out much the same way. In fact, if you will recall, a number of concerns, in an effort temporarily to ameliorate such conditions, decided to give what were designated as "war bonuses"—bonus commissions over and above the regular commissions, but supposed to last only during the era of high prices and hard sales.

Now the easiest thing on earth is to raise salaries or increase commissions. Any office boy can do it. But it takes a lot more skill to reduce commissions or bring salaries down to a lower level, when necessity commands, without literally raising hob in the organization.

Portion of address before the National Association of Specialty Advertising Manufacturers, Chicago, September 27 to 30.

What actually happened in this business during the period of high prices from 1917 on? Did the salesmen's predictions come true? Were those "war bonuses" necessary?

The answer is known to every one. Salesmen are prosperous—that argument of theirs, put forward in 1916, has been shot as full of holes in the light of later events as the proverbial sieve.

I do not wish to refer continually to the house with which I'm connected, but, because it was possible to obtain facts and figures readily there, and because I take it for granted that the growth, development, and problems of our house during the last three years have been typical of the business in general, I am going to marshall a few facts and figures based on its records and refer to them from time to time.

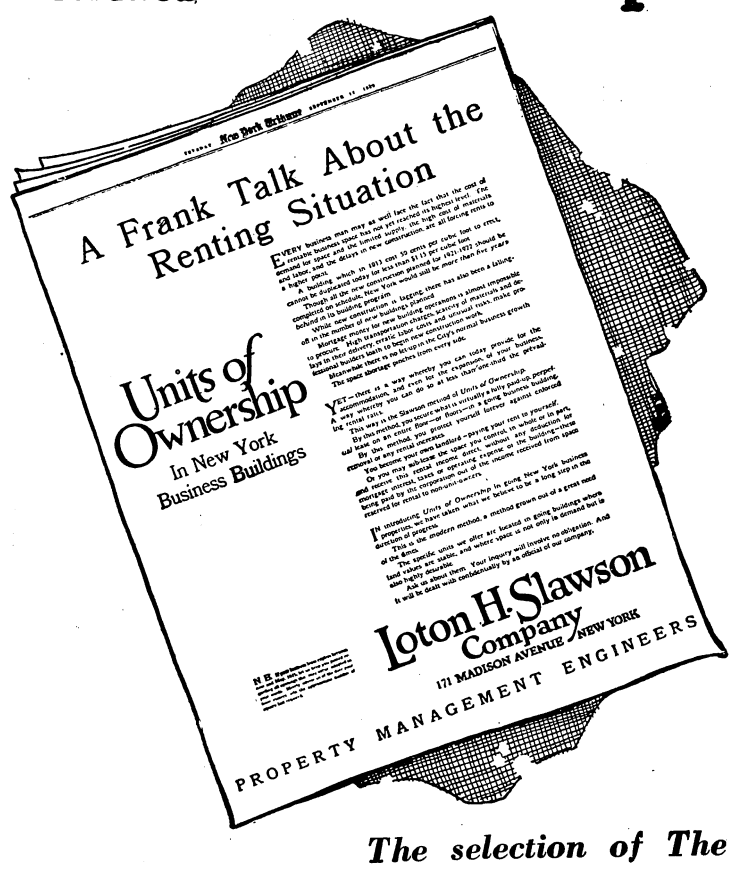
HOW WAR AFFECTED COMMISSIONS

Commissions earned by our salesmen during the last eight months show an increase of 175 per cent per man over the same time during 1914. No war bonuses were allowed—and the commissions are practically the same today as four years ago. Some salesmen have, of course, gotten more benefit from this than others. But it is the average, not the individual, we must concern ourselves with. Under any and all conditions there are some salesmen who either do not make the most of their opportunities, or else are hindered by local conditions which cannot enter into a general analysis.

The last authentic report on the H. C. L., covering the period up to July 1, 1920, shows that since 1914, the cost of living (based on average retail prices) has risen a trifle over 104 per cent. In other

Digitized by Google

Units of Ownership—



The selection of The Tri
idea is just another evide
tion of The Tribune amc

New York

First to Last—the Truth—Nea

Digitized by Google

EVERY business concern in New York that is now a tenant in a building which it does not own will find the necessity of investigating the details of "Units of Ownership"—a new plan for merchandising the best grade of business property in New York.

"Units of Ownership" is the conception of Mr. Loton H. Slawson, who after using a series of 8 full-page advertisements in The Tribune to get his ideas before the business heads of the country has now increased his order to 16 non-cancellable full pages.

ne to establish this great
e of the established posi-
active business executives.

Tribune

-Editorials-Advertisements

Digitized by Google

IN the middle west, where agriculture predominates, the buying centers are not congested cities, but small towns—community centers where the farmer trades—where he knows the folks in town and there is community interest in social and business activities.

SMALL-TOWN and rural people buy liberally, because they live well. We reach and influence more than 600,000 small-town and rural homes, 93% of them being in the sixteen states of the middle west. May we give you complete data about our magazine and service?

PEOPLE'S POPULAR MONTHLY

Chicago Office
1218 Marquette Bldg.

Des Moines, Iowa

New York Office
381 Fourth Avenue

Digitized by Google

words the earnings of the average salesmen since the war started have considerably outstripped the increase in the cost of living, without any aid at all from extra commissions or war bonuses.

A good salesman always adapts himself to conditions. His object is to sell his wares or his service.

In 1916 many salesmen were fearful that their income could not keep up with increasing expenses. Hence they started out to sell the idea of bigger commissions.

To-day, in 1920, many salesmen are fearful that their income will not keep up with expenses, because of a possible slowing up in business conditions, and more concretely because of an increase in transportation rates. Hence they have in many cases started out to sell the idea of bigger commissions.

They were wrong before, they are wrong this time—but some of them did sell the idea in 1916 nevertheless. Will they sell it again in 1920?

Let us discuss first of all the bearing which the increased transportation charges have upon a salesman's income—in this line of business, of course.

NEW EXPENSES FOR TRAVELERS

A certain salesman I know wrote to his house a while back and stated that if he were to sign a contract for 1921, the commissions would have to be raised two to three per cent to cover the increased cost of transportation in his territory, now that twenty per cent had been added to the price of a ticket.

Of course, he was trying, like any good salesman, to sell an idea, only it occurred to the sales manager that he had heard that this particular salesman covers his territory very largely in an automobile, which proved to be correct. In fact the salesman made no protest whatever when the old commission contract was offered him, but signed it.

Of course, the average salesman's expenses are not increased by the fifty per cent increase in Pullman fares—so we can forget that. Nor by the increase for excess baggage.

But how much are they increased by the twenty per cent increase in railroad fares?

First off, don't forget that up to the present time this increase applies with but a few exceptions only to interstate travel, not to intrastate. While many state railroad commissions have allowed the increase in freight rates, they claim lack of authority to change the passenger rates, which have generally been fixed by the state legislatures. Hence the majority of salesmen, for some little time to come, will not have to pay an increased fare except when they pass the boundary line between states.

But suppose that every salesman traveling country territory were affected by a twenty per cent increase in fares—to what extent would it increase his expenses?

Brown & Bigelow, unlike many houses in this business, have, in the past, had two forms of salesman's contract—a salary and a commission. Any salesman on salary contract has had to itemize his expenses daily in order to get credit for them at the end of the month.

While we are working largely on commission contracts to-day, it was possible for us to analyze the daily reports of eight successful salesmen working on salary for the years 1916 to 1919 inclusive. These men have remained in approximately the same territory during that time, and their reports therefore indicate very fairly the relative increase of traveling expenses over a period of four years. In the figures that follow, I am taking the averages of the eight men for that time.

In 1916 the average volume of business of each man was $15,397—in 1919 it was $28,805—an increase of 87 per cent. Their average yearly expenses were, in 1916, $1,100 and in 1919, $1,320, an increase of only 20 per cent. The actual percentage of total traveling expenses to volume of business done by these men actually was reduced from 7.8 per cent to

Digitized by Google

5.5 per cent. In other words, what are classified as legitimate traveling expenses, between the years 1916 and 1919 inclusive, rose in far less proportion than actual living expenses, although, of course, it is quite possible the salesmen exercised greater economy.

During that same period, the per cent of these expenses spent in railroad fares as compared to the total expenses listed remained the same—37 per cent. In other words, one of these salesmen spent in 1919, $1,320. Of this, 37 per cent was for railroad transportation—an amount equal to $488.40. Provided the salesman has to pay 20 per cent extra on all transportation during 1921, the increase in his expenses would therefore amount to 20 per cent of $488.40, or an average of $97.70, or $8.14 per month. This amounts to about two-fifths of one per cent on a volume of $25,000. Even on a volume of but $15,000 this amounts to only three-fourths of one per cent.

What shall we answer to the other argument—that business conditions are apt to get tighter, that the great wave of buying has passed, that it will be harder to sell goods from now on, that it may, therefore, happen that the salesmen will make less money than they have been making?

There is only one answer to it. Selling will be harder—the seller's market has passed—folks will not buy just to spend money or save excess profit taxes. But there never was so good a time to push our goods. Now, if ever, good will needs building up, business houses need advertising. When sales are dull advertising must be used to build them up. The hard working salesman who knows his game and does not rely any more on circumstances, but, like Napoleon, makes them, can have no cause to worry about his income getting below his expenses. His sales will decline far slower, we predict, than will the cost of living—and in the end he will discover himself better intrenched than ever before.

But from now on salesmanship must count most—just exactly as it did before 1916, and as it always must except under such peculiar conditions as we have passed through the last three years.

There is no panacea for a steady, irreducible income for a salesman. To raise commissions would not help now—it would only hinder, for it must carry with it increased prices, and from now on the trend of prices must be down, not up. The salesman, like his house, has enjoyed a phenomenally good business for a short space. If he has been wise he has put aside toward a possible decline. If he is wise to-day he will forget there ever was such a thing as the remarkable times of 1917 to 1920. He will dig in in the old way. If he does not do so, he will become a failure—if he does do so, he can reasonably expect to hold his own now, and eventually greatly better his position and his income.

Munsey's Newspapers' Names Changed

The Sun and The New York Herald will become *The New York Herald,* and *The Evening Sun* will become *The Sun* on October 1.

Frank A. Munsey, owner of these newspapers, in announcing these changes in names, said:

"When I bought James Gordon Bennett's several newspapers in January of this year there was wide concern lest through consolidation *The New York Herald* might disappear from the list of American newspapers. I responded to this concern with the statement that the name of Mr. Bennett's chief newspaper should never perish by any act of mine. If similar concern had been expressed for *The Sun* at the time I purchased it, I should have said substantially what I said in relation to *The Herald.*

"Because of this situation and the desirability of making them strictly independent of each other, one of these papers, *The Evening Sun,* will become *The Sun;* the other, *The Sun and The New York Herald,* will become *The New York Herald.* The field of *The Sun* will be the evening field; the field of *The New York Herald* will be the morning field."

New Account for Akron Agency

The account of the Victor Rubber Company, Springfield, Ohio, maker of "Victor" tires, is now being handled by The Akron Advertising Agency Company, Akron, Ohio.

Digitized by Google

If Franklin could have used Strathmore Bannockburn Covers

SUPPOSE the man who did so much for humanity, science and printing had Strathmore Bannockburn Covers to give added expression to his clear language. Would a treatise have been published with a cover of Thistle Grey that conveyed his opinions of the French Revolution, both by words and impression? Possibly; for Franklin was the type of printer who knew the value of expressing his thoughts convincingly.

To express by paper the same ideas as the text itself is the purpose of Strathmore papers. Printers who use these papers realize that their work is vastly different from the mass of printed matter. This difference results because they are good enough printers to consider the paper as part of the design rather than so much rags and pulp, treated to take printing ink.

The quality of Strathmore papers reflects the quality of the other papers of The Lindenmeyr Lines—Warren's Standard Printing Papers, Buckeye Covers, Princess Covers, Brookdale Linen Bond, Tradesmens Linen Record and all our many other papers that encourage printers to do better printing.

ESTABLISHED 1859

HENRY LINDENMEYR & SONS

32-34-36 BLEECKER STREET
NEW YORK CITY
N.Y.

Branch Houses

16-18 Beekman St., New York, N. Y.

54-56 Clinton St., Newark, N. J.

58-60 Allyn St., Hartford, Conn.

2001

THE LINDENMEYR LINES

Digitized by Google

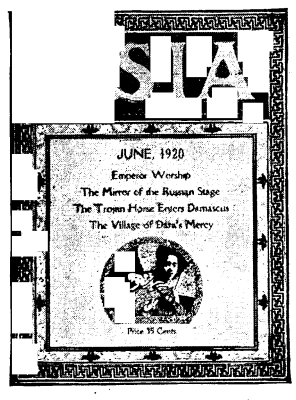
Digitized by Google

Digitized by Google

Take Trucks For Example

Our recent analysis brings to light a Three Hundred Million Dollar Motor Truck Market, among ASIA'S readers. Tracing the figures we find that *12,700* of our subscribers own *137,500* trucks! The fact is irresistible! It is analytical proof that ASIA is read and bethumbed by *business administrators* who have millions to spend for the implements of industry. Thus, once again, we submit our page rate of $350—based on two things: 50,000 circulation *and* sheer worth!

RAYMOND A. BABCOCK
Director of Advertising



ASIA PUBLISHING COMPANY, 627 Lexington Ave., New York

In the West: SEARS & IRVING, Peoples Gas Building, Chicago

Digitized by Google

Trade-Marking and Copyrighting House-Organs

Titles May Be Registered for All Such Periodicals That Are Circulated in Interstate Commerce

NORTH AMERICAN FRUIT EXCHANGE
NEW YORK CITY

Editor of PRINTERS' INK:

We propose to issue regularly a house-organ to go to our own field and sales forces, as well as to agriculturists throughout the country.

I would like to find out if we can get its name registered. Of course, I understand that if someone else has already registered it, we will not be able to use it.

GEORGE A. CULLEN,
Vice-President.

THERE is no occasion for any advertiser to have misgivings on the score of his ability to register as a trade-mark the title of his house-organ or the private magazine that is issued at irregular intervals. As our correspondent recognizes, it is, of course, impossible to register the name of the house-organ in the rare event that a prior user has already enrolled precisely the same title, but, fundamentally, a house-organ title is eligible to trade-mark status.

As a matter of fact the house-organ title now ranks at the Patent Office with the autograph signature and the personal portrait as a type of trade-mark that is not open to question. So well grounded is the belief on the part of the trade-mark censors that virtually any bona fide house-organ title should have place on the trade-mark register that, in some instances, certificates have been issued to private periodicals that come rather close to the titles of well-known literary publications. For example, not long ago the Government authenticated the title "The Weekly Digest" for a pamphlet to be issued weekly by the National Coal Association of Wilmington, Del.

Trade-mark recognition for house-organs has not, however, been forthcoming from the inception of this aspect of advertising practice. For a considerable time, the U. S. Examiner of Trade-Marks refused to grant applications for registration of house-organ titles. His objection was not to the character of the titles. Indeed, the titles of literary periodicals, business papers, etc., were approved simultaneously with the refusal of house-organ names. The adverse attitude at the Patent Office was inspired solely by the belief that house-organs, being distributed free instead of sold, were not "articles of commerce" within the meaning of the trade-mark law and that, accordingly, the purported marks were not used in commerce.

THE CURTIS PRECEDENT

In due course, however, the Curtis Publishing Company performed a service for advertisers in general by taking an appeal to the U. S. Commissioner of Patents from the action of the Trade-Mark Examiner in refusing to register the name of a Curtis house-organ. The outcome of this test case was a reversal of the policy theretofore obtaining. The head of the Patent Office concluded that the contention that a house-organ is not an article of commerce is not well taken. He realized, he stated in overruling his subordinate, that house-organs were not sold to subscribers, as are literary periodicals, but he took the view that there is, nevertheless, a "consideration" involved—that the advertiser expects to receive, in some form, a return or reimbursement for his expenditure in publishing and circulating a house-organ.

Since the establishment of this precedent, no objection has been raised to the registration of house-organs. There has been a steady procession of entries of this character in the trade-mark classification of "Prints and Pub-

Digitized by Google

lications" and during the past year or two additions to the roster have been especially numerous. Among the later comers are a number of house-organs that have been in existence for some years past. For example, only a short time since the Detmer Woolen Company of New York made application for the registration of "Progressive Tailor," which has been in use on its semi-annual periodical since January, 1913, and the Brownstein-Louis Company of Los Angeles, entered "Furnishing Facts," which it has used on a monthly house-organ since 1915.

As a rule, however, application for trade-mark registration is made within a few months of the issuance of the first number, as witness the prompt submission by the Chicago Mill and Lumber Company of "Boxes," which appeared on the house-organ map at about the same time.

Not all advertisers realize, perhaps, that registration of a title need not be restricted to use on a house-organ only. Other advertising forms are allowable in conjunction with a private magazine issued at stated intervals. For example, the Toledo Scale Company not long ago registered "The Toledo System" for use not only on house-organs but likewise on bulletins, pamphlets, etc. Similarly, the Alexander Hamilton Institute of New York has pre-empted the title "Modern Business," and likewise its familiar emblem or insignia consisting of a profile likeness of Alexander Hamilton, for use on pamphlets as well as on monthly periodicals. Likewise protection for house-organ individuality is not confined to names alone. Just as the Curtis Publishing Company has entered its well-known medallion as a mark for its periodicals, reinforcing the registration of the titles, so have advertisers in some instances sought this extra safeguard for house-organs. A recent instance was afforded by the Italian Discount & Trust Company of New York, which registered its seal as a trade-mark for its house-organ. To the same end the Silk Association of America has registered its distinctive design in conjunction with the title "The Silkworm" as a mark for its monthly bulletin.

Advertisers who have long used house-organs but have but recently taken out title insurance policies at the U. S. Patent Office, include the International Harvester Company which has obtained credentials for "The International Trail," "Globules" and "The Harvester World." The Rogers Peet Company of New York has entered "The Ropeco Magazine" and the Holt Manufacturing Company of Stockton, Cal., which was lucky enough to stake a claim to "Caterpillar" as a trade-mark for farm tractors, has served notice of its monopoly in the use of "The Tank" as a title for a house-organ.

Numerous as are the advertisers who are seemingly tardy in realization of the fact that they may trade-mark any title that is regularly displayed on the cover or title page of a house-organ that is circulated in interstate commerce (this last requirement should not be overlooked), there is, it may be suspected, an even more numerous contingent that is not aware that the contents of a house-organ may be copyrighted. Indeed, there is a distinct impression in certain quarters that, in order to satisfy the United States Register of Copyrights, literary or artistic quality must be attested by the sale of the periodical. On the contrary, the eligibility of house-organs, etc., is, in effect, proved by that line on the application blank for periodical copyright which calls for the date of publication and designates public distribution as equivalent to sale.—[*Ed.* PRINTERS' INK.

Piston Account with Miner Agency

The account of the Clark-Turner Piston Company, Grey Iron Pistons, has been placed with the Dan B. Miner Advertising Agency of Los Angeles. Trade papers and newspapers are being used.

Digitized by Google

I am very pleased to announce the addition to my Organization of

Mr. Nigel Cholmeley-Jones

who for the past eight years has been associated with McClure's Magazine.

Paul Block

October 1, 1920

Digitized by Google

We Are

This Unique El
In The Heart

This Three-Way Combination Sign is the Only One of Its Kind in the United States.

1. Motograph sign constantly flashing a sixty-word message from right to left across the board. Copy changed each week. This sign is the talk of the town.
2. Chaser circle in any color.
3. Slogan flasher in any color.
4. Reproduction of package.
5. Electrical display in package.
6. Fifty foot electrically lighted bulletin board.

We hold a lease on these premises at a very low figure, and are offering the entire display at an attractive price. Applicants will be given attention in the order of their receipt. Write or wire for further information.

Digitized by Google

Offering
ctrical Display
f Wisconsin

Main Four Corners in Milwaukee

Within a stone's throw of twelve theatres having an approximate daily attendance of 50,000 people.

Surrounded by the largest department stores and hotels. In the center of Milwaukee's shopping district. Two blocks from C. M. & St. P. Depot.

All Milwaukeans, as well as the greatest proportion of population in the State of Wisconsin, pass this location. Exact stop watch check between four and five P. M. on July first showed 7,894 pedestrians, 1,160 automobiles and 241 trucks pass this corner.

Circulation larger than all Milwaukee newspapers combined. Smaller cost per thousand than any other medium in existence here.

Write or wire immediately.

RELIANCE COMPANY
National Outdoor Advertising
General Offices
Milwaukee Wis.

Digitized by Google

Ohio's Big Men

One of them will be the next President of the United States. And there are many more—rich, powerful, industrious, progressive—men who demand and can afford the best of everything.

Such men are typical of Cleveland and Northern Ohio men worth reaching. They compose one of America's greatest markets. And they can be influenced to buy your product.

At one cost THE PLAIN DEALER will take your message directly to the big men of northern Ohio *and to their families.* You will reach all of them by concentrating your advertising in the newspaper of their choice—the only seven-day morning publication in the field—

The Plain Dealer

Dominant in Cleveland and Northern Ohio

CLEVELAND

Eastern Representative:
JOHN B. WOODWARD
Times Bldg., New York

Western Representative:
JOHN GLASS
Peoples Gas Bldg., Chicago

Digitized by Google

Deceptive Trade-Marks in National Advertising

National Vigilance Committee to Make Drive to Eliminate Deceptive Trade Names and Trade-Marks—The Law in This Country and Abroad to Prevent Abuse of Public Confidence

AN abuse of public confidence which is excused in some quarters on the score of being "trade custom" is the use of misleading trade names as applied to textiles, furs, furniture and other fields of trade. Some of the terms employed are of such long standing that the suggestion that they are false and deceptive meets sometimes with indignation and resentment rather than co-operation from those in the trade who have come to look upon them as legitimate. To be true, many such terms have acquired the veneration which comes with age, but even so they cannot be called honest if used without proper qualification and explanation.

A few nationally advertised trade-marks come under the general heading of deceptive names. Of course, the deceptive character was not known to the Government Patent Office when registration was granted and it is entirely possible that the owners of such trade-marks are not aware that they are forfeiting their right to protection against piracy by applying the mark to products which they do not properly describe. This is an important consideration which should not be overlooked by any owner of a trade-mark, deemed valuable, which may possibly be now subject to misleading or deceptive use on the part of the trade.

The legal side of the question of the abuse of public confidence through misleading trade names is not clearly defined, but it is the opinion of competent counsel that such names violate the PRINTERS' INK Model Statute which is the advertising law in twenty-two States of the Union. Several cases of misbranding, involving the use of trade names, have been handled by the Federal Trade Commission. The Commission found that the word "silk," when applied to textiles, is "accurately used only in identifying or describing materials derived and made up entirely from the cocoon of the silkworm."

Other countries already have laws to prohibit the use of such names. The laws of the Commonwealth of Australia are particularly strict and comprehensive. The British Merchandise Mark Act of 1886 forbids false trade description of any goods, in any respect, and it applies to labels bearing trade-marks or descriptions involving: number, quantity, measure, gauge, weight, or place or country in which made, or material of which goods are composed, or mode of manufacturing or producing.

The only Federal laws in this country which prohibit misbranding are the Food and Drug Acts. These are far-reaching and valuable laws, but of course are limited to labeling and descriptions applied to the containers in which foods and drugs are sold, and do not extend to general advertising of such products nor do they extend to other merchandise. Bills are now pending in Congress to regulate misbranding and misrepresentation, which will cover the matter of misleading trade names and descriptions. One is the Barkley Bill, H. R. 2855. Another is the French Bill, H. R. 11641, also introduced in the Senate by Mr. Capper, and popularly known as the "Truth in Fabric" bill. Another is the Rogers Bill, H. R. 11891.

Portion of address by H. J. Kenner, secretary of the National Vigilance Committee, before the Conference of Better Business Bureaus, Chicago.

Will Direct New Beverage Campaign

The George F. Eberhard Company, San Francisco, has been appointed to direct campaigns in many of the larger cities of the United States and in the Hawaiian Islands for the California Brewing Association, manufacturer of "Acme," a malt beverage.

Digitized by Google

The NORTHCLIFFE NEWSPAPERS

Number Three.

The Northcliffe Press comprises the following papers: THE TIMES, THE DAILY MAIL, THE EVENING NEWS, THE WEEKLY DISPATCH, THE OVERSEAS DAILY MAIL (Weekly Edition of The Daily Mail), THE CONTINENTAL DAILY MAIL. Each paper in particular is dealt with in the series of advertisements.

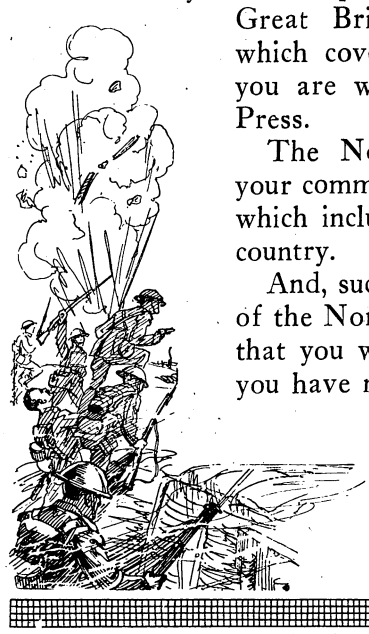
IT is not difficult to sell a newspaper in a big city like London and Liverpool, where millions are concentrated in a few square miles. It is another matter to perfect a distributory organization which enables you to get your newspaper—in good time—into the remotest hamlets of Great Britain.

But this latter is worth doing, for it is from the small places which the maps leave out that orders come for those who use the advertising columns.

If you contemplate a national campaign in Great Britain, you *must* use media which cover the country completely—you are wise in using the Northcliffe Press.

The Northcliffe Press reaches for your commodity an audience of millions which includes every class all over the country.

And, such is the intimate relationship of the Northcliffe Press and its readers that you will enjoy a "responsiveness" you have not hitherto experienced.



ACHIEVEMENT:

From the very first days of the War the Northcliffe Press advocated Service for all. The introduction and passing of the Military Service Acts were, in a large measure, due to its education of public opinion in Great Britain.

Digitized by Google

The Evening News

The Evening News, London and Great Britain's premier evening newspaper.

It has a larger net sale than any evening Newspaper published in the English language—not excepting the Evening Journal of U. S. A.

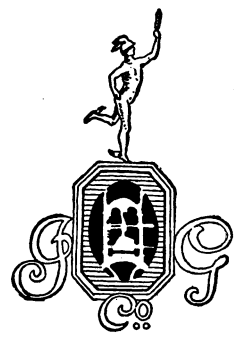
Chartered Accounts' Certificate recently published show average net daily sales of the Evening News to have reached the wonderful figure of 825,825.

The Evening News is still rapidly increasing its sales.

American advertisers will find its readers readily responsive to their announcements.

Full particulars of advertising rates and specimen copies of any or all of the newspapers of the Northcliffe Press can be obtained on application to: The Daily Mail, New York Business Office, 30 Church Street, New York.

Digitized by Google



He's a Real Printer

YOU may not see any ink on our salesman's hands when he calls on you—but just remember that actual Experience has made him a real printer.

We have found that this sort of a sales force means more Economy for our clients, without Sacrificing Quality and Service.

ISAAC GOLDMANN COMPANY
Printers since 1876
80 Lafayette Street
New York City
Telephone
Franklin ~ 4520

Digitized by Google

Manufacturers Advertising Their Labor Policy to Public

Philadelphians Co-operate to State Their Case and Get Employees

INDUSTRIALLY speaking, Philadelphia, since the first of last May, has not been all that its founder, William Penn, undoubtedly hoped for in the matter of "Brotherly Love." This is not to say, however, that Philadelphia has had more than its share of strikes and other disagreements between capital and labor as compared with New York, Chicago, and other large cities. At the same time, Philadelphia employers, following somewhat in the steps of the union painters, as chronicled in PRINTERS' INK recently, have been doing some exceedingly interesting advertising in an effort to solve their employment and labor problems.

The Philadelphia papers have, of course, carried the news articles telling of wage demands made by unions, disagreements between employers and employees, and the general news regarding the "open-shop" campaigns that have been springing up in various parts of the country with more or less frequency since the first of the year.

But in addition to the news articles, the papers have also been carrying a number of advertisements, inserted in space paid for by individuals and various associations comprising groups of individual employers, indicating a marked and growing tendency among employers to turn promptly to the advertising columns of the newspapers immediately a dispute arises between themselves and their employees.

All of this clearly indicates a growing appreciation among business men of the importance of using paid advertising space to state their side of industrial employment disputes clearly and concisely to the public, rather than to depend entirely on the news columns, which—bearing in mind the space burdens that the papers are already carrying, owing to the shortage of newsprint—are necessarily limited in offering news space to the various factions to state the issues involved.

For example, the lumber drivers and lumber chauffeurs go on strike and immediately the Retail Lumbermen's Association takes space three columns wide and 90 or 100 lines deep to tell the public their side of the controversy. The Brotherhood of Carpenters and Joiners of America make certain wage and hour demands of their employers, and the latter, acting through their organization known as the Sash and Door Manufacturers of Philadelphia and Vicinity, immediately appear in the public prints with advertisements three columns wide and 80 or so lines deep. Shipbuilding concerns along the Delaware, unable to come to an agreement with their carpenters and painters, also take paid space in the papers and tell their side of the controversy. A concern manufacturing heating apparatus goes into court asking an injunction restraining labor unions from committing certain alleged illegal acts, and seeking legal authority for the maintenance of the "open shop," and not content with the news articles dealing with the legal action, the company takes space four columns wide by about 150 lines deep to restate its case directly to the public.

TO BUILD UP FORCE OF EMPLOYEES

But by far the most interesting example of this advertising is the campaign being conducted by the Manufacturers Association of Cabinet Woodworkers of Philadelphia and Vicinity. This organization, which was perfected as a result of the union employees going on strike on June 1, planned a newspaper campaign estimated to cost about $10,000. This fund was raised by contributions made by the members

Digitized by Google

of the association on a basis of $5 per employee. The association claims a membership of forty per cent of the employers in their trade—including practically all the larger concerns that employ about 90 per cent of the cabinet woodworkers.

Briefly, the advertising campaign is aimed to establish the "open shop" in the trade in Philadelphia, which, in turn, will embrace, so the manufacturers say, the Macy Wage Scale and, later, the establishment of a plan for employees' insurance, and the joint management of certain phases of the business through the co-operative effort of employers' and employees' shop committees.

The Manufacturers Association has been made a permanent organization with elected officers, including a secretary and treasurer, Rayburn Clark Smith, who also acts as advertising counsel and who has worked in co-operation with an advertising agency in outlining and handling the campaign.

These Philadelphia manufacturers, like employers in some other parts of the country, have characterized their programme as "The American Plan," and in addition to stating briefly just what their plan is, each piece of copy carries the names and addresses of the individuals and concerns that are members, and states that a woodworker, when seeking a job, can get it by applying to any of the "undersigned" members, provided he agrees to the conditions outlined as an integral part of the "American Plan."

G. L. Bradt, Advertising Manager, Modesto "Evening News"

G. L. Bradt, who for the past year has been assistant advertising manager of the Modesto, Cal., *Evening News,* has become advertising manager of the publication, succeeding Raymond Olson.

Bonat Products Account with Porter Agency

The advertising account of the Bonat Products Company, Inc., "Bownet" hair nets, has been put in the hands of the Harry Porter Company, New York.

The Tax System as It Affects Printing Costs

There are many faults to be found with the present tax, among which is the inequitable manner of allowing depreciation and credits in fixing taxable values. As applied to our own printing industry, the theory of valuation is very incompletely worked out. Different standards of present-day values are used and different standards of depreciation in the valuation of machinery. One of our greatest items of expense, as we all know, is our type; we should be allowed a fair and just rate of depreciation on its original or purchase value. Yet we have Government experts in one part of the country allowing an annual depreciation of only 10 per cent, while in another part they are allowing a depreciation of 25 per cent. Such a condition is demoralizing and does much towards producing unrest and dissatisfaction.

What I have said regarding type applies largely to our heavy machinery. We are allowed a percentage of depreciation on values of 1913. As a matter of fairness why should we not be allowed our depreciation on what our machinery is actually worth to-day, and not what it might have been worth in 1913? This necessitates the keeping of two sets of books, one set kept right for our business, the other set kept wrong for the Government.—Portion of an address by Luther C. Rogers, of the Rogers & Hall Company, Chicago, before the convention of The United Typothetae of America.

Texas Newspaper League Formed

Permanent organization of the Texas Daily Press League was effected at a recent meeting at Dallas of daily newspaper publishers from every section of Texas.

Officers elected for the first year are: W. C. Edwards, of the Denton *Record-Chronicle,* president; Lowry Martin, of the Corsicana *Daily Sun,* first vice-president; and C. E. Palmer, of the Texarkana *Four States Press,* second vice-president.

The purpose of the organization is to promote the interests of the publishers of daily newspapers and to co-operate with the Texas Press Association and the Association of Advertising Clubs of Texas. Various newspaper problems will be considered at round table discussions from time to time. The price of newspaper supplies will probably be one of the first matters to be discussed by the League.

Membership in the organization is limited to dailies.

W. E. Hayes in Better Business Bureau Work

William E. Hayes, who has been engaged in newspaper and advertising work in Indianapolis, has been made assistant secretary-manager of the Indianapolis Better Business Bureau.

Digitized by Google

Made in Springfield, Mass.

Kibbe's

CANDIES

"Since 1843—A Springfield Product"

For more than three-quarters of a century the children of Western New England have been "brought up" on these famous sweets.

Throughout this broad land the name Kibbe's brings back pleasant memories of childhood days spent in New England.

SPRINGFIELD is now the SECOND CITY of Massachusetts in property valuation and the THIRD CITY of the State in population.

City and rich suburban territory covered thoroughly by The

Springfield Republican and The Daily News

Circulation over

50,000

Largest Circulation in Massachusetts Outside of Boston

Kelly-Smith Co., Foreign Representatives Marbridge Bldg., New York Lytton Bldg., Chicago

Digitized by Google

How Many In Your Line?

Exclusive of stores dealing in second-hand goods there are 23,000 "furniture" stores in the United States. These stores offer a distributing outlet for many other lines of goods besides furniture.

The following table mentions a few of those lines and indicates the percentage of all "furniture" stores in the United States which handle the goods in question:

	Percentage
Stoves and ranges	60
Kitchen utensils	30
Refrigerators	86
Lamps	85
Kitchen cabinets	90
Pianos	18
Wall paper	13
Paints	15
Vacuum cleaners and sweepers	68
Carpet sweepers	82
Floor coverings	86
Gift merchandise (other than furniture)	38
Washing machines	44
Phonographs	67
Talking machine records	51
Toys	31
Pictures	61
China and glassware	40
Baby carriages and vehicles	90

In many respects the most aggressive and fastest growing department stores are those of the furniture merchants. These stores offer the best primary channel of distribution for many lines of goods, and a profitable secondary distributing outlet for many other classes of merchandise.

The acquaintance and trade of furniture merchants throughout the country can be successfully cultivated through the leading national business paper of the field—The Grand Rapids Furniture Record.

Member Associated Business Papers and Audit Bureau of Circulations

PERIODICAL PUBLISHING CO.,
Grand Rapids Michigan

VICTOR B. BAER COMPANY, 47 West 42nd St., Room 527, New York City.
EDWARD R. FORD, 53 W. Jackson Blvd., Chicago, Ill.
SAM LEAVICK, 510 Union Trust Bldg., Cincinnati, Ohio

The Grand Rapids Furniture Record

A paper with true dealer influence

Digitized by Google

The Artist's Prerogative of Standing Pat on His Illustrations

Let the Advertiser Concentrate on the Sales Ideas Back of the Pictures

By W. Livingston Larned

THE advertising copy writer will tell you—with tears in his voice—that securing an O. K. on "copy" is the most discouraging task of all.

It is far easier, for instance, to make a committee sign on the little dotted line for some such modest sum as a hundred thousand dollar appropriation.

But "Art"—Ouch!

Everybody is a self-constituted expert.

There are as many highly diversified personal opinions as to just what constitutes a "good illustration," as there are advertisers. And you can't break the will, or contaminate the viewpoint of a man who thinks a background should be red where you have it blue.

He sees "red" and is color blind to any other scheme.

Technical talk is never very satisfactory. Perhaps you will argue that the sky is just naturally blue, and besides, it is part of your color programme. You have selected it for a specific and quite professional reason.

Whereupon the client smiles grimly, knowing he has caught you in a trap, and remarks: "Yes, but I have seen a red sky when the sun is setting—and red is so bright, I like red."

Whereupon, as the argument reaches the danger zone, you give in rather than lose a perfectly good account, and the artist in the case has one fit after another in the hushed quiet of his studio. These set ideas on the part of the advertiser fall hardest upon the genius of the brush and pencil.

He does not welcome interference on the part of the rank amateur—with peculiar emphasis on one of the two words. He has seen advertising art climb bravely, if laboriously, out of the coldly commercial class, and it goes against the grain to witness its occasional degradation, just when things are progressing so nicely.

Through these periods of growth the advertiser himself has needed educating. It is not at all an uncommon occurrence for him to want the very thing that's bad for him. He is a spoiled child in this respect.

HARD TO WRITE COPY TO FIT THE PICTURE

There was once a manufacturer of canned goods who kept "open house" where commercial artists were concerned. He very much liked to talk with them. Pictures in the original fascinated him. But he had one bad habit—he would buy outright anything that happened to strike his fancy and turn it over to his advertising department with the abruptly imperative notation: "Use this."

Many of these paintings, while beautiful as art goes, were not, in the estimation of the advertising department, suitable in any way for the product and its scheduled campaign.

Desperate efforts were made to write copy around irrelevant designs until a show-down was necessary. The inflexible rule was made, in a very quiet way, that all artists must first see some member of the advertising department. Guards were posted, on the sly. The interloping chap was halted somewhere along the line before he ever reached the man higher up. The president of the concern never knew it, but there was a dead-line over which no artist was allowed to go.

There is no greater injustice done than to make an advertising department fit picture mosaics together into a campaign that have been purchased "on the outside," fancy free, by someone in authority who happens to like

Digitized by Google

them for pet reasons of his own.

This much can be set down as fact—advertising illustrations are not detached from a year's schedule. They can't be pitch-forked into the body of any campaign. That is not the way modern and efficient advertising is created.

It has been our experience that the submitting of large, careful drawings to the client is a mistake. This means too much for them to criticize, to find fault with, to pick apart and reconstruct. The more detailed the first rough draft of a pictorial idea the more likelihood there is of "fault finding."

The most successful art manager we ever knew presented a series of from twelve to twenty-four illustrations in the roughest possible form. They were drawn, as a rule, right on the type-proof, and represented little more than a series of composition lines.

He did not even make eyes, nose, mouth. He did not draw the fingers of a hand. It was all impressionistic mass-suggestion.

But he *did* do this:

He *talked* those ideas. He was always present when an important schedule was put through. What he did not spend on elaborate, semi-finished preliminary drawings he did spend on railroad mileage.

It was a pleasure to hear him talk. He possessed sufficient personal magnetism, plus power of description, to visualize the idea—in words. He not only described what the finished design would be, but he explained *why* it was the correct thing to use under the circumstances.

The idea is the thing!

If you are sure of it, if you know your basic plan is sound, the smallest, roughest sketch on a pad should suffice.

The advertiser should concentrate on the sales idea back of an illustration. His tendency, unfortunately, is to look at it merely from the art standpoint—as a picture.

We know of at least one advertising man who staged his exhibit—the campaign for a year—in an effective manner. There had been rumblings of a very "fussy" committee, aided and abetted by some thirty-five branch managers, who happened to be visiting the plant.

The advertising man brought along a stereopticon machine, set it up in the hall given over to local gatherings, and gave what constituted an "evening's entertainment" in advertising art.

First he flashed on the screen all of the designs used over the period of a year by competitive concerns. And as he went along he dissected them—pointed out their defects or their virtues.

Then his own rough layouts were enlarged upon the screen and the "reason why" of each and every one methodically analyzed. This running fire of logic nullified much of the customary captious criticism that is peculiar to such events.

It has come to be one of the procedures of office management in many advertising agencies to frame the original drawings and paintings—the more worthy art examples—and hang them around the offices where they can be easily seen by visiting clients. The moral effect of this is obvious.

Still another and perhaps a better plan is the occasional "gallery exhibit," at which times one large room is given over to an ambitious presentation of a selected number of advertising illustrations in their original form.

These art exhibits are events of importance, for many famous names are signed to modern advertising canvases—names identified with all that is best, most artistic, top-notch.

The advertiser who can't quite see the need of paying more than a few dollars for a design, when allowed to walk through exhibits of this character is very apt to change his tune.

Shipping Account with Seaman Agency

The United States Mail Steamship Company, which has taken over the fleet of the old North German Lloyd Company, has put its advertising account in the hands of Frank Seaman, Inc.

Digitized by Google

1921

ANNUAL STATISTICAL NUMBER
of
The Iron Trade Review
January 6

Editorial features include complete and comprehensive reviews of the American markets for the year in iron ore, pig iron, finished and semi-finished iron and steel, iron and steel scrap, ferroalloys, coke, coke by-products, machine tools.

A digest of industrial developments in leading European countries.

Industrial expansion in the United States during 1920.
The year's labor developments and problems
Progress in mechanical and metallurgical practice
Present trend in the relation of government and business
The year on the Lake Superior iron ore ranges
Export trade analysis

NUMEROUS CHARTS SHOW

Structural steel awards
Pig iron production
U. S. Steel Corporation unfilled tonnage
Lake Superior iron ore shipments
Major iron and steel prices for 26 years
Non-ferrous prices for 20 years

Because of these exceptional editorial features, the Annual Statistical Number has a permanent value to its thousands of readers making it an issue of more than usual value to the advertiser.

RESERVE YOUR SPACE NOW
Forms close November 30

THE IRON TRADE REVIEW
CLEVELAND

Oliver Bldg., Pittsburgh **220 Broadway, New York** **Peoples Gas Bldg., Chicago**

Member Audit Bureau of Circulations Associated Business Papers, Inc.

Digitized by Google

Capital and an Executive Wanted by a Publisher

Either, separately is not desired. The man is needed and the capital is desirable, but the reason for wanting them together is obvious. A man who has been sufficiently successful to deserve this opportunity must surely have made money and saved money. If he put his capital, his faith and his efforts into the future of this publishing business it will be many times more valuable to both parties than if he merely accept the position and the capital be obtained elsewhere. Below are details of the exceptional opportunity offered.

HERE is a publishing house that was founded ten years ago with a capital of $10,000. Since then not an additional cent has been added and yet this original capital has expanded until today it is represented in nine corporations with a total capitalization of $900,000. These dominate their respective fields beyond all shadow of a doubt.

This on its face is a most extraordinary development and yet a glance at the facts will prove the warrant of this progress.

The present publisher and sole owner was practically forced into the trade-paper field of a virgin industry in 1911. The pioneering work was slow and far from profitable for several years, but the foundation was being laid. Today that virgin in-

Digitized by Google

dustry is a robust youngster and every year as it develops into maturity it becomes more profitable.

But—

This publisher has a certain responsibility which he owes to the industry. As the industry expands so must his publications expand. Up to the present he has carried the bulk of the burdens himself, but he now sees so many things that should be done and can be done that he is looking around for another big man to share the executive work in either one or several of the separate corporations.

This publisher does not want a "hired man," he wants a partner with all the interest, loyalty and foresight for the future.

Capital is not needed in the ordinary sense of the word, but to make this new step most successful this publisher believes that it is best for him to get a publishing or business executive who will invest his own good money in the same place where he is going to invest his own good time.

This additional capital will be used for certain features of the proposed expansion, as well as to place our facilities in the position where we can profit by all cash discounts in the payment of bills.

Write covering your business experiences and all qualifications which you consider essential to your greater success; stipulate up to what amount of capital you will invest in the Right Proposition. An early interview will be arranged. Such an opportunity as this will naturally not be on the market long. Address "A. C.," Box 95, care of Printers' Ink.

Digitized by Google

EVERY washing machine manufacturer, it seems, is trying to beat his competitor by talking in bigger space.

Some one—with a good machine—ample capital—wants to build a big enduring business.

We want to talk to that company.

CAMPBELL-EWALD COMPANY

Advertising

CHICAGO DETROIT NEW YORK

Digitized by Google

Linking a Product to a Popular Theatrical Revival

Makers of Star Electric Vibrators Stage Novel Window Display Feature Based on Florodora Beauty Contest

WHEN they are conspicuously successful, theatrical productions sometimes achieve national publicity. In addition to the paid advertising given them, they are reviewed and commented on in the newspaper and magazine press of the entire country. It is not always possible or desirable for a manufacturer to cash in on the publicity of a theatrical production. In many cases it is an association from which the manufacturer's product would be apt to suffer in the long run, as in the case of stage productions which succeed at first and later fail.

However, many toilet preparations such as face powder, rouge, talcum, cold cream, hair tonics and shampoos have been favorably associated with stage celebrities, and even named after them, and this is not a far cry from an advertising tie-up with a particular theatrical production.

The Fitzgerald Manufacturing Company, maker of Star Electric Massage Vibrators, which have been nationally advertised as aids to feminine beauty, saw an opportunity to tie up its vibrator with the current revival of "Florodora" and associate the thought of beauty which the vibrator seeks to promote in those who use it, with the beauty of the well-known Florodora Sextette.

A window display contest for Star Vibrator dealers began on August 15. Ten thousand Star dealers, most of whom are drug and department stores, received the following announcement:

> Florodora Beauty Contest
> That Will Interest Every
> Woman and Make One or
> More Famous.

Full details of the contest were given. Advertisements in the trade press read:

"The revival of what is said to be the world's greatest musical comedy, 'Florodora,' is coming to your town! Thousands of dollars are being spent on this publicity. Coming also is the Florodora Beauty Contest, which is a direct tie-up between the Star Electric Massage Vibrator and beauty that every woman wants.

"We are now sending out 10,000 exceptionally handsome colored window trims featuring the famous Florodora Sextette of twenty years ago and *to-day's*. Each store making this display is furnished with application blanks with which any girl can enter the Florodora Beauty Contest and not only have a chance to become a member of this famous musical comedy, but also be tried out by the Universal Film Company for moving picture work at a very handsome salary. Judges are Arthur Hammerstein, Joe Weber and C. Coles Phillips, the famous illustrator.

"We urge you to get in touch with us immediately and have all of this window trim material on hand, and ready to put in one of your very best windows on August 19, when this campaign starts."

WINDOW DISPLAY THE FEATURE OF CONTEST

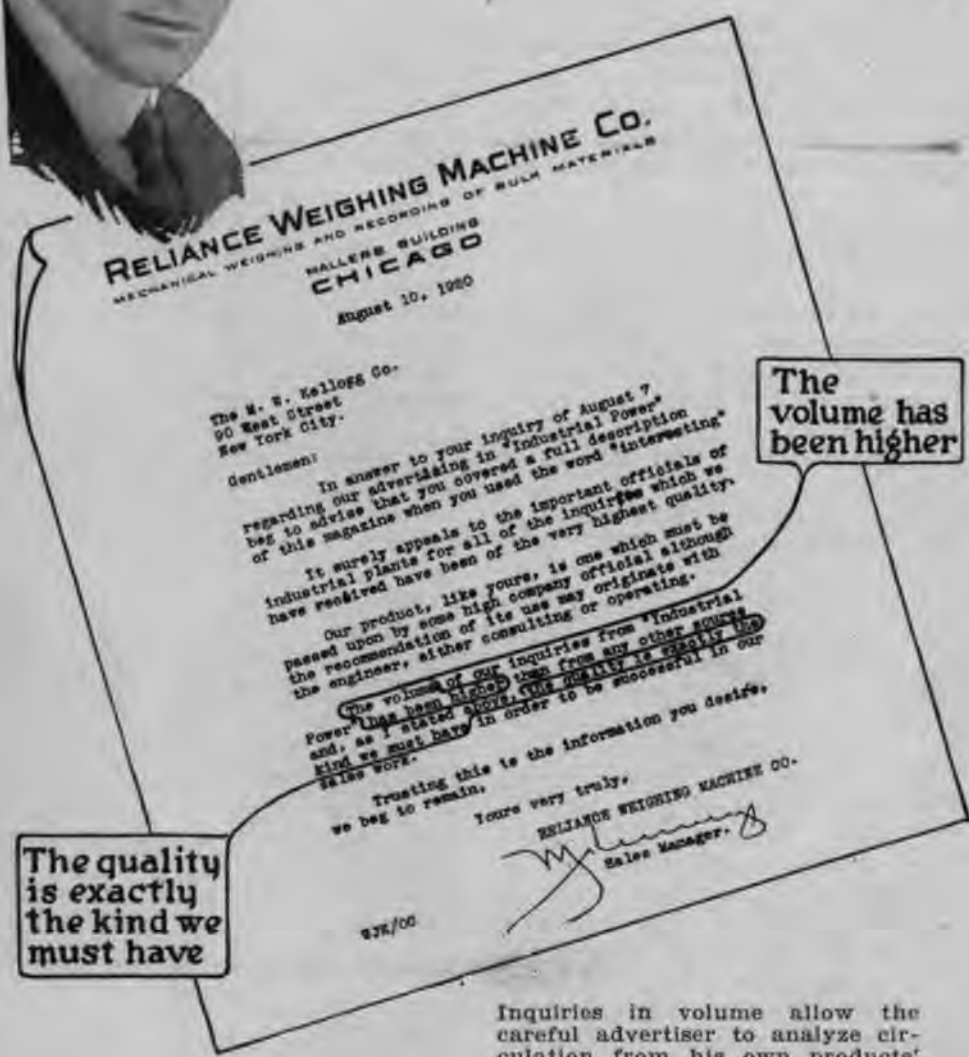
B. G. Peck, sales manager of the Fitzgerald Manufacturing Company, says:

"We are using window trims in nine pieces lithographed in colors, illustrating the beautiful girls of the original Florodora Sextette, and those comprising the Sextette of the present revival. Also we have placed the details of the contest on posters in the windows, with the names of the judges. Two additional pieces follow at weekly intervals.

"The window trim tells the public full details of the contest, which is free, and asks them to come into the store for literature

Digitized by Google

results!



RELIANCE WEIGHING MACHINE CO.
MECHANICAL WEIGHING AND RECORDING OF BULK MATERIALS
MALLERS BUILDING
CHICAGO

August 10, 1920

The W. K. Kellogg Co.
90 West Street
New York City.

Gentlemen:

In answer to your inquiry of August 7 regarding our advertising in "Industrial Power" beg to advise that you covered a full description of this magazine when you used the word "interesting"

It surely appeals to the important officials of industrial plants for all of the inquiries which we have received have been of the very highest quality.

Our product, like yours, is one which must be passed upon by some high company official although the recommendation of its use may originate with the engineer, either consulting or operating.

The volume of our inquiries from "Industrial Power" has been higher than from any other source and, as I stated above, the quality is exactly the kind we must have in order to be successful in our sales work.

Trusting this is the information you desire, we beg to remain,

Yours very truly,
RELIANCE WEIGHING MACHINE CO.
Sales Manager.

WJK/CC

The volume has been higher

The quality is exactly the kind we must have

Inquiries in volume allow the careful advertiser to analyze circulation from his own products' viewpoint.

Industrial Power thrives under this "acid test." May we tell you why?

Sample copy on request!

INDUSTRIAL POWER
538 S. Dearborn St., Chicago

Industrial Power

50,000 Officials in 20,000 Plants

Digitized by Google

and application blanks. This brings into the dealers' stores many people who have never before entered, some, we grant, out of curiosity, but as soon as they are within, if they do not buy Star Vibrators, they are apt to buy other merchandise, all of which, of course, helps the dealer. The dealer also realizes that publicity of this kind sets the people in his locality talking about his store, and it really makes his store the centre of interest.

"In the past we have always had to do more or less teasing to get dealers to use our window displays, but in the present contest we found, much to our surprise, that our dealers were in a very receptive mood and our greatest difficulty right now is to keep them supplied.

"The enthusiasm among the dealers has been unusual, but the most gratifying results are to be noticed among our jobbers. In this case the Florodora Beauty Contest has proved to be a sales lever—a sales promoter—so different from the usual idea put out by the manufacturer that the jobbers' sales managers are giving their salesmen two and three minute talks on the idea and urging them to go out and push it.

"We are supplementing this work with a weekly sales letter to the salesmen of most of the jobbers, who were kind enough to give us the names of their salesmen, so that each week about twenty-five hundred or three thousand letters go out of our office, giving the progress of the salesmen to the contest.

"These are accompanied with sales talks on the Star Vibrator. The jobbers themselves are not co-operating with us in an entirely unselfish manner, for they realize that in giving this free service to the dealers they are getting the dealers' good will.

"The contest has enabled us as manufacturers to obtain an amount of good will from jobber and dealer which makes it difficult for them to keep from pushing it."

National Commission Holds Important Meeting

At a meeting of the National Commission of the Associated Advertising Clubs of the World, held in Chicago last week, preliminary plans were discussed for the Atlanta convention. News about certain features of the programme will be available for publication soon.

The legislative committee of the commission reported on the progress of its work and was instructed to proceed further so as to make a full report at the next meeting, which will be held in St. Louis on January 12. The St. Louis meeting will be of unusual importance in that several departmentals will participate and give exhibits. Here for the first time will be shown the traveling exhibit of the A. A. C. of W., which consists of twelve panels made up of the best features of the exhibits at the Indianapolis convention.

The financial division of the commission met in separate sessions to talk about its forthcoming exhibit at the session of the American Bankers' Association in Washington next month. This will be the first time that the American Bankers' Association has had a feature of this kind at its meeting.

The sessions of the commission were attended by more than forty members, including W. Frank McClure, chairman, and P. S. Florea, secretary. Rowe Stewart, newly elected president of the A. A. C. of W., participated in the sessions.

The national executive committee of the associated clubs also held a meeting in Chicago during the week, presided over by President Stewart. C. H. Mackintosh, chairman of the exhibit committee, reported regarding a recent trip to Atlanta, in which he had inspected the facilities for making exhibits.

The national executive committee members were guests at a luncheon given at the Union League Club attended by members of the Women's Advertising Club of Chicago, the Agate Club and the Atlas Club.

G. D. Horton with Hanff-Metzger Agency

G. D. Horton, recently with the experimental station of E. I. Du Pont de Nemours & Co., has joined the agricultural department of Hanff-Metzger, Inc., New York. Before joining the Du Pont organization Mr. Horton had been a member of the faculty of Oregon Agricultural College.

New Accounts with Ferry-Hanly Agency

The advertising accounts of the National Fruit Flavor Company, American Coffee Company and The Conway Company, all of New Orleans, are now being handled by the New Orleans office of the Ferry-Hanly Advertising Company.

Digitized by Google

Giving Effect to the New Trade-Mark Act

Liberal Construction Placed upon the New Law of 1920 by Patent Office

Special Washington Correspondence

ADVERTISING America appears to be just awakening to realization that there has become operative a new trade-mark law that opens the privilege of Federal registration to great numbers of trade names and symbols that have heretofore been denied this prestige. A modest number of applications for enrolment in the new register have already been received at the U. S. Patent Office. Vastly overshadowing these in number, however, are the communications from traders who have seen fragmentary references to the new statute and who ask for further particulars. Even the patent and trade-mark attorneys, who are relied upon by some merchants and manufacturers to apprise them of all important trade-mark developments, seem to have, in many instances, a hazy idea of the new and more liberal trade-mark programme, and what it promises.

That the news of this important concession to users of trade-marks has not traveled more rapidly is, after all, not so remarkable as it might appear at first glance. To begin with, Congress gave its approval to the Trade-Mark Act of 1920 on March 19, or at a time when other and overshadowing news from Washington was getting attention in the newspaper headlines. Following that, it devolved upon an overworked and undermanned Patent Office to create the administrative machinery for the new system. Excusable as was the tardiness, spring was gone and summer half spent before the "rules of practice" were forthcoming and the regulations which afford a working basis for the broadened system of trade title insurance.

Effect is now being given to the new law in a manner to benefit firms and individuals whose trade-marks have not been registered under the old trade-mark law. This is the section of the business community for whose benefit the new law was created. It was a foregone conclusion that the new law would prove a boon to firms entering the export trade that are desirous of securing the maximum protection in foreign countries for marks that have been ineligible of registration here at home. But, thanks to the liberal, common-sense interpretation that has been given the new act at the Patent Office, it will prove helpful to countless traders whose operations are confined to the domestic market but who have, until now, been obliged to rely solely upon the common law for trade-mark protection.

APPLICATION ONCE DENIED STILL HAS A CHANCE

The Patent Office is determined to permit unsuccessful applicants for registration under the law of 1905 to switch to the law of 1920. At first it was the feeling of the authorities that a trade-mark owner would be called upon to make choice in the beginning under which law he essayed to register and, successful or unsuccessful, that would be the end of the matter. If he applied under the law of 1905 and was turned down, his $10 application fee and other expenses would be gone, even though it appeared that he might, had he only known it, have gotten in under the Act of 1920.

Upon reconsideration it was concluded that there is no reason why Uncle Sam should assume so austere an attitude toward a trade-marker who is in doubt which path to take. But if a business man makes application under the Act of 1920, the Trade-Mark Division will make no investigation to determine whether the mark might come in under the Act of 1905, should the applicant prefer.

Digitized by Google

Our First Account Is Still in the House

Five years ago, when this Agency was organized, we undertook the problem of creating a nation-wide demand for SABEY AWNINGS. This was our first account.

Sales of SABEY AWNINGS were confined to Rochester and contiguous territory then. National distribution was thought to be an impossibility. But we had the courage to believe that a national market could be established for SABEY AWNINGS—and we were right.

Today, SABEY AWNINGS are sold from coast to coast. And sales now are many times what they were five years ago.

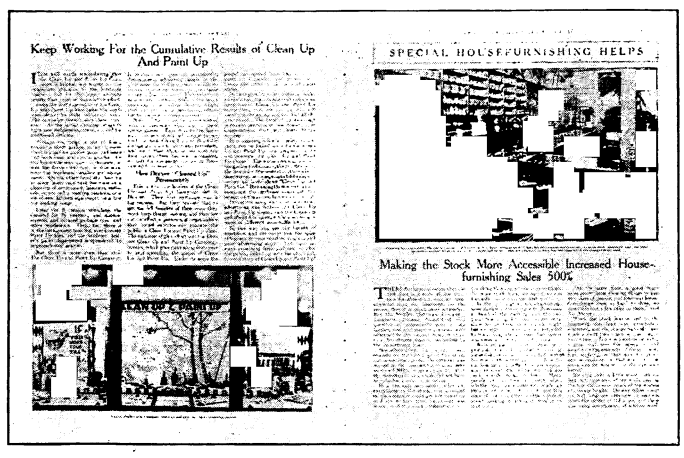
These are the *reasons why* we continue to handle the advertising account of The Fred F. Sabey Company, Inc.

THE ADVERTISING AGENCY OF

C. HENRY MASON

ROCHESTER, N. Y., U. S. A.

Digitized by Google



A Hardware Merchant Increases House-Furnishing Sales 500%!

The peculiar thing was this—when the merchandise went down into the basement the sales began to go up.

You see, house furnishings were originally carried on the main floor.

But there was one sales element that could not be introduced into the department as long as it remained there.

So they carried it down into the basement.

And then it was that things began to happen.

The new basement department began to show signs of an active young life—it began to grow rapidly—sales began to climb—profits began to peep from the ledger.

Today that house furnishings department in the basement surpasses the old department in the expensive main floor location by more than 500%.

The remarkable story of the Shipley Hardware Co., at La Fayette, Indiana, and the idea that increased sales of house furnishings over 5 times is in the September issue of the Hardware Merchants Trade Journal.

It is but one of more than 20 merchandising articles—loaded with the hottest, most up-to-date business information.

Each tells in detail some remarkable plan or idea or method that a successful hardware merchant has used to make his business bigger and more profitable.

It is the practical merchandising information contained in the monthly issues of this publication that has given it such a group of interested, consistent readers.

The progressive character of the editorial contents has attracted a progressive type of merchant.

The appreciation—the confidence which it enjoys has made it the dominant medium for reaching the group that reads it consistently.

Would you like to see a copy?

HARDWARE MERCHANTS' TRADE JOURNAL

Published by
MERCHANTS TRADE JOURNAL, Inc.
Des Moines, Iowa

Also Publishers of
DRY GOODS MERCHANTS' TRADE JOURNAL
FURNITURE MERCHANTS' TRADE JOURNAL

New York Chicago Indianapolis Boston Rochester Washington, D. C.

Digitized by Google

The fact that the new law is so clearly intended for the benefit of marks outside the pale of the old law has also determined the censors at the Patent Office to veto any and all efforts to obtain registration for a given mark under each act. This is a detail of considerable importance, seemingly, to many advertisers, because a considerable number of national advertisers who already have registrations in good standing under the Act of 1915 have promptly forwarded applications under the new law. Presumably such efforts for duplication arise out of a desire to make the assurance of trade-mark monopoly doubly sure, but the policy at the Patent Office will be to discourage such activity.

BENEFITS APPLICANTS ABROAD

There is, however, one circumstance under which a repeat registration may be highly desirable. Suppose that an advertiser has a composite trade-mark made up partially of technical matter, which is eligible to registration anywhere, but partly of non-technical matter, such as descriptive phrases, which could not be sanctioned under our old law. In such a case the advertiser may have registered only those features of which the old law took cognizance, and it would obviously be to his advantage to register the complete mark under the new law.

It has been possible even under the old law to register in the United States a mark made up of features that could be exclusively appropriated in conjunction with other features which could not be exclusively appropriated, provided the registrant "disclaimed" the matter that could not be monopolized. But when a citizen of the United States seeks trade-mark registrations abroad he is almost certain to encounter complications if his trade-mark certificate has a "disclaimer" clause. He will fare much better with a certificate under the new act, which attests registration without reservations in the United States.

The Patent Office has decided that no narrow construction must be placed on the word "identical" as it appears in that section of the new law which provides that no trade-mark shall be admitted to the new register that parallels a mark already in use on the same class of merchandise. There was uneasiness in certain quarters, after the passage of the new law, lest "identical" was to be interpreted literally. But the authorities have decided that the taint of undue resemblance in rival trade-marks will prove damning, as under the old law, and there will be excluded any mark "likely to cause confusion or mistake in the mind of the public or to deceive purchasers." To prevent such conflict each mark submitted under the new act will be made the subject of a "search," just as is each mark nominated under the old law.

Some advertisers have written to the Patent Office in protest, because all trade-marks, however authenticated, may carry the same explanatory line "Reg. U. S. Pat. Off." and there will be no way to determine, at a glance, whether a mark has been registered under the Act of 1905 or the Act of 1920. The officials feel, however, that it is up to an interested party to ascertain the details of registration. Furthermore, they feel that it would be a hardship upon printers, etc., to require the addition of a date-line to a registration notice that, even as matters now stand, may be difficult of rendition in a manner not to mar the appearance of the trade-marked article.

Other advertisers are uneasy because, under the new law trade-mark, candidates will not be posted as soon as proposed and opportunity given for the filing of an "opposition" by any trade-mark owner who feels that his mark is infringed. To be sure, there will be no preliminary publication, as under the Act of 1905, but each trade-mark will be published when registered, and if the owner of any older mark resents the appearance of the newcomer he can take steps to bring about cancellation of registration,

Digitized by Google

Credit Men to Curb Forgery

Funds to Be Raised and New System Adopted for Publicity of Prosecutions

THE annual loss to business institutions of the United States through fraudulent bank checks is estimated by the Retail Credit Men's National Association as high as $100,000,000. Few, indeed, are they who escape some loss during the year. Hotels and department stores suffer the most. A committee from the Credit Men's Association, headed by E. W. Nelson, of Lincoln, Neb., has been working on this vexatious problem and has submitted the following recommendations, which the association was urged to adopt:

First, that positive and absolute identification shall always be required for the cashing of commercial paper; and this shall be interpreted as meaning that the person presenting the check or charge merchandise be positively known to be responsible to the amount involved. Fraud check operators always want to get at least part money for their checks, so extreme caution should be used in identification where cash is asked.

All members shall use the "No Protest" and "Wire Notice" stamps on out-of-town checks which they accept. The meaning of the first is that checks will not be protested, and of the second that the payee bank will notify by wire and return the fraudulent check.

All checks that have been altered or torn and mended shall be positively declined.

Members shall make such arrangements in depositing local checks that they will be in possession of returned check items not later than twenty-four hours after receiving them from the customer. This may be accomplished by depositing all local checks with the bank upon which they are drawn, taking a cashier's check for the amount and demanding that return items be sent to the depositors immediately after banking hours. A number of firms may operate this plan collectively by sorting their checks to the various banks, have one employee collect these checks and deposit them with the bank upon which they are drawn. Each merchant shall be given a check for the total amount of the checks he turns in; cashier's checks from each bank shall be deposited against the checks given the merchants. The one having these checks in charge shall be notified of any returned items immediately after banking hours, and he shall distribute them to the merchants from whom they were received.

A CLEARING HOUSE TO CHECK FRAUDS

An organization shall be so formed that all members of the association can be systematically notified when a fraudulent check artist is discovered. It may be done by bulletin or telephone. In the latter case it may be arranged to have a number of captains notified from the central office, each of whom passes the word along to lieutenants, and they spread it to the members.

Police authority shall be conferred upon at least one man on each side of the street for each business block to act in case of check frauds. If such appointments are widely published it will have a salutary deterrent effect.

Fraudulent checks which appear to be the work of professional or itinerant forgers are to be reported to the national headquarters with a description of the method and of the person operating it as far as possible. These are to be forwarded to all local associations in the surrounding States, as this class of operator does not usually remain long in one place.

Each local association, as well as the National, shall raise funds to help investigate and prosecute

Digitized by Google

OLIVER MARBLE GALE

is now collaborating with us, as associate on copy and counsel.

Mr. Gale's work is so distinctive that it deserves a signature. Yet, for this very reason, it requires none; for readers of newspapers and magazines know Mr. Gale's work by the unique warm friendliness of its appeal.

We believe there is nothing like it today, in institutional or atmosphere copy.

We and our clients alike are fortunate in Mr. Gale's accession.

GREIG & WARD · ADVERTISING

104 SOUTH MICHIGAN BOULEVARD · CHICAGO

Digitized by Google

Quality Automobile Manufacturers Join the Gravure Ranks

High-Class Motor-Car Makers Now Running Exclusive Copy in The Evening Post Graphic

Among the converts to the value of gravure advertising for quality products are the four motor-car manufacturers whose advertisements are reproduced above. In each case, gravure copy first appeared in the Saturday Graphic of the New York Evening Post—readers of high average buying power being sought.

Digitized by Google

every professional forger that is arrested. The notice of the arrest is also to be sent to the National Association, with the description of the one arrested and how he operates, so that word may be sent out to all other associations and evidence forwarded to the prosecutor that has the case in charge. It will also help in discovering if the criminal is wanted somewhere else.

The widest publicity shall be secured both through newspapers and trade journals of the arrest and conviction of a fraudulent check operator. And finally each State legislature shall be asked to pass a uniform law recognizing a bad check as *prima facie* evidence of intent to defraud after failure to reimburse within a specified time. Special committees shall be arranged in the various States to see that this proposed law is properly presented and explained to legislative committees.

Two Join "Grain Growers' Guide"

H. C. Skinner, formerly with A. J. Massie, Limited, Winnipeg, Canada, advertising agency, has joined the advertising staff of *The Grain Growers' Guide*, at the Winnipeg office. The advertising staff at the Toronto office has been increased by the addition of John A. MacDonald, formerly with the *Manitoba Free Press*, Winnipeg.

Joins Manufacturers' Translation Bureau

A. M. Calpini has joined the staff of the Manufacturers' Translation Bureau, New York. He will have charge of all work from and into the Italian language and will co-operate on technical translations from the other Latin languages.

Barker, Maxwell-Chalmers Sales Manager

Arthur E. Barker has been appointed general sales manager of the Maxwell-Chalmers companies. Mr. Barker will have charge of domestic, Canadian and foreign sales, service and advertising.

H. H. Chirpe with J. M. Bundscho

H. H. Chirpe, recently with the Charles Everett Johnson Company, Chicago, has joined the J. M. Bundscho organization at Chicago.

The Trade of Advertising

"The trade of advertising is now so near to perfection that it is not easy to propose any improvements."

That was what Samuel Johnson, a celebrity of the eighteenth century wrote in 1759. Think of it! Perfection!

In 1759 Times Square was a cow pasture, billboards and street car advertisements were undreamed of, while the flaming electric sign would have been thought witchcraft if even proposed to the people of that day and generation.

Samuel Johnson jumped hastily into print when he uttered that prophecy. The art or trade of advertising was then hardly in its infancy, much less near to perfection.

The trade of advertising is old enough. Read the Book of Amos and find out how he gathered a crowd in the streets of his capital city and put over a clean-up campaign. Nothing cleverer was ever done to gather people and hold their attention than Amos's speech in the Public Square.

Back still farther we find Egyptian papyrus 5,000 years old, now in the British Museum, advertising for the return of a runaway slave.

Perhaps Samuel was thinking of the antiquity of advertising when he made his rash statement. But he never could have conceived of modern advertising with its full page insertions in magazines reputed to cost $6,000 per page, or the page advertisements in the daily press, and worth all they cost!

But perhaps Dr. Johnson, who used his words nicely, was right after all. The "trade" of advertising, he said. And advertising is no longer a trade but a science, and a good one, too.—Bridgeport, Conn., *Post-Telegram*.

Rosier Agency Increases Staff and Accounts

The advertising account of L'Artiste Distributing Company, distributor of the entire output of the Grand Rapids Phonograph Company, Grand Rapids, Mich., is now being handled by The Oscar Rosier Advertising Agency, Philadelphia.

Romolo De Luca has joined the copy staff of this agency.

H. D. Elvidge Advanced at Reading Iron Co.

H. D. Elvidge, who has been engaged in advertising work for the Reading Iron Company, Reading, Pa., has been made assistant advertising manager of that company.

G. W. Conover with Ross Agency

George W. Conover, formerly assistant chief of copy for Street & Finney, Inc., New York, has joined The F. J. Ross Company, New York, as account executive.

Digitized by Google

When Trade Is Dull Is Good Time to Offer "Surprise" Goods

Wakefield Brass Company to Use Uncommon Sales Plan

THE F. W. WAKEFIELD BRASS CO.
VERMILION, OHIO, Sept. 15, 1920.

Editor of PRINTERS' INK:

In the past two or three years we have been holding up the introduction of a new article which we intend to manufacture, awaiting the time when the demand for our present line would become less insistent. As far as production is concerned, apparently our opportunity is approaching.

In order that you may sense the question in our minds, we might compare the article to a useful specialty similar to the common flashlight and adaptable to the same channels of distribution, universal appeal and widespread use.

We have reasoned that a falling off of the demand for regular lines will sharpen the buyer's interest in new lines, making this period especially auspicious to the introduction of this pet of ours.

We would be pleased to have you criticise or confirm this train of thought.

A. F. WAKEFIELD.

THERE is a good deal of sales wisdom in Mr. Wakefield's idea. It is a point, also, that is too infrequently neglected in manufacturers' merchandising. Many sales executives assume that when general trade is dull that the market for all products is bearish. Such, however, is not always the case. People may slow up in the buying of some articles and splurge in the buying of others.

The public is rarely consistent in its thrift. During the last year or two, it was a common experience for persons to cut down on their consumption of food because the price of eggs or butter or canned goods had advanced a few cents. After protesting to the grocer, labeling him a profiteer and otherwise making his existence unpleasant, these same folks would go across the street and unhesitatingly spend hundreds of dollars for some other article less necessary than food.

The department stores and some of the chain stores are past masters in the art of catering to this inconsistency in human nature. When the demand for the usual run of merchandise slackens, these enterprising retailers begin to feature novelties. They then put the selling emphasis on a class of goods that the public is not accustomed to seeing in stores of this sort. During the recent depression in the sale of textiles, we happened to be passing through a large New York department store. The ready-to-wear sections were as dead as last year's vegetation. But the jewelry department was so busy that it was almost impossible to get near a counter. All sorts of beads and similar novelties were being shown impressively. And the store's patrons were buying these necklaces so eagerly that the sales force could scarcely take the money fast enough. People who a few minutes before were complaining because shoes were still ten dollars a pair, were passing out fourteen, eighteen and twenty-two dollars for necklaces without even a murmur.

When business in any kind of a store appears to be going stale, it can often be revitalized by offering "surprise" goods. By this is meant merchandise that ordinarily would not be featured by a store of that type. Seeing unexpected goods in the store galvanizes the attention of the public and often causes them to buy. We know of a drug store, for instance, whose sales had slipped into a stubborn lull. Usual methods of promotion failed to revive it. One morning, however, the neighborhood awoke to find the windows of the store inhabited by a bevy of canary birds. The newspapers announced a startling sale of 600 birds. The druggist did a land-office business. The "stunt" awakened the merchandise-weary community and the regular business of the store soon assumed its customary vigorous pace.

So when Mr. Wakefield goes to the trade with his new product, he will have a talking-point that will

Digitized by Google

THOMAS W. LAMONT

OF

J. P. MORGAN & CO.

Speaking in New York at a luncheon of the American Manufacturers Export Association, on his return from a mission to China, Siberia and Japan, said:

> **"There is a tremendous market in the "Far East for American products. That "part of the world bids fair for the long "future to be the greatest foreign outlet "in the world for American enterprise "if properly developed."**

The J. ROLAND KAY COMPANY, with its own established offices in the Far East and Australasia, offers an Advertising Service such as can be obtained from no other organization. We can give you the same specialized and organized assistance in the Foreign field which you get in the Domestic market.

J. ROLAND KAY CO. INC.

FOUNDED 1904

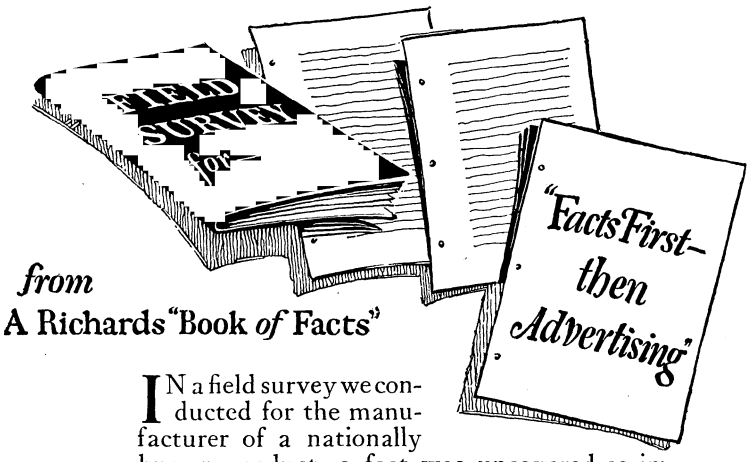
INTERNATIONAL ADVERTISING AGENTS

Conway Building, CHICAGO **18 East 41st St., NEW YORK**

LONDON **PARIS** **TOKYO** **SYDNEY**

Digitized by Google

"Where the tail was the dog—



from
A Richards "Book *of* Facts"

IN a field survey we conducted for the manufacturer of a nationally known product, a fact was uncovered so important that it completely changed this manufacturer's selling plans.

We found this: *Immediately after buying the product, the consumer turned his entire interest to an accessory of the product—forgetting the product itself.* It was finding such facts that secured for us the account and made possible a new approach to the market.

Within eight months, the sharp upward trend of the sales curve was without parallel in the history of the company.

This agency works on the basis of "Facts first—*then* Advertising."

JOSEPH RICHARDS CO.
INCORPORATED
Est. 1874
Advertising
NINE EAST FORTIETH ST. ~ NEW YORK

RICHARDS

Digitized by Google

take hold and that is not threadbare. Mr. Wakefield, however, must strongly promote his ideas to the trade. Not all retailers are so enterprising that they appreciate the value of new products as a means of stimulating sluggish business. The idea will have to be sold to the great retail rank and file. It is only the exceptional merchant who will immediately see the merit of the plan.—[*Ed.* PRINTERS' INK.

American Strike Expedient Aids English Publisher

An English newspaper, the Liverpool *Echo and Express,* when confronted by a printers' strike, took a leaf from the book of American publishing experience and solved its difficulty.

During the printers' strike in New York a year ago, certain American magazines and trade publications, after a short period of enforced idleness, found that it would be possible to come out without the aid of the printers. These publications had found the solution in engravings made from typewritten copy. It is this same method that the Liverpool *Echo and Express* has followed so successfully that it has been enabled to get out daily editions despite the lack of printers.

Join Staff of Frank W. Nye

Kenneth D. McAlpin, since 1918 sales manager of the Standard Statistics Company, New York, and formerly Eastern advertising manager of *Today's Housewife,* has become associated with the Frank W. Nye organization in New York.

A. H. Payne, recently in charge of the department of typography of N. W. Ayer & Son, has joined the Nye organization as office manager. Mr. Payne was previously associated with *Mother's Magazine, Today's, Leslie's* and *The Literary Digest.*

F. H. Riordan Returns to Advertising

Forrest H. Riordan, who has been resident manager in Philadelphia of Leffler, McLaughlin & Moore, has reentered the advertising field, and is associated with the Chilton Company, Philadelphia. About a year ago he resigned from the advertising staff of the Philadelphia *Bulletin.*

New Account with Von Poettgen Agency

The account of the Hastings Manufacturing Company, of Hastings, Mich., has been placed with Carl S. von Poettgen, Inc., Detroit. A campaign to use general magazines, trade papers and farm papers is now being planned.

Programme of Better Letters Convention

The fourth annual conference of the Better Letters Association will open in Springfield, Mass., on the evening of October 19 with a meeting of directors. The general sessions will commence October 20 and will continue through the following day. The speakers include:

Sidney S. Wilson, association president; H. N. Rasely, secretary; "Some Definite Thoughts Relating to the Business Outlook and the New Future," Dr. H. W. Hess, Professor of Commerce, Wharton School, University of Pennsylvania; "Quality in Every Day Correspondence," James Wallen; "Teaching Them to Write Better Letters," S. Roland Hall; "The Correspondence Advisor and Some of His Opportunities," W. G. Nash, correspondence advisor, Winchester Repeating Arms Company, New Haven Conn.; "Better Letters for the General Motors Export Company," L. C. Wilsey, supervisor of training, General Motors Export Company, New York; "Getting Correspondence Supervision Under Way," L. B. Seibert, correspondence supervisor, Pennsylvania Rubber Company, Jeannette, Pa.; "The Why and How of Correspondence Direction as Related to Sales and Adjustment Letters," Louis Balsam, director of correspondence, Lewis Manufacturing Company, Walpole, Mass.; "The Physical Letter," George French; "How to Organize and Conduct a Mail Sales Department," Edward H. Schulze, president, Making It Pay Corporation, New York; "Getting Inquiries, Turning Inquiries Into Sales," John C. Sweeney, director mail sales division, International Correspondence Schools; "Some Dennison Experiences in Mail Selling," H. W. Harney, Dennison Manufacturing Company, Framingham, Mass.; "Follow-Up Letters—Inquiries—Present Customers—Prospects," A. B. Hall, general manager, The Greenleaf Company, Boston, Mass.; "The Attitude of the Collection Letter Writer," S. C. Gunn, credit manager, A. P. W. Paper Company, Albany, N. Y.; "The Sales Manager's Interest in Adjustment Letters," Charles R. Wiers, sales manager, DeLong Hook and Eye Company, Philadelphia; "Letters That Smooth Out Difficulties," Miss May Allen, Montgomery Ward & Co.; "Retail Adjustments—The Customers Attitude—The Correspondent's Attitude," Miss Ena Robb, Bonwit, Teller & Co., New York.

In Charge of McGraw-Hill Promotion Work

H. W. Dearing has been put in charge of promotion work for the McGraw-Hill Company, Inc., New York. Before joining the McGraw-Hill organization Mr. Dearing had been with the Taylor-Wharton Company, as advertising manager; Frank Seaman, Inc., and with the McGraw Publishing Company.

Digitized by Google

MEN WHO CONTROL ACCOUNTS

A thoroughly substantial small agency will make room in its Chicago organization for one or two men who can bring national accounts with them.

Ability of the man and character of his business will be given first consideration. Please give sufficient details in first letter to enable us to judge these points. Address "W. C. B.," Printers' Ink 833 Peoples Gas Bldg., Chicago.

A man with vision

plus experience and ability now well connected is available for a larger job. His present activities are centered in the *Drug, Grocery and Hardware trades,* with which, in the capacity of sales and advertising manager, he is peculiarly well acquainted.

Address R. P., Box 101, care of Printers' Ink.

German Potash Finds Little Sale at High Price

The stockholders of the German Potash Syndicate recently met at Wintershall to discuss why their product is not selling in America. According to "Commerce Reports," it was decided that prices to this country would have to be reduced, whatever might, or might not, be charged other countries.

A German newspaper reports:

"The potash recently offered to the United States was set at $150 as against a price of $65 before the war. In opposition to this policy, England a year ago received 35,000 tons of potash at $76 a ton. The Americans, not willing to pay this high price, confined their orders to a smaller amount of potash salts. In 1913 the United States took over 2,000,000 tons of potash, whereas the total deliveries of the syndicate in the first half of the current year amounted to not more than 92,000 tons. During this period the Alsace-Lorraine potash plants sold 34,000 tons. It was suggested at the meeting that no standard price be stipulated but that each country be treated individually. The home prices, which are now five times the pre-war price, it was claimed, are based on the costs of production and the stockholders voted that domestic prices should be kept where they are."

Advertising Ahead of the Product

The P. H. Hanes Knitting Company, Winston-Salem, N. C., has manufactured winter underwear for men exclusively. It is planned, though, to add a line of Nainsook underwear for spring wear the coming season. Inasmuch as this decision was final, the company saw no reason for waiting until the end of winter before pushing the new line.

In other words, the company wished to create some consumer acceptance before the new line was even ready for sale. This is being accomplished in a way by the use of a small line in script which appears at the bottom of each advertisement for its winter underwear, reading: "Next Summer—You'll Want to Wear Hanes Nainsook Union Suits!"

Newspapers Raise Price

The Des Moines, Ia., *Tribune* and *Capital,* have announced an increase from two to three cents on all street sales in Des Moines and vicinity.

The Chicago *Daily Journal* has also increased its price from two to three cents.

W. A. Allen Leaves Manternach Agency

Walter A. Allen, secretary of The Manternach Company and manager of the Buffalo office of that agency, has resigned. Mr. Allen has made no announcement regarding his plans for the future.

Digitized by Google

A Tremendous Industry

upon which depends the production of cement, lime, crushed stone, sand, gravel, gypsum, phosphate, crushed slag, and similar basic materials required in building and road construction, in various arts and manufactures, and in agriculture. The plants operated in the production of these materials are manufacturing establishments, often of large proportions, using machinery, equipment, and supplies of vast variety. To reach the buyers in the rock products industry, judicious manufacturers advertise liberally in

Rock Products

The owners, operators, and superintendents of plants, and the engineers who design plants and designate equipment, regularly read this publication — the recognized authoritative business and technical journal of this important industry.

Guaranteed Circulation, 5300 Copies, Net
Applicant for Membership in Audit
Bureau of Circulations

Send for sample copy and advertising rates

Tradepress Publishing Corporation
542 South Dearborn Street, Chicago, Illinois

Sand, Grave, Crushed Stone,
Lime, Cement, Phosphate, Gypsum,
Silica, Potash, Slag, Talc

Digitized by Google

What Every Advertiser Wants

"An excellent example of helping the reader to get the most out of the booklet."

"Nicely arranged and printed."

"Daintily bound."

"An engaging atmosphere."

"The reader gets the most out of the ——— booklet, will never forget it, and the chances are that some time she will buy the ——— products."

These comments appear in an article "Helping the Reader to Get the Most from Your Booklet," which appeared in Printers' Ink Monthly for September.

The booklet specifically referred to is a Charles Francis Press product. The advertiser furnished the text, and we did the rest.

Probably we could do just as much for YOUR booklet.

Charles Francis Press

461 Eighth Avenue, New York

Telephone Longacre 2320

Digitized by Google

France Solves Her Problems of Reconstruction

Courage Indomitable and the Will to Do Have Placed the Republic Well on the Road to Industrial Recovery

By J. A. M. De Sanchez

Of the French High Commission

DURING the afternoon of November 11, 1918, Georges Clemenceau, then Prime Minister and Minister of War of the French Republic, while receiving the congratulations of his fellow-members of the French Senate, was overheard to say: "Yes, we have won the war, but we are now faced with the perhaps more difficult task of bringing to a successful conclusion the Battle of Peace."

The "battle of peace," having now progressed through the critical stages of first attack to the point where victory as complete as that registered on the eleventh of November, 1918, is a question simply of consistently applied pressure, the handling of this first phase can be accurately described.

The reconstruction problem which Franch set herself to solve differed in all respects from that of the other powers involved in the war. France had not only to carry out the general readjustment of industry, commerce and agriculture necessary to a period of transition, such as follows war; she had further to completely reconstitute an industrial province as vital to her productive power as the State of Pennsylvania is to that of the United States, and an agricultural province as important as the State of Iowa.

The ten devastated Departments of France had a population before the war of 4,000,000. This figure had fallen by the time of the armistice to about 1,900,000. On the first of July of this year it had risen to 3,975,000. This vast influx into an area in which over 560,000 buildings had been destroyed necessitated the erection of many temporary dwellings or huts. This has been done. Over 65,000 wooden huts have been built, 28,000 Nissen huts and 17,000 new stone dwellings erected, and 285,000 partially destroyed homes rebuilt.

The assurance of a steady supply of food to the population of the devastated regions, as it gradually returned, presented in itself many difficulties. During the winter of 1918 and the spring and summer of 1919, the Government distributed food from depots situated throughout the ten Departments of the North. These depots have since been gradually closed as the farmers and peasants placed the land again under cultivation. They are now no longer necessary, the whole of France being, with the exception of certain necessary fats, self-supporting as regards foodstuffs.

FRANCE REALIZES PRODUCTION NEED

Over 300,000,000 acres of land affected by the war have been cleared of projectiles and barbed wire and over 200,000,000 are either under cultivation or have been made fit for cultivation.

The connecting link between the problems of repopulation and agricultural reconstruction was the problem of the re-establishment of adequate means of communication. The two railroads serving the northern and northeastern sections of France lately announced that on all main lines their schedules were re-established on a pre-war basis. In less than eighteen months they rebuilt 1,850 miles of double railway track road, twelve tunnels, 267 railroad culverts and overhead crossings, and had either temporarily or entirely rebuilt 547 railroad and signal stations. The national roads, while as yet not in the excellent condition they

Digitized by Google

were in 1914, are in all respects serviceable. Over 900 miles of canals have been reopened to navigation.

With the population returning, food supplies and adequate transportation assured, it was possible to undertake more fully the work of industrial reconstruction. Progress in this field has been extraordinarily rapid. On August 1, 1919, of the 3,800 industrial establishments destroyed, employing over twenty hands, only 9 per cent had resumed production either in part or in full. One year later this percentage had risen to 75.8. Over the same period, the percentage of the pre-war personnel employed increased from 7 to 57 per cent.

In some neighborhoods, a return to pre-war conditions has been more rapid than in others. The great textile industries of Lille have been 82 per cent reestablished. They are employing 69 per cent of their 1914 personnel. The same condition holds good of the cotton and woolen centres of Tourcoing and Douai. It must be borne in mind that the reconstruction of the factories of northern and eastern France was delayed in many cases by the difficulty of replacing machinery either totally destroyed or stolen by the Germans. That these difficulties were not found insurmountable is established by the fact that French exports for the first seven months of the current year have risen by 159 per cent, as compared with those of the corresponding seven months of 1919. During this same period, France's adverse trade balance has been reduced by 32 per cent, the rectification in the case of the United States being over $200,000,000.

A CANAL BUILT TO DRAIN THE MINES

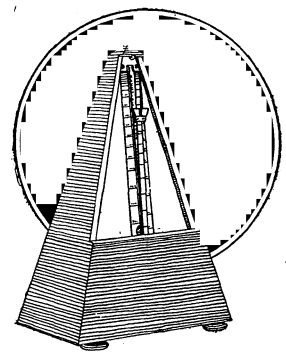
The industrial recovery of France has been seriously hampered by the lack of coal, from which she is now suffering. The destruction of the mines of the Nord and the Pas-de-Calais was carried out with such thoroughness that the work of refitting them for production will require from five to seven years. In the case of certain mines in the neighborhood of Lens it was necessary for the company which undertook the work of reconstruction to obtain permission from the Government to dig a canal from Lens to Abbeville which would be capable of handling the volume of water which it was necessary to pump from the mines before the work of clearing them of débris and of relining the galleries could be undertaken.

This volume of water is so great that no rivers or streams within a radius of twenty miles of Lens are capable of being used to carry it off without grave danger of flooding the entire countryside. In spite of such difficulties, the work done toward reconstructing the mines is already beginning to make itself felt, particularly in the Department of the Pas-de-Calais, which suffered much less than the Department of the Nord. Here, the mines have averaged during the last two months only about 60,000 tons below their 1914 production.

Realizing that a continued coal shortage would adversely affect her industrial development, France has turned to water power as the solution of this problem. With 10,000,000 horsepower available, only 850,000 was developed in 1914. By the end of 1919, this figure had risen to 1,800,000, and by the end of this year it will have reached 2,200,000. This 2,200,000 horsepower is the equivalent of about 10,250,000 tons of coal. French industrial leaders have quickly realized the great reduction in manufacturing cost which the use of water power will cause.

The new steel plants being built in the Briey basin are equipped throughout with electrical furnaces. The Paris-Lyon-Méditerranée railroad, at the end of five years, will have electrified its 7,000 kilometers of double-track line. The other railways of the East, South and West have adopted programmes which call for the complete electrification of

Digitized by Google



Rhythm

IT was at Beloit—during a general meeting of branch managers at this one of the eight Fairbanks-Morse plants. (And by the way—we began to serve this client in 1915 and are still delivering an agency service PLUS—in closely co-operating with them on all their advertised products.)

At noon there was a concert by the factory band. Its leader was the head porter; the musicians were recruited from office force, foundry and shipping department. Their music was of the highest order and was played in perfect harmony. Each played the right part at the right time. They recognized leadership and supported it with *organized* effort.

If each had played only when the spirit moved him, or in a tempo or key not in accord with that of his fellow musicians, a riotous and useless application of energy would have been the result.

Effective effort must be a collective effort. Ours is such—and that is only one of the many reasons why we are known as "An Advertising Agency ÷ PLUS."

H. Walton **Heegstra** Incorporated

ADVERTISING 25 E. JACKSON BOULEVARD, CHICAGO MERCHANDISING

Digitized by Google

Introducing—

your advertising department

This organization has been formed to render a complete advertising and merchandising service for a moderate retainer to manufacturers and merchants who want the skill of advertising men of high calibre in the planning and execution of their advertising, but who cannot afford to install an advertising department.

Send for the LEE Wall Chart, showing at a glance the essential factors of a complete advertising campaign and their relative importance. It will aid you to build your advertising on a sound, scientific basis. Its price is one dollar.

The LEE Associates

Sales and Advertising Executives

50 Union Square New York

WALTER A. ALLEN

SECRETARY AND DIRECTOR—ALSO MANAGER BUFFALO DIVISION OF

THE MANTERNACH COMPANY
ADVERTISING AGENTS

ANNOUNCES HIS RESIGNATION FROM THE ABOVE COMPANY

Mr. Allen will be open for a business connection after October First, and can be reached at 229 West Twenty-eighth Street, New York City

Digitized by Google

their systems within a period of ten years. It is the ambition of every Frenchman, whether he be farmer or industrial, to eliminate as much as possible the use of coal so as to preclude the present dependence upon foreign importations. The high cost of foreign coal has made the development of "white coal" a duty.

FINANCIAL RECUPERATION

No phase of France's effort at complete rehabilitation is more interesting than that of finance. The French financial system, although in its essence simple, is not well understood here, and for this reason, appreciation of the extraordinary efforts the French Government and the French people have made toward budgetary equilibrium is not widespread.

England and America, although at the time of the armistice burdened with huge war debts, were able, because of the fact that they had suffered no actual physical impairment, either industrially or commercially, to balance without further recourse to credit their current budgets. France did not find herself in this enviable position. She faced the immediate necessity of advancing great sums of money with which to re-create wealth. These sums she has borrowed from her own people, who have subscribed and who are subscribing generously to the loans necessary to reconstruction.

Realizing that the money invested in the reconstruction of the devastated regions will be productive of wealth for generations to come, the French consider they are making a good investment on their own behalf. These credits they know will be needed for a short time only, so as to permit Germany a certain delay in the matter of indemnity payments. To make these advances they have shouldered the burden of taxation necessary to the payment of interest on all these war and reconstruction loans, together with the sums put aside for the creation of sinking funds, repayment of advances made by the Bank of France, etc. This balancing of the "Ordinary Budget" has meant an increase in taxation from $56 to $99 per capita.

The private credit situation of France is excellent. In spite of the heavy demands made on investors by the Government, money for legitimate industrial and commercial expansion is plentiful. Over 23,000,000,000 frs. have been invested in various enterprises since the armistice. Savings bank deposits have steadily increased, so greatly in fact, that the Government found it necessary to raise the legal maximum of the sum which could be held on deposit from 3,000 frs. to 5,000 frs. per person. An interesting sidelight on French thrift is the fact that over 67 per cent of the mortgages held on farm lands have been paid off during the last five years.

Any discussion of France's present economic situation would be incomplete without some mention of her present social condition and outlook. The distribution of wealth and property is wider and more even in France than in any other country in the world. One-third of the total population are landowners; over one-half have savings bank accounts; the per capita investment in Government bonds is over four times as great as in the United States (5,675 frs. per capita as against 1,230 frs. per capita). Labor difficulties under such conditions are no more than questions of local adjustment. France has not been free of those, and yet a proportionate comparison of the total working hours lost through strikes in the last two years in the United States, Italy, Great Britain, Belgium and France shows that France has lost only half as many working hours as Belgium, which in turn suffered considerably less than the other countries mentioned.

The reasonable attitude of French labor was well demonstrated last May when only 16 per cent of the men called out on strike responded to the call.

Character, thrift in all things but ideas, courage and a sane logic, upon these France has depended to accomplish the task set her. The measure of this accomplishment requires no comment.

Digitized by Google

I want to output some big, stunning, smashing copy—

for some concern that is willing to pay for the services of a woman advertising specialist. I am not seeking a small job, but a real advertising opportunity.

For personal interview address "S. C.," Box 91, care Printers' Ink.

Maximum Service in Export Selling

OUR SERVICE Staff, with members in chief Oriental commercial centers, increases sales in the tremendous markets afforded by Japan, China, India, Straits Settlements, Dutch East Indies, Philippines, Australasia. Connections established; credit reports, lists of prospects, market data furnished. Continuous, efficient, personal service.

Send for booklet "Maximum Service in Export Selling." Tells how we can help you.

***The* WORLD SALESMAN**

A Monthly Journal of International Trade

182 West Fourth St.
New York

No Flat Reduction of Mail-Order Prices

Reductions ranging from ten to twenty per cent on certain merchandise were announced last week by the retail mail-order firms of Sears, Roebuck & Company and Montgomery Ward & Company. The reductions, which apply to catalogues already in circulation, take in various articles of merchandise made out of cotton, wool, silk and leather. Food prices remain the same with the exception of sugar, which was listed at $19.35 per 100 lbs.

Butler Brothers also announced reductions in prices quoted in their wholesale catalogue taking in the same general lines as the mail-order houses.

The action of these three big houses caused a great deal of rather sensational talk to the effect that merchandise prices in general were tumbling. The exact opposite is the case. PRINTERS' INK asked Charles McCue, in charge of Butler Brothers' advertising, for a statement covering the situation.

"We are merely carrying out our usual policy of following the market closely," said Mr. McCue.

"Our plan of operation is such that often we can anticipate reductions and thus give our customers the benefit in advance. This latest announcement is nothing new for us. We have made similar announcements many times before, as you well know.

"The fact is that the market is lower on cotton staples, muslin, cambrics, sheetings, wool garments and silks. But on merchandise made out of paper, glass or metals the price is higher than ever. Under the circumstances, therefore, it would be folly for us to announce a flat reduction taking in our whole line as has been reported. We shall continue to follow the market."

Lucas Capitalizes House and Office Shortage

John Lucas & Co., Inc., paint manufacturers of Philadelphia, are running a series of advertisements in the newspapers playing up the house and office shortage. In one piece of copy, for instance, it is suggested that "owners of buildings now devoted to less productive purposes," convert these buildings into desirable offices, finishing them, of course, with Lucas paints and varnishes. Another suggests that a little Lucas paint on an old house or building will not only "save the surface," but enhance its value. The copy carries such captions as "For Rent," "Offices for Rent." A service department is placed at the call of the real-estate owners.

The Bedford Branch Y. M. C. A., Brooklyn, will inaugurate an evening course in advertising October 14. The sessions, which will be held weekly, are to be in charge of F. T. Bowers, account executive for the L. S. Goldsmith Advertising Agency, New York.

Digitized by Google

"—we'll *acknowledge* this one"

SINGLED out from the run of Holiday Greeting Cards is the one that *recognizes* a big man—that carries the quality of hearty esteem, gracefully tendered. It makes much of your customer, for plainly it is the best the engraver's art can produce. Thoughtfulness is written in its greeting, in the taste and appropriateness of the design, in the very texture of the card. It stands out as an *appreciative* card, from a concern that habitually does the handsome thing!

You should want such cards or none, for they're the only kind that really fulfill their purpose. We make them, knowing that well; wasting no energies on cheap cards. Olson Greeting Cards are the engraved sentiments of concerns that aspire to lead—for whose customers nothing can be too good. They convey to your business associates the regard in which you hold them, the good-will you have for them, and the appreciative way in which you mean to do business with them.

The cards are offered in 25 different designs, each one providing for insertion of your trade-mark, emblem or monogram as an integral part of the design. Sample-box containing the 25 cards will be mailed you free, following request on your business letterhead. If you might use a *personal* card, we'll send you specimen and list of our steel-etched, hand-colored cards for personal use.

EUGENE A. OLSON COMPANY

Manufacturers of Engraved Business Cards
Stationery and Greeting Cards

HARTFORD, CONNECTICUT

Digitized by Google

Oakland Tribune HOME EDITION

Oakland, California

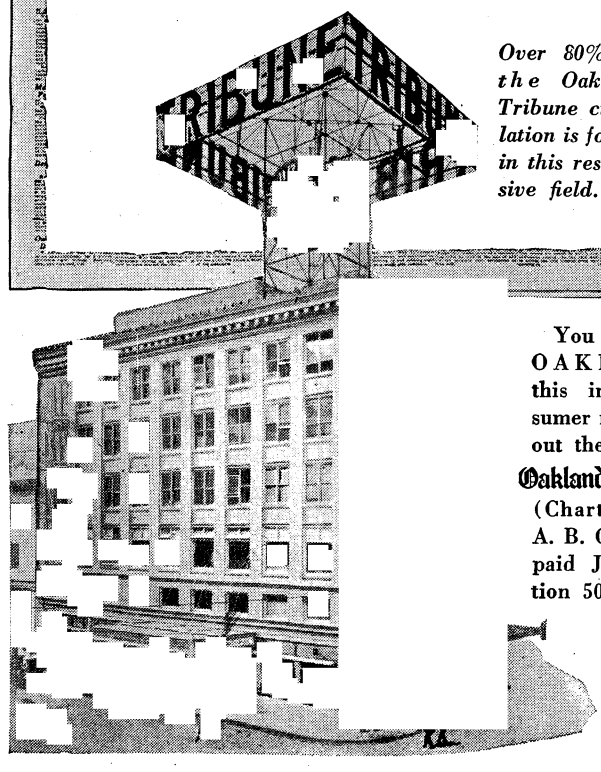
Here are six cities (Oakland, Berkeley, Alameda, Piedmont, Albany, Emeryville), but really only one to all intents and purposes except in the form of government. (Consolidated city and county government now being considered.)

There are no physical lines between these cities—divisions are purely imaginary—three of the cities are practically surrounded by two of the others.

Here is a vast increasing consumer market and a recognized substantial industrial center. Government statistics show a record population of home owners.

The 1920 census gives 309,776 population in these six combined municipalities.

Growth in population 44.1% in past ten years.



Over 80% of the Oakland Tribune circulation is found in this responsive field.

You cannot cover OAKLAND and this inviting consumer market without the use of the Oakland Tribune (Charter member A. B. C.). Av. net paid June circulation 50,280.

Digitized by Google

Where Is the Capital for New Enterprise?

There Is Need of United Resolve to Increase Production and Pay Debts

By George E. Roberts

Vice-President, National City Bank, New York

Part I

THERE are problems and perils more serious even than those involved in a business reaction. The state of the public mind toward the present industrial organization, the prevailing provements in indsutry, and trans- of capital for making needed improvements in industry, and transportation, the detachment of wages and prices from the gold standard and the growing confusion resulting therefrom are all matters to give serious concern.

The modern industrial organization is a very complicated one. It must be so in order to supply the wants of the present population at the present standard of living. The fact is that the necessary organization is so complicated that few people comprehend it, or understand the economic laws which govern it. Hence there is endless interference with its normal workings. An application of the fundamental principles upon which society has made all its progress in the past, practicing industry and thrift, would rapidly improve conditions. There is nothing in the financial or industrial situation which would not be quickly remedied by increased production, but society will not make a success of trying to divide more than it produces or gain anything by breaking down the industrial organization. The latter is subject to change, but nobody will be better off for changes which reduce production.

Surveying the situation, confidence is based upon the vast amount of work which looms up in all fields as needing to be done, and upon the great demand for goods for consumption. There is no question about the wants of the world; they are very great and urgent. Indeed, the world is impatient to a degree which tends to defeat the satisfaction of its wants. Its wants are both positive and negative, for it wants more of everything and at the same time wants to work shorter hours. It wants to curb the accumulation of capital, and yet a greater supply of comforts can be had only by an increased accumulation of capital. The chief agency for supplying the wants of the world is machinery, and capital consists entirely of productive instrumentalities.

MONEY OR CREDIT BADLY NEEDED

There is always a vast amount of work to be done, provided somebody will furnish the capital for doing it. If one could have a sort of a bird's-eye view of all the plans that are developing or waiting in the minds of men for the improvement of industry and society, what a wonderful picture it would be! The building programme for which the architects are said to have the plans ready will require a great amount of capital, probably twice as much in terms of dollars as the same amount of building would have required before the war. The construction work which the steel industry is counting upon, the new electrical installations upon which estimates are invited, the expenditures upon the railways, and so forth, all involve demands upon the capital fund, correspondingly larger measured in dollars, than the same work would have required before the war.

Where is the capital coming from to pay for all this work? Society accomplishes its progress by saving up out of current production the means of making additions and improvements upon its

Digitized by Google

Office Buildings—

with space at a premium and the demand growing daily, the construction of office buildings is being greatly stimulated.

Our readers, the building managers, are the deciding factors in the construction of the new office buildings and select the material to be used.

No greater market for building materials and equipment than that reached by

BUILDINGS

and BUILDING MANAGEMENT

Member A. B. C. and A. B. P.

139 N. Clark St. Chicago

Representatives Wanted

An established monthly publication specializing in the field of Public Health with a circulation of 6,000, wants to appoint advertising representatives in New York, Chicago, Boston, Atlanta and San Francisco.

Address "Public Health," Box 90, care of Printers' Ink.

productive properties. If its industrial equipment is to be improved and the plant enlarged by extensive construction work, somebody must come forward with ready capital and advance the pay for all the workmen so employed. In short, the capitalist, large or small, and his capital, are vital factors in this great construction programme. There is an inclination to question whether a capitalist serves any useful purpose.

Small savings when invested directly by the owners go largely into homes or real estate mortgages, but when placed as bank deposits or in the purchase of life insurance, have been largely invested in railroad bonds. Industrial development in each line has been mainly accomplished by means of the profits made in that line. The steel industry has been developed and the wonderful progress of the last fifty years accomplished by means of the profits obtained in the business. The savings resulting from one improvement have furnished the capital for other experiments and improvements. The great fortunes made in the industry have consisted of vast properties by means of which iron and steel are made and sold to the public more cheaply than before such properties existed.

The fact that private fortunes exist in the form of properties which are producing for the public market, that the profits for the most part are turned back for the purpose of increasing production, and that the gains from the improvements in industry inure to the consumers of the products, are facts commonly overlooked. But such is the history of social progress. There is no outlet for capital accumulated in industry except in providing for greater production, and no outlet of any consequence for increased production except by distribution to the public. The genius of the business world is divided between the tasks of production and distribution. We see in every line of industry the eagerness to produce. The demand for things is in sight;

Digitized by Google

He Tore Up the Blueprints

The chief engineer of a new $5,000,000 plant in one of St. Louis' new industrial districts had prepared plans and specifications for an $800,000 station to generate current for power.

Inquiry developed that St. Louis has plentiful hydro-electric current and steam-generated energy to serve all industries which locate in St. Louis, and that the company could buy its power current cheaper than it could generate its own supply. The engineer tore up his blueprints. The plan to build the generating station was abandoned.

St. Louis Has Abundant Electric Power

St. Louis can furnish ample electric power for any of these sixteen industries it is seeking and for which there is a profitable market in the St. Louis trade territory.

Shoe laces and findings
Cotton spinning and textile mills
Steel and copper wire
Machine tools and tool machinery
Automobile accessories and parts
Tanneries and leather products
Malleable iron castings
Screw machine products
Dye stuffs
Drop forge plants
Farm implements
Rubber products
Locomotive works
Blast furnaces
Cork products
Small hardware

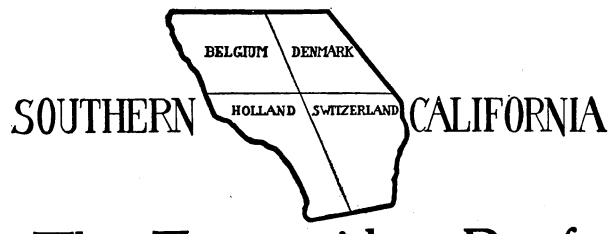
The booklet, "St. Louis as a Manufacturing Center," will interest you. A letter will bring it. Address

Director New Industries Bureau

St. Louis Chamber of Commerce

St. Louis, U. S. A.

Digitized by Google



The Zone with a Roof

Bounded on three sides with geographical "walls"—ocean, Mexico, desert—and "roofed" with a climate of its own. It is virtually a vast natural conservatory, larger than Denmark, Holland, Belgium and Switzerland combined, peopled by one big family, all served from a central pantry —Los Angeles.

Los Angeles County Contains 1-75 of Nation's Wealth

It is assessed for taxation purposes at $1,275,735,264 on a 50% basis. This gives $2,551,470,528 as the actual value, or a little better than 1-75 of the nation's wealth, appraised at $187,739,074,090.

Los Angeles County exceeds in assessed value the combined states of Maine, Vermont, Florida, Nevada, Utah and Wyoming.

These figures, startling to those not familiar with Southern California's growth, are substantiated from all angles. For instance, of the $640,000,000 spent annually in the United States for public education, Los Angeles County furnishes 1-64.

Eight other big, prosperous counties are contained within "Zone Southern California." Their assessed value exceeds that of the huge, rich State of Georgia.

Los Angeles City Contains 1-70 of Nation's Bank Deposits

An impressive figure when it is remembered that Los Angeles has but 24 banks while the total number in the United States reaches 31,168. This evidence of purchasing power is verified by the city's building permits which, for year ending July 1, 1920, attained the prodigious amount of $43,904,801.

The Zone With One Big Newspaper

—the only newspaper whose circulation is as universal as the "roof" yet contained almost wholly within the "walls"—the only morning newspaper used by Los Angeles department stores, first in local display, foreign display, classified and reading matter. (No other newspaper stands second in all classifications.)

The Los Angeles Times

During first half 1920 THE TIMES led second morning newspaper by 4,551,218 agate lines advertising.

Digitized by Google

there is need on every hand to increase and improve the productive equipment and enlarge the output, but capital is lacking. We are not saving enough from current production. Not enough of our working force is employed in making provision for increased production in the future.

If profits are unusually high in any line of production it is usually a sign that more capital—more productive equipment—is needed in that industry, and the profits will supply it. The larger the profits the faster will be the development of the industry in which they are made, until the point is reached where the public is abundantly supplied at a profit so moderate that investment turns into other channels. The most effective protection of the public from high profits is in the fact that such profits are their own undoing. They work a permanent change in the conditions from which they spring, and no attempt to regulate profits arbitrarily can do this.

There is criticism of landlords who raise rents under present conditions, but the only real remedy for the scarcity of house-room is more houses, and they will not be built unless there is remuneration for the investment.

The public is hostile to profits because it does not follow them back into industrial use and see the results in larger and cheaper production. Profits are regarded grudgingly, as lost to the public, and at best as an incentive which it is necessary to concede. But profits are more than an incentive; they are the means by which the leaders in industry accomplish their achievements.

WAGES WON'T CREATE NEW ENTERPRISES

The public is always wanting profits reduced and wages increased, although profits are much more likely to be converted into capital and used for industrial advancement than wages. If profits the country over were cut in two and one-half disbursed as wages, undoubtedly the effect would be to

At a Drug Store the other day—

A woman asked the clerk for a face powder. She had forgotten the name, but, *"it came in a blue and white striped, square box with a beautifully colored illustration."* **The druggist showed her the package—then she recognized it.**

A **unique design** helps customers remember—makes it easy for them to buy again, and again. Karle Lithographic Co. will be glad to cooperate with you in producing a sale-making package. Put your problem up to one of our branch managers. He will call at your convenience.

KARLE LITHOGRAPHIC CO.,

Offices and Plant

Rochester, N. Y.

New York 512 Fifth Ave. **St. Louis** Ry. Exchange Bldg
Boston 7 Water St. **Chicago** 130 N. Wells St.
Philadelphia Fidelity Mutual Bldg.

Digitized by Google

The Rate Does Not Matter

WHAT the Advertising Rate is does not matter provided the medium used pays proportionately to the rate charged.

If you apply this test to "PUNCH" you will always be satisfied with your Investment.

For the advertising of High-Class Goods and Service to Britons at home and abroad

There is no substitute for "PUNCH"

ROY V. SOMERVILLE
Advertisement Manager "Punch"
10 Bouverie Street
London, Eng.

"Punch" Office September 1, 1920

diminish the amount of capital available for construction work and increase the expenditures for current consumption. It would raise the cost of living still higher while curtailing the means for increasing production.

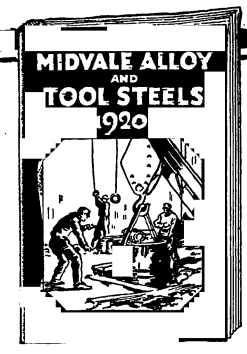
It is no reflection upon the wage-earners to say this, for it would be the inevitable result of a larger direct distribution. The increased amount received by each individual would be so small that the chances would be against its becoming productive capital. The $100,000,000 gift recently made by Mr. Rockefeller to education and medical research may be expected to produce far-reaching results for the good of humanity, but distributed to all the people of the United States it would have amounted to less than $1 each. This is not saying that it is an ideal situation to have wealth concentrated instead of widely distributed. It is only saying that wealth must be produced before its benefits can be enjoyed by anybody, and that arbitrary efforts at distribution will curtail production, while wealth used productively, even though the ownership be concentrated, will increase the distribution of products.

The plain truth is that the wants of the country, released from the restraints of the war time, are in excess of the industrial capacity of the country, and the demand for credit is greater than required to operate the industries and handle the exchanges in a normal manner. It is a competitive demand, a demand which represents the efforts of producers and dealers to get labor, materials and goods away from each other, and under such conditions any amount of credit that may be granted will be largely expended in driving up wages and prices. The transportation problem will have to be worked out by applying capital to the improvement of facilities, and meanwhile it is evident that what the country needs is not more credit but more capital.

Some lines of industry have outrun others; the situation is out of balance; the natural reciprocity

Digitized by Google

PRINTING
— fit for its —
PURPOSE



WHEN your catalogue reaches the buyers' desk, does it talk the same language as your product? Every test for accuracy of workmanship and quality of material which you insist on for your product is truly suggested in

PROPER PRINTING

Wm F. FELL CO.
PHILADELPHIA

RIGHT BELIEF
RIGHT KNOWLEDGE
RIGHT CONDUCT

FOR SALE

Complete Printing Plant (including buildings and machinery) valued at $400,000.00. Established over 50 years. Incorporated. One of the largest plants in Pennsylvania. Plant running and doing a good business.

Reason for selling—to settle an estate.

Address
Post Office Box 1325, Pittsburgh, Pa.

Digitized by Google

FOR AGENCIES AND ADVERTISERS

STANDARD RATE & DATA SERVICE

THE NATIONAL AUTHORITY

Space Buyers
and
Advertising Managers

everywhere proclaim it indispensable on these features—**COMPLETENESS — ACCURACY — DEPENDABILITY — ACCESSIBILITY.**

Are **you** buying space **blindfolded**, hit-or-miss fashion, with only shotgun accuracy? Or are you **forever** searching files (over 90% obsolete) for information which is **NOT** there?

IT'S WASTE—DON'T DO IT!

We have **eliminated** this waste. You can **NOW** prepare schedules, make comparisons, constructive analysis, quickly and accurately with our service. Contains over **one million** answers to rate and circulation questions. No matter what you want to know—**it's there—and it's right.**

Revised and issued every month. Contains detailed rates, mechanical requirements and minute circulation analysis on—

—DAILY NEWSPAPERS
—GENERAL MAGAZINES
—WOMEN'S MAGAZINES
—AGRICULTURAL PAPERS
—TRADE, CLASS & TECHNICAL PERIODICALS

Any information in ten seconds. No confusing reference marks or abbreviated information. Easy to read or carry around. Dependable data revised to the minute.

ASK ABOUT OUR FREE TRIAL OFFER

STANDARD RATE & DATA SERVICE
The National Authority

154 West Fort Street, Detroit, Mich

References—Any Advertising Agency, National Advertiser, Publisher or Publishers' Representative

Insist on the "Standard"
It Is
The National Authority
Oldest—most reliable monthly rate service

is lost and the industries are not mutually supporting as they must be for a state of permanent prosperity. There must be a readjustment, and in view of the strained condition of credit it must be at a lower level of values. There can be no relief for the credit situation except at a lower level of values, where less credit will be required to handle the business of the country. Of course just as much business can be done, just as many goods made and distributed, at one level of price values as another. Nothing has been gained by the great expansion of bank credit and rise of prices. The situation is more difficult to deal with now than it was then, and every increase in the volume of bank credit and advance in the price level will make it still more difficult, because the ground will have to be retraced.

The banking system of the country is still operating on a gold basis; it is required by law to keep a fixed percentage of gold against its liabilities, but wages and prices are no longer on a gold basis. They are being pushed upward without any regard to their relation to gold values, and as they mount higher more credit is naturally called for to handle the business of the country. It cannot be too strongly stated that there is nothing to be gained by going farther along this road.

This pressure upon reserves has not been caused by an increasing volume of production, for in most lines production was lower in 1919 than in 1918. It has been caused by rising costs and prices, and an increase of bank credit has the same effect upon prices as increasing issues of paper money.

The reserve dollar is the gold dollar, but the dollar of industrial costs and of prices is a light-winged, soaring dollar which bears no constant relation to anything tangible. It is becoming a mere figure of speech. One board of arbitrators alters the dollar for one industry and another board or commission alters it somewhere else, all in the interest of peace, and, as they believe, fair play.

Digitized by Google

An Advertising Event

Only once in a blue moon can a business paper place before its readers a *message of such importance* that its publication can truthfully be called an *event*. Such an opportunity has come to us.

The September issue of THE MAILBAG contains the first installment of James Wallen's masterly treatise on "The Writing of Direct-Mail Literature." Such a *book*—for it really is a book in installment form—has *never been put before advertising men*.

Mr. Wallen discusses the *purposes* of direct mail advertising copy—its *principles* and *practices*—the *methods* and *ideals* that have built his reputation as a *master copy writer*. Everything Wallen writes is fundamentally sound, logical, full of "humanness" and enthusiasm, and this series of articles is no exception.

"The Writing of Direct Mail Literature" i put out in book form would cost you *at least $3.50*. Starting with the September MAILBAG, now off the press, you get it complete for the *regular subscription price.—$1.00 per year*.

Send your dollar now so that your subscription will begin with the September issue.

Mailbag Publishing Company,
1800 E. 40th St., Cleveland, Ohio.

Here's my dollar. Please put me down as a subscriber to THE MAILBAG for one year beginning with the September issue.

Name.....

Street and Number.....

City.....State.....

P.I. 9-30

Digitized by Google

United States Shipping Board Emergency Fleet Corporation

Hog Island Ship Yard For Sale

The Yard Is Near Philadelphia, Pa.

Sealed bids will be received up to October 30, 1920, 10 A. M., in office of the U. S. Shipping Board Emergency Fleet Corporation, Supply and Sales Division, Sixth and B Streets S. W., Washington, D. C., and then opened in the presence of the CHAIRMAN.

HOG ISLAND HAS

an area of 946 acres, water frontage of two miles, 27 warehouses, approximately 86 miles railroad tracks, 21 miles of roads, 50 shipbuilding ways, sewerage and drainage, 7 steamship piers, administration record and telephone buildings, shop buildings, power, air, electric, steam, water and oil lines, classification yards and fire protection.

The wooden warehouses are equipped with brick fire walls every 80 feet and fire protection.

There are 50 ways—40 wood, 10 concrete—each equipped with fixed stiff-leg derricks.

Detailed inventory, blueprints, photographs and other data have been filed in the office of the Director of the Supply and Sales Division, 6th and B streets S. W., Washington, D. C., and may be seen by prospective bidders during business hours. Permits for inspection of the yard may be obtained on application.

Bids must be submitted in duplicate on standard proposal forms, made in the manner designated therein and inclosed in sealed envelope marked "Proposal No. 2007, not to be opened until October 30, 1920."

Bids must be accompanied by certified check, made payable to the United States Shipping Board Emergency Fleet Corporation for $1,000,000.

This amount will be applied upon the purchase price to be paid by the successful bidder, but in the event that such bidder fails to consummate the contract of purchase the deposit will be forfeited to the corporation. The balance of the purchase price is to be paid within a reasonable period, not exceeding in any case five years from date of sale.

Title to the property will remain in the United States Shipping Board Emergency Fleet Corporation until full purchase price has been paid.

The Corporation reserves the right to reject any or all bids.

United States Shipping Board Emergency Fleet Corporation
W. S. BENSON, President.

But each alteration of this kind, while making peace in one industry, disturbs conditions elsewhere, and the general result is a continuation of changes, all upward, all tending farther to separate the dollar in trade and industry from the dollar of bank reserves.

The question of credit expansion is directly related to industrial costs and to the endless cycle of wage and price advances. The cycle calls continually for more credit, and if the supply is to be provided indefinitely the "dollar" in which wages are paid will continue to depreciate in purchasing power, and the whole industrial and financial situation will become more and more hopelessly confused. There is no advantage to the wage-earner in reducing the currency of the United States to mere stage money, which has no definite command over the goods he wants to buy, or in having the industrial structure lifted up on a vast pyramid of credit, which will sooner or later collapse as all like pyramids have in the past. Nobody is more interested in a sure foundation for the industries than the wage-earner.

When this is understood it will be seen that a resolute stand must be made against increasing the volume of loans, compelling such a restriction of new undertakings and such a lowering of costs as will enable the business of the country to be done, without further credit expansion. If the people will set themselves to increasing production and paying their debts the whole situation will rapidly improve, but there is no prospect for easier money except as this policy is pursued and the price-level lowered.

(To be concluded)

D. B. McCoy at London for General Motors Export Co.

D. B. McCoy has been appointed advertising representative, with headquarters at London, of the General Motors Export Company. Before joining the General Motors Export Company, Mr. McCoy had been advertising manager of the Olds Motor Works, Lansing, Mich.

Digitized by Google

The Buying Power of Those Who Buy Insurance

No, we don't mean the individual who insures his new house against fire, or who takes out a life insurance policy. He never sees our paper. But we do mean the large manufacturer with plants all over the country, employing thousands of workmen. Under the provisions of the Workmen's Compensation Acts he must insure against the liability of accidents. He must also protect his plants against fire.

To handle this important work he employs an expert insurance man. This man has the "say so" about what kind of sprinkler system should be installed. He decides on how many fire extinguishers are needed and what kind to buy. He buys the goggles for workmen on grinding wheels. He buys the safety appliances for exposed machinery, the automatic elevator stopping devices, etc. When a new building goes up he recommends the kind of building material to be used.

DO YOU SELL AUTOMATIC SPRINKLERS?
DO YOU SELL SAFETY APPLIANCES?
DO YOU SELL FIREPROOF MATERIALS?

The Weekly Underwriter
Established 1859
EIGHTY MAIDEN LANE
NEW YORK, N. Y.

Digitized by Google

The 6th Anniversary and Seventh Convention of the A·B·C

(AUDIT BUREAU OF CIRCULATIONS)

will be held at the Hotel La Salle Chicago October 14th & 15th

NINETEEN·TWENTY

Departmental meetings will open at 2 P. M. Thursday afternoon, October 14th. The business session begins promptly at 10 o'clock Friday morning, October 15th. Election of officers Friday afternoon at 2 o'clock.

A Reception and Banquet under the auspices of the A. B. C. and the A. A. A. A. will be given in the ballroom of the Hotel LaSalle Friday night at 7 P. M., and will be the occasion for the formal inauguration of the national movement for the permanent American Merchant Marine.

AUDIT BUREAU OF CIRCULATIONS
202 S. State Street, Chicago, Ill.

Digitized by Google

"How to Make Advertising Pay Dividends"

Convention Topic Adhered to by All the Speakers at Conference Held in Des Moines—Two-Days' Sessions Addressed by Men Well Known in Advertising — State Officers Elected

"HOW to Make Advertising Pay Dividends" was not only the keynote, but the single subject of the speakers at the meeting of the Associated Advertising Clubs of Iowa and the Ninth (Iowa-Nebraska-Kansas) District of the Associated Advertising Clubs of the World, held in Des Moines, September 22 to 24.

The meeting started with a luncheon at the Hotel Fort Des Moines, where Dr. Arthur Holmes, president of Drake University, spoke on "Advertising the Public Servant." The principal speakers at the afternoon session Wednesday were George B. Sharpe, assistant sales manager, Cleveland Tractor Company, and H. W. Harrington, advertising manager of the Moline Plow Company. In citing a specific instance of how they made their advertising pay dividends Mr. Sharpe said that when he joined the company it was selling very rarely a tractor for industrial use, such as a lumber camp, while to-day 20 per cent of the total business is in that direction. This business was created entirely by advertising.

Mr. Harrington gave a demonstration with charts of how his company sells advertising to branch houses, agencies and subagencies.

Roy O. Louden, of the Louden Machinery Company, Fairfield, Iowa, cited a most convincing piece of evidence of how its advertising paid dividends: "The second year of our national advertising we had a 350 per cent increase in business." Then to clinch the value of advertising he gave details of a campaign which was run for one year without any advertising whatsoever, making sales of 5,000 units, and the following year with exactly the same sale effort, but using magazines, trade papers and other forms of advertising it ran the total sales on that same product to 52,000 units.

J. Sidney Johnson, advertising manager of the Western Grocery Company, told of a campaign it put on in connection with National Coffee Week, which sold nearly 200,000 pounds of a new brand of coffee. Other speakers on Wednesday were C. W. Graham, of the National Manufacturing Company, H. E. Erickson, of Thomas Cusack Company, Ivan Coolidge, of the Coolidge Advertising Agency, and Kenneth Smith, president of the Globe Tanning Company.

Thursday, John H. Kate, president of the X-Ray Incubator Company, a man who has been for fifty years advertising, told a human interest story of his life and his business. Every bit of his product is sold by mail following inquiries produced from publications.

Other speakers on Thursday were Robert E. Ramsay, director sales promotion, publicity and advertising, American Writing Paper Company, Holyoke, Mass., who spoke on "How to Make Direct Advertising Pay Dividends"; Jos. Wells, of the *Merchants' Trade Journal,* who stressed the value of an idea in merchandising through retailers; H. B. Lee, of the Fort Dodge *Messenger;* Lee P. Loomis, of the Muscatine *Journal;* F. A. Black, of Filene's, Boston; E. B. Moon, of Chicago; W. H. Smith, of Hutchinson, Kansas; John Rude, of the Rude Motor Company, and others.

Friday was given over to a conference of the Clubs in Iowa, Nebraska and Kansas, with T. W. LeQuatte, of *Successful Farming,* as chairman.

Thursday evening the banquet was held, Hon. J. B. Weaver presiding. The speakers were E. A. Schmidt, Frank Armstrong and Sidney Dillon, all on the subject of vigilance work; Rowe Stewart, president of the Associated Clubs; Richard H. Lee, special counsel for the Associated Clubs; Hon.

Digitized by Google

Announcement

All of the stock and other securities in Advertising & Selling Co., Inc., formerly owned by Wm. B. Curtis have been purchased by J. M. Hopkins.

Advertising & Selling Co., Inc.

September 20, 1920.

Clyde L. Herring, Democratic candidate for Iowa's governorship, and others.

The officers for the following year are: President, H. M. Knudson, Mason City; first vice-president, W. S. Arant, Omaha; second vice-president, O. E. Having, Fort Dodge; secretary, H. L. Adams, Perry; and treasurer, Roy Louden, Fairfield.

The Vigilance cup of the Iowa association was awarded to the Marshalltown, Iowa, club.

Chain Grocers Form National Association

The National Chain Store Grocers' Association has been formed by operators of chain grocers. Executive offices of the association have been established at New York. The new organization has about twenty members at present, and does not anticpate an ultimate membership of more than fifty, though that will represent probably not far from 25,000 retail grocery stores.

The association does not at present contemplate having anything to do with the purchasing of goods for its members.

The officers of the association are: President, C. E. Adams, John T. Connor Company, Boston; first vice-president, B. H. Kroger, Kroger Grocery & Baking Company, Cincinnati; second vice-president, Samuel Robinson, American Stores Company, Philadelphia; third vice-president, Henry Kohl, National Grocery Company, Jersey City; secretary-treasurer, Alfred H. Beckmann, New York; executive committee, W. G. Wrightson, Great Atlantic & Pacific Tea Company, Jersey City; Harry L. Jones, Grand Union Tea Company and Globe Grocery Stores, Inc., Brooklyn; James Butler, James Butler, Inc., New York; W. K. Macy, Union Pacific Tea Company, Newark; Mathew Smith, Mathew Smith Grocery Company, Cleveland.

Wisconsin Publishers Meet Next Month

The Wisconsin Daily Newspaper League will hold its annual meeting October 18. The meeting was originally scheduled for September 28. The league, which has been organized for twelve years, is considering opening a main office in Milwaukee.

G. B. Perkins Leaves W. R. Warner & Co.

Grafton B. Perkins has resigned the advertising managership of W. R. Warner & Co., Richard Hudnut, and allied interests. Mr. Perkins was formerly promotion manager of McGraw-Hill, Inc., and advertising manager of the Resinol Chemical Company.

Digitized by Google

IOWA – the Land of Plenty

—where agricultural wealth is unprecedented and crop conditions never more promising than now. The latest United States Government crop reports estimate that Iowa will yield 413,100,000 bushels of corn and 217,388,000 bushels of oats, which is approximately 45% more than the yield of any other state for each of these crops. In addition to this, Iowa ranks first in the value of live stock.

Manufacturers of Farm Implements and Machinery, Tractors, Motor Trucks, Automobiles, Building Material, and many other large manufacturers recognize the high standing and influence Wallaces' Farmer enjoys with farm folk and, in turn, place more advertising in Wallaces' Farmer than in any other Iowa farm paper. As a result, Wallaces' Farmer leads all Iowa farm papers in the total amount of all commercial advertising carried.

For special data and information pertaining to the Iowa market, write

WALLACES' FARMER

DES MOINES, IOWA

Western Representative
STANDARD FARM PAPERS, Inc.
1341-3-5 Conway Bldg., Chicago, Ill.

Eastern Representative
WALLACE C. RICHARDSON, Inc.
381 Fourth Avenue, New York City

OF KNOWN VALUE
STANDARD
FARM PAPERS

Digitized by Google

Ad-Essentials At A Glance

Handy Desk Reference Card for Every Person Who Prepares Any Kind of Advertising.

TELLS AT A GLANCE

Measure in Picas, Agate or Inches.
Type Sizes.
Common Type Styles.
Number of Words to Fit Any Space.
Proof Reading Marks.
Printing Matter Sizes.
Color Combinations.
Engraving Information, etc., etc.

Saves time of looking through many books. Highly endorsed by leading advertising writers and teachers of advertising. Prepared by Instructor of Advertising at Toledo University, having 12 years of practical advertising experience.

All compactly arranged on substantial 8½x11 card. Price

ONE DOLLAR

Send money order, check or currency, direct to author

MAURICE ELGUTTER
952-3 Nicholas Bldg., Toledo, Ohio

(Write for special prices in quantities to Advertising Classes, Agencies and Advertising Departments.)

Announcing
the appointment of

HAMILTON-DE LISSER, INC.,
347 Fifth Avenue,
New York,

as

Eastern Representatives
of the
WAUSAU DAILY RECORD-HERALD

(J. L. Sturtevant, Publisher)
Wausau, Wisconsin.

Another Vicious Circle?

By S. C. Lambert

EVERY time a prominent manufacturer decides to eliminate the jobber from his selling plan, an epidemic of discussion follows. The same old questions are resurrected and argued pro and con. Once more the jobber is informed that the bogey-man will get him if he doesn't watch out.

As a matter of fact, whether or not the bogey-man gets the jobber is up to the jobber and no one else. In economics there is a reason for everything, and the reason for the jobber is the necessity for distribution. Distribution is a vital function and always will be. The solution of the problem is automatic. So long as the jobber distributes better than the manufacturer, he will prosper. The minute there is no longer a reason for the jobber, he will forthwith cease to be. But the same thing is true of any individual manufacturer.

Many manufacturers have taken over the distributive function themselves. They have a right to if they wish. Some jobbers manufacture or push private brands. They are also within their rights. When either invades the field of the other, he does so with his eyes open and at his own risk. It is safe to say that he does not do so because of ill nature or a desire to appear cantankerous. He merely feels that he can increase his profits, or create a happier atmosphere around his selling activities. These motives are both legal and laudable. Advertising is ready to spring to the assistance of either impartially. If one uses it and the other does not, the one who does not should not necessarily be censured. He may be a victim of poor advice.

But when the jobber is criticised for manufacturing or private branding, or when the manufacturer is criticised for jobbing, the extraneous element of ill feeling and antagonism is introduced.

Digitized by Google

"Selling to Women"
"Wanted—Teamwork"
"Your Price Is Too High"
"Demonstrate"

"Correlated Sales"
"WANTED—Teamwork"
"Your Price Is Too High"
"The Monosyllabic Salesman"
"Those Queer People"
"Something Just as Good"
"Selling to Women"
"When the Shopper Brings a Friend"
"Clinching the Sale"
"Taking an Interest in the Customer"
"Know Your Customers' Names"
"Don't Overstate Your Case"
"Demonstrate"
"Be a Sales Strategist"
"Why You Have Two Ears"
"Getting into the Customers' Shoes"
"Little Things of Salesmanship"
"Can It Be Misunderstood?"
"Long-Short Letters"
"As Per Your Communication"
"How They Answer"
"A Million Useless Letters Daily"
"The Best Letter You Ever Wrote"
"Beginning Your Letter Right"
"Don't Neglect the 'Well Done' Message"
"A Message of Service in Every Envelope"
"Letters that Get Information"
"How Intimate Shall a Letter Be?"
"Letters to Dealers"
"Legal Pitfalls in Letter-writing"

THESE are titles of a few of my two series of loose-leaf Bulletins—BETTER LETTERS, and BETTER SELLING (Retail), now in use by more than 600 American business firms who believe it worth while to work for improvement in the outgoing daily mail and in the retail selling that affects their products.

Several firms are using 8,000 to 10,000 BETTER SELLING BULLETINS monthly, covering a mailing-list of retail clerks and getting a fine response. A number are supplying the BETTER LETTERS BULLETINS to the head of every department and all branch offices.

If you have been thinking how more good will can be gained for your organization through coaching your correspondents and stenographers and through giving practical assistance to retail dealers and their helpers, let me submit full information about my two Services without obligation. Tell me in which subject you are most interested—Letters or Selling.

S. Roland Hall

FIRST NATIONAL BANK BLDG., EASTON, PA.

P. S.—"I also publish BETTER BUSINESS, the little periodical of unpopular advertising articles—frank discussion of the 'ticklish topics.' Ten issues, $1; specimen free."

Digitized by Google

Do It With Printing

The clearness and balance of the design and the care used in the execution of your printing reflect upon the quality of your product. This better kind of printing, color and gold work, steel die stamping and embossing are only possible with such equipment and experienced staff as we offer you.

L. Kehlmann Company

Designing — Printing — Embossing

229 West 28th St., New York City

Circulation Mgr.

wanted by national weekly

THE FREEMAN—a national weekly founded this spring—has outgrown the limited circulation direction under which it has been operating. It is in the market for a man-sized circulation manager. Applicant should be sympathetic with the general editorial policy of the paper and able to build up a quality circulation by dignified methods. Please apply by letter only, stating experience, present connection, how soon available and salary requirements. Address R. S. L.,

THE FREEMAN

32 W. 58th St., New York

Neither the jobber nor the manufacturer likes to be threatened. It is human nature to defy one who issues threats. One is all the more inclined to accept the challenge. We have heard much lately about vicious circles. Isn't there some danger of a vicious circle reproducing itself in the field of manufacturer-jobber relations?

F. M. Feiker Heads Business Paper Convention Committee

F. M. Feiker, of the McGraw-Hill Company, Inc., has been made chairman of the general convention committee of the Associated Business Papers, Inc. The other members of the committee are: David Beecroft, Class Journal Company; E. H. Ahrens, A. W. Shaw Company; Aglar Cook, *Electrical Record*, and E. E. Haight, *Motor Age*.

The National Conference of Business Paper Editors, which will meet with the publishers, has appointed H. C. Parmelee, *Chemical & Metallurgical Engineering*, chairman of the editors' committee, which will collaborate with the general convention committee of the publishers. The Hotel Astor, New York, has been selected as the meeting place of the convention of the Associated Business Papers, Inc., which, as reported in PRINTERS' INK of September 2, will be held on October 20, 21 and 22.

The T. F. Moore-Lewis Co. Formed at Chicago

The T. F. Moore Company, window display and store advertising, New York, has announced the formation of The T. F. Moore-Lewis Company, Chicago, under the direction of Joseph D. Lewis. Mr. Lewis was formerly president of the N. K. Fairbank Company and the American Cotton Oil Company.

To Help Advertise Fishing Tackle

J. W. Bentley, formerly advertising manager of Kalamazoo Corset Company and more recently associated with the Bush Terminal Company of New York City, has been appointed sales and advertising manager for The Shakespeare Company, Kalamazoo, Mich., manufacturer of rods, reels and lines.

"Western Plumber" a New Trade Publication

Western Plumber is the name of a new trade journal published by the Stamm Publishing Company, San Francisco. It aims to cover the plumbing field of the Pacific Coast and Rocky Mountain States.

Digitized by Google

New Advertising Manager of Hudson Motor Specialties Co.

John J. McNicholas has been appointed advertising manager of the Hudson Motor Specialties Company, Philadelphia.

Frederick L. Collins Retires from "McClure's"

Frederick L. Collins, for many years publisher of *McClure's Magazine,* New York, has sold all of his interest in that publication and is retiring from the organization. Mr. Collins was the principal owner of McClure's prior to the early part of 1920, when he acquired a minority interest in the present corporation formed by Herbert Kaufman and his associates. It is the stock of this corporation that has just been sold.

Mr. Collins is president of the Periodical Publishers' Association of America, director of the National Publishers' Association, and chairman of the Magazine Division of the Associated Advertising Clubs of the World.

Sherman Landers Joins Aitkins-Kynett Agency

Sherman Landers has joined the Aitkin-Kynett Advertising Agency, of Philadelphia.

Printing and Binding of Large Editions

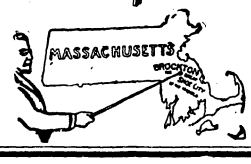
Correspondence Solicited

International Textbook Press
Scranton, Pa.

Population 66,138 Trading Centre for 100,000
Brockton, Massachusetts. The Great Shoe City filled with workers and winners. Earning millions in wages. Paper established 1880

Brockton Daily Enterprise

Printing 19,000 Daily
Flat Commercial rates 6½ cts. per line, 91 cts. per inch
Afternoon Paper, Sells for 2 cents
Averages nearly 2 pages of want advertisements



Digitized by Google

This Man

Has personality, ideas and ability backed by eight years *successful* experience.

Has been sales promotion manager, advertising manager of manufacturing concern and of publication.

Has ambition beyond what he can ever hope to realize in his present work.

If you need a man—and if, with you, these qualifications plus consistently resultful work mean BIG things for the future—write this man today.

Age, 30 Married
Present Salary, $5,000

Address "H. C.," Box 92, care of Printers' Ink

Do You Want Similar Results?

A wholesale Dry Goods House had a "dead" list, as they call it, of 2000 desirable merchants who had failed to buy after long-continued solicitation. With a Direct Mail campaign I secured orders from these "unsellables" totalling $750,000.00.

Large old-established Wholesale Hardware house opened new advertising department under my charge. Used catalogs, circulars and letters to secure mail orders from merchants. In my first two years with them brought mail sales up to a point almost equal to amount secured by their 40 salesmen.

More than doubled number of active accounts. And enabled their salesmen to considerably increase their personal sales.

With National advertiser now.

Have always secured co-operation of dealers and sales force—latter due, perhaps, to having carried the grip myself for five years.

Naturally understand market analysis, distribution problems, etc. My 17 years invariably successful experience now at the disposal of National Advertiser, Wholesale Direct Mail Advertiser, or Agency. Should be of especial interest to Wholesaler who wishes to obtain a mail order business which his salesmen will have to work hard to equal. Age 38. Available Oct. 15. Gilt-edged References. Desire permanent connection with high-grade concern. H.E.D., 601 Post-Dispatch Bldg., St. Louis, Mo.

Material Handling Machinery Big Production Factor

Labor Shortage, Transportation Difficulties, High Cost of Living, Are All Affected by Use of Material Handling Machinery —Public Should Be Made to Understand the Benefits It Brings

By Roy V. Wright
Editor, Material Handling Cyclopedia

STATISTICS of railway traffic reflect to a certain extent the fact that the standard of living in this country is steadily increasing. With the development toward higher wages and shorter working hours the average worker of to-day regards as necessities many things which were looked upon as luxuries not many years ago. These things must all be transported from the producer to the consumer. In 1896 the ton-miles of revenue freight per inhabitant of this country amounted to 1,343. For the year ended June 30, 1916, or practically the last year before we entered the world war, this figure had increased to 3,370, or an advance of about 150 per cent in twenty years.

To-day we are facing an exceedingly serious situation in this country because of the labor shortage; it will be impossible to bring down the present high cost of living, and indeed it will continue to mount still higher unless production can be increased. It is doubtful if there are many thoughtful workers who are not fully awake to the fact that restricting production, while it may increase their compensation temporarily, will in the end reach to the serious disadvantage of their fellow workers and themselves. The problem becomes, then, one of so improving the output of each worker that a sufficient amount of material may be produced to satisfy all of their needs and at as low a cost as possible. To accomplish this end some instrument must be devised

An address delivered at the New York Chemical Exposition.

Digitized by Google

ANNOUNCEMENT

THE T. F. MOORE-LEWIS CO.

In order to more effectively care for their rapidly increasing Western Business, The T. F. Moore Company, Creators of Window Display *and* Store Advertising, *New York*, announce the organization of THE T. F. MOORE-LEWIS COMPANY, *First National Bank Building, Chicago*, under the direction of *Mr.* Joseph D. Lewis, Formerly President of the N. K. Fairbank Company *and* The American Cotton Oil Company.

Mr. Lewis' experience and success as a sales organizer and business executive insure to the manufacturers of Chicago and the Middle West a service *unequalled* in obtaining dealer co-operation.

THE T. F. MOORE COMPANY
19 *West 44th Street*
New York City

Digitized by Google

ANNOUNCING

Chicago's New Morning Newspaper

On Monday morning, October 11th, the first issue of The Journal of Commerce, a complete newspaper, will come off the press.

The Journal of Commerce will fill the long-established need of every business man. It will specialize in and cover completely all Financial, Commercial and Business News of the day.

The special wire service of The Journal of Commerce will embrace every security and commodity market known to the business world.

Philadelphia Public Ledger News Service

FINANCIAL

Sir George Paish, former editor London Statist, weekly review of world finance.

B. C. Forbes, editor Forbes Magazine, exclusive article twice a week.

Clinton B. Evans, foremost Chicago economist, daily review of Western business.

Richard Spillane, daily "Men and Business."

Daily Wall Street review and gossip, finance by cable from all world markets, special crop and business reports daily.

FOREIGN

Colonel House, weekly letter of foreign and domestic business and political news.

Twenty-eight American correspondents located in all the important centers of the world will give the Journal of Commerce exclusive service by cable.

These include such famous writers as Carl W. Ackerman, Seymour Beach Conger, Wythe Williams and B. W. Fleisher. Mr. Fleisher will furnish news of the Far East from many correspondents in six offices in Oriental cities.

DOMESTIC

William Howard Taft will contribute his letters, so powerful in guiding public thought along sane and constructive lines. Frederick William Wile and a corps of correspondents will furnish daily news of diplomacy, politics, finance and all events of national importance. Gilbert Seldes, weekly letter of news and comment on theatres; William H. Rocap's report of all important sporting events.

In addition to this, through its wire service, all of the important news of the day will be featured.

Reaching concentrated quality circulation among readers who represent most powerful purchasing power, The Journal of Commerce is conceded to be an effective advertising medium. If you wish to reach in a direct way responsive circulation, include this newspaper in your Fall list.

The Chicago Journal of Commerce obtains its news from independent sources through its special New York bureau, and is in no way connected with the New York Journal of Commerce.

A complete file of this newspaper will be a valued business asset. Subscribe now to this Daily Business Digest. By carrier in downtown district; elsewhere by mail. On all newsstands. Subscription price $12.00 per year—$1.00 per month—5 cents a copy.

ANDREW M. LAWRENCE
Editor and Publisher

GLENN GRISWOLD
Business Manager

The Journal of Commerce

108 South La Salle Street, Chicago

Digitized by Google

which will conserve the energies of the worker and multiply his output.

A concrete example of possible accomplishments in this direction and how the general public—including the worker—will benefit thereby is shown in the present railroad situation. The physical transportation facilities are inadequate and it is impossible to keep the factories supplied with raw materials or to transport all of the finished products or to distribute the food products, etc., which are concentrated in certain sections of the country and upon which the people as a whole depend for their very existence.

The railroad problem, however, is not one of moving the cars and locomotives over the rails at a higher rate, but rather of providing such facilities as will enable the more prompt loading and unloading of the cars and the handling of equipment through the terminals. It is of interest in this connection to note that the shipper and the consumer have the cars 2.6 times as long as the railroad actually requires for hauling them. If, for instance, mechanical means can be provided to supplement the human factor and increase the average individual output it will be possible to do this work much more quickly, and thus relieve the congestion at the terminals and keep the equipment moving for a proportionately greater time each day.

This, of course, will result in a corresponding increase in the average miles per car per day, and this, at a time when the railroads are the limiting factor in the situation, will greatly help to decrease the cost of living. No one class will profit entirely from this improvement, but it will be spread over the entire population, rich and poor, laborer and capitalist.

It is of vital importance that a campaign of education be promoted to get the people generally, and particularly the workers who must use the material handling machinery, to realize the benefits which will result to them and to the people at large.

The Subtler Appeal

—in copy thought out with some new slant—

—written with human interest—

—sparkling with an inimitable twinkle—

—visualized with daring and imagination—

builds atmosphere

E. SAMPSON
Advertising Specialist

Box 333 Gen'l P. O.
NEW YORK

Tel. Stuvesant 4961

That Institution of American Business

—the OLSON HOLIDAY GREETING CARD, invites the enterprise of leading (commission) salesmen having clientele among business and industrial concerns. Big unsupplied market, created by new standard of engraved individualized card, awaits intensive personal selling. National advertising doing bulk of market developing. Customers' trademarks, emblems and monograms steel-etched on cards, the quality and designing of which are already classic. Mounted samples available for those who propose quick action in present season, and early preparation for next. Write or wire for proposition. Eugene A. Olson Company, Hartford, Conn.

Digitized by Google

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 1bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year, $1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, $100; half page, $50; quarter page, $25; one inch, minimum $7.70. Classified 55 cents a line, Minimum order $2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:
C. P. Russell — Albert E. Haase
Roland Cole — Edward T. Tandy

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, SEPTEMBER 30, 1920

Prices, Courage and Good Will

"We are with you, Henry, but we have been selling goods at pre-war value standards for some time," is the essence of a recent advertisement run by the Royal Tailors of Chicago. It sums up an idea. The maker of flivvers, dramatic as was his announcement, is a man who is operating on a definite merchandising principle in response to a public state of mind. The Ford, Franklin and Crow-Elkhart reductions in the automobile field, the action of the great Chicago mail-order houses in reducing prices on certain items, the promise of the Pittsburgh restaurant men for lower-priced food, the 33⅓ per cent cut by a big New England cotton firm, all occurred almost simultaneously and occasioned much comment. But the public did the trick some time ago, and wise merchandisers act accordingly, as the trend becomes noticeable.

The Dun and other commercial statistics have shown for two months that reductions in certain indexed articles were beginning to outnumber advances in price. As PRINTERS' INK pointed out at the time of the previous dramatic price cuts, a real drop in prices was to be expected in certain commodities, such as textiles, where speculation added much to the natural increase in prices due to world-wide economic causes. A few scattered reductions in specific industries even at this time are significant only if they represent an industrial condition, where a consumers' strike against what they considered artificial prices has made production outstrip the artificially repressed demand in certain lines.

What is the manufacturer and merchant in these lines to do? Julius Rosenwald, president of Sears-Roebuck, in an interview in this connection recently, said: "Unless prices generally are reduced sufficiently to stimulate buying to normal, the inevitable result will be the closing of factories."

This expert in merchandising is a keen student of buying motives, and realizes that the same psychological forces which made the rising market for commodities rise faster, work just as truly in any falling market.

Just as no one wanted to get left without shoes, suits or food when prices were soaring, so in a gradually declining market nobody wants to buy to-day what he can buy next week for far less money. The Ford system of a real cut all at once, is better business than a successive series of price shadings. A cut to a price which convinces the buyer that no more cuts are to be expected for

Digitized by Google

some time, and then selling the stability of the new price level by a consistent advertising campaign is good business policy. The man with courage to act when he sees the signs, to take his loss all at once instead of spreading it over seven or eight months with overhead adding its burden, and then to advertise his new price level will protect his future markets. The road of courage leads to a steady, constant market and good will.

Advertising Must Be Married to Sales

A group of executives in a manufacturing drug concern, sitting around the luncheon table, got into a discussion of the part played by the general advertising in the marketing of their product.

They finally agreed upon a rough conclusion that the advertising factor had a valuation of 20 per cent in the cycle of selling influences; the local advertisement of the druggist, backing up the general advertising, another 20 per cent; window display, 15 per cent; counter display, 10 per cent, and the efforts of the clerk behind the counter, 35 per cent.

These figures may not be literally correct, but the discussion illustrates a fundamental principle of general advertising; namely, that it is only a segment of the circle, not the whole, and without the supporting elements it cannot succeed in full measure. To repeat in another form what has been said so many times, the advertising must be married to the sales plan, and the two work harmoniously in conjugal harness.

It is the lack of recognition of this fact which is frequently responsible when advertising is set down as a failure. Just as an example, a manufacturer of machinery set out to cultivate new markets outside of his regular field of selling activity. He advertised vigorously and well, but did nothing in the way of putting on specialty salesmen to work the new trade or to direct the efforts of his regular selling force to work with the advertising in any way, except to follow the direct inquiries received. These were considerable, true, but not in themselves enough to pay for the advertising. And after a time he withdrew the publicity, feeling that it was not suited to his proposition. The failure was not in the advertising but in the selling plan.

There are many propositions in which advertising alone may do all the work, but for most, success lies along the line of tandem running—advertising co-ordinated with sales and sales with advertising.

System Gone to Seed

On the second floor of an old building on a side street in Shanghai, China, is a room about fifteen feet square in which an old Chinaman, assisted by two clerks, manages seventeen different companies. The London branch of one of these companies occupies three floors and employs nearly 200 people.

A typical example of another way of doing business is that of a certain Chicago concern, in one department of which 175 young women were engaged. One day, a few years ago, the head of this concern was showing an advertising man through his establishment. When they entered the department, just referred to, the head of the business said "Look at that! Ever see a busier lot of young women than they are?"

"What are they doing?" the advertising man asked. The head of the business gave detail. "Yes," said the advertising man, "but what's it all for?"

The bluntness of the query set the business man thinking, and that thinking led him to the conclusion that these 175 young women weren't doing anything—anything worth while, that is. They weren't even exchanging dollars for fifty-cent pieces. The department was abolished.

All of which leads to this comment: In a great many businesses are departments which were originally created to meet special needs. It may be that the need which led to their creation ceased long ago

Digitized by Google

—but the departments still function. It may be, again, that the need still exists, but that the expense of maintaining the department is out of all proportion to the benefits derived from it.

Executives who have the best interests of their businesses at heart will do well, therefore, to make a mental inventory, once in so often, and satisfy themselves that every department under their control is really worth while. The mere fact that a man—or department—is "busy" does not prove that he—or it—is "doing business."

The Chinese merchant referred to in the first paragraph of this article has perhaps gone to extremes in the way of simplifying his records. It is equally sure that many Americans have gone too far in the opposite direction.

Selfish Co-operation

A certain young man, some ten years ago, put every cent of money he could beg and borrow from his friends, and all of his ability, in a small business. He had some hard struggles during the first few years. He finally got his sales volume well up, his manufacturing costs down, his production department running smoothly, and then some years ago got up against a very difficult dealer problem.

He knew of a competitor in his business, the leader in its line, that had successfully solved this problem. With fear and trepidation he went into the office of the vice-president and general manager of the company to ask his advice. To his intense surprise, the general manager spent three hours going over carefully with him every stage of the difficulty, took him entirely into his confidence, and after giving him all the help he could, called in his advertising manager and asked him to spend some more time going over the full details of the plan. The vice-president, when the young man attempted to thank him and to admit frankly his surprise at receiving such wholehearted help from a firm in the same line, said: "That is exactly the reason why we wanted to help you. Our industry as a whole will prosper from the work of the businesses in it which work along the right lines.

"You look like a young man who is going after things from the bottom up, and we want to help you all we can. Anything that we can do to help the entire industry helps us, and if we help our whole industry, we help American business as a whole, and we won't get much of our share of the world's markets unless we give and receive co-operation."

The young man in question never forgot the lesson. After years of experience in his business—and he is now a real competitor of the firm to which he originally went for advice—he believes more than ever that the vice-president was right. He asserts that every successful business must educate not only its customers, sales force, and its dealers, but also its competitors. Successful leaders in every line of industry get there through service, high quality of product and ethical practices in sales and in industrial relations. The trouble makers in almost every industry are those who through short sightedness or insufficient information perform picayune tricks which seem clever, perhaps, but which store up trouble for the future.

The same principles which will make a man help his competitor for the good of the whole industry also operate to make a firm to realize that it can only succeed in a big way through service. No business ever succeeded in a big way on a lemon-squeezer policy either toward its customers, its distributors or its employees. The noisy minority that hurts any industry usually acts through lack of proper information. When they discover that good ethics is also good business, they are apt to change. In this way the leaders of any industry, by giving more and better information to their competitors, can surely help the whole industry to which they belong, and can thus help toward a solution of the difficulties which now face American business.

Digitized by Google

A Comparison

of the 1919 and 1920 September and October issues of

FASHION-ART

Volume of Advertising

SEPTEMBER

1919 . . . 17½ pages
1920 . . . 49 pages

OCTOBER

1919 . . . 33¼ pages
1920 . . . 61⅛ pages

Advertising Rates

SEPTEMBER

1919 . . $125 per page
1920 . . $350 per page

OCTOBER

1919 . . $160 per page
1920 . . $350 per page

FASHION-ART

RICHARD A. PICK, Publisher
30 N. Michigan Ave., Chicago

Eastern Office—Aeolian Bldg.,
33 W. 42nd Street, New York

Digitized by Google

PERSONNEL INKLINGS

The Magazine of the Human Factor in Business

The policy of this publication is open and interesting discussion of personnel problems that are continually arising in the administration of business and handling of workers.

Through it the man in business can receive the benefit of the study and experience of others and find ideas and methods applicable to his own interests.

Published monthly, the first issue in new form will appear in November.

$4.00 per year 35c per copy

PERSONNEL INKLINGS
INC.
340 Madison Avenue
New York City

Retail Clothiers Say They Don't Profiteer

According to Prof. Horace E. Secrist, director of the bureau of business reasearch of Northwestern University, the average retail clothier makes a net profit of $7.30 on each $100 transaction, $70 going to pay for the merchandise and $22.70 for operating expense.

Professor Secrist gave these figures to the National Association of Retail Clothiers in its convention in Chicago last week as a part of a report upon a survey he had recently conducted.

The convention decided that the facts about the survey would be good matter to use in an advertising way to combat the charge that clothiers were profiteering. It was recommended that the individual retailer give the figures publicity in his local newspapers.

The convention decided that the peak in clothing prices had been reached and that a decrease might be expected by spring. Lower costs of wool and other materials will not be reflected in the fall goods, but the goods for next spring's trade will be made under the new scale. Manufacturers told the delegates that the labor situation was rapidly improving. No move has been made as yet to reduce wages and so far as known none is contemplated. But there has been a noticeable increase in efficiency and output. So many clothing workers are out of jobs that the others are putting forth a noticeable effort to give good service.

Eli Strouse of Baltimore said, however, there could be no material reduction in clothing until labor costs receded. The cut in spring prices would be from ten to twenty per cent he thought.

Mrs. Carrie G. Hull, president of the Dutchess Manufacturing Company of Poughkeepsie N. Y., warned the dealers to be conservative in their buying until conditions had become more settled.

H. A. Waterbury with A. J. Kirstin Company

H. A. Waterbury, formerly with the Henri, Hurst & McDonald Advertising Agency, Chicago, has been appointed sales and advertising manager of the A. J. Kirstin Company, Escanaba, Mich., effective October 1.

Iron City Products Account with Mason Agency

The Iron City Products Company, manufacturer of the "Rees" Jack, has placed its trade paper and direct-mail advertising in the hands of L. G. Maison Company, of Pittsburgh.

Charles Emrich, who for several years was Western representative of *Association Men*, has joined the advertising department of the Illinois Daily Newspaper Association.

Digitized by Google

The Mat —
and the service

O'Flaherty's Mats represent the best that an advertiser can ask for. They do not blister; they reproduce in a clean-cut fashion; they are much cheaper than electros, and easier to send through the mails.

The service behind O'Flaherty's Mats insures the advertiser of mats within 24 hours

USE THEM!

O'FLAHERTY'S
PEERLESS MATS
***Made by* O'FLAHERTY**
225 West 39th St. New York

MAIL YOUR

Special parts *Advertising*
Samples *Novelties*
Premiums *Extra parts*
Books *Catalogues*
and all other mailable products

IN

Griplox Parcel Post Cases
and insure safe delivery

Just drop in product to be sent, close the *Griplox*—takes but a fraction of a minute—and package is securely fastened and ready to mail. Reduces wrapping costs by speeding up production, and saves time and effort now wasted in handling paper, glue, string and tape.

***Griplox* cases resist the roughest handling. Test a sample for your product.**

MADE ONLY BY

Chicago Carton Company
4433 Ogden Avenue, Chicago

Digitized by Google

The Little Schoolmaster's Classroom

THE Schoolmaster is not telling his students anything strikingly new when he expounds the principle that the executive's prime duty is to keep posted on everything occurring in the organization. In large concerns scientific methods of enabling the officers to do this with the minimum of time have been devised. These usually take the form of comprehensive reports that tell at a glance just what has happened day by day.

But in smaller organizations it is not advisable, nor deemed necessary, to make short-cuts in the procedure. Yet even in such companies, unless some time-reducing expedient is adopted, numerous events of importance are likely to be overlooked, due to lack of time. The problem is to devise a system that will enable the executive to put his fingers on the daily incidents in short order, but without involving the combined labor of several clerks.

One executive, with whom your pedagogue is acquainted, an officer in a medium-sized company, has found that by simply reading the carbons of the preceding day's correspondence he is able to get in double-quick time, a bird's-eye view of most everything that occurred. Furthermore, the plan gives him an opportunity to hand out helpful criticisms with reference to letter structure and contents. It also provides a never-ending source of ideas. Names for the prospect list are secured, weak points in the corporation's armor show up, and numerous similar benefits are derived.

* * *

It is probably a good thing for the average married couple that no statistician has added together the necktie scraps. It would undoubtedly be an alarming and discouraging set of figures. The number of times that Helen's feelings had been hurt because John wouldn't wear the necktie she bought for him is probably beyond computation. At the same time the department store sells a great many men's neckties to women. It takes a clever piece of psychology to get around the well-known trait of human nature and the troubles in John and Helen's household when she buys the kind of a tie her husband wouldn't wear to a dog fight.

Such a stroke is found in a recent advertisement for Brill Brothers. In a little italicized statement at the bottom of a large advertisement, putting over an economy sale of neckwear, is the following: "Women shoppers will find our salesmen ready to advise in the selection of prevailing patterns for men." The Schoolmaster congratulates Brill Brothers on a little pieces of sales strategy which, carried to a conclusion, would result in a great economic saving. Men would stop burning or giving to the ash man the neckties that Helen or Aunt Martha gave them on their birthday or at Christmas.

* * *

A lady editor of a well-known magazine writes a rather pointed letter to the Schoolmaster, and there is so much truth in what she says that we are prone to reprint some of it.

"Men," runs the letter, "construct a great majority of the advertisements that must appeal to women. And I am not prepared to say that it is all successful. It is in the little details that women are efficient and men rather lax—and this applies to advertising.

"In my position I am compelled to follow the more important campaigns. I do so inherently, on the other hand. And one series of advertisements now running appeals to me as constituting the very thing that can't fail. You know that it will be successful before it is printed. Can you say that of all advertising?

Digitized by Google

There is a Man—

in our advertising department whom I want to recommend to some medium sized manufacturer who needs an advertising manager or to some heavy weight advertising manager needing an assistant who can relieve him of some of the heavy pressure.

Since he has been with us he has written and chased to completion the majority of our booklets, folders and other printed matter that go to make up an adequate series of mailing pieces for our dealers and consumers.

He has also written most of our copy for publications and edited our agency copy. In general he has made it possible for our advertising manager to devote the larger part of his time to the sales department and be away from his own department for weeks and months.

We took this young man, he is 31, from the advertising department of one of the great oil companies, where he had been for nearly four years. He had several advertising and selling experiences before that, but his equipment is based on four years' newspaper training which succeeded part of a college education and the school work that usually goes before it.

We are reluctant to part with him and will gladly explain the circumstances—why we must—to any responsible party who is interested in him.

THE GENERAL SALES MANAGER
of a
LARGE MANUFACTURING COMPANY

Box 93, care of Printers' Ink.

Digitized by Google

More Than 4,600 Grocers
in the Philadelphia territory subscribe to the
RETAIL LEDGER
Twice a Month; Sub. $1.00 a Year

BAD DEBTS AND FEDERAL TAXES

Bad debts play an important part in computing your Federal taxes. We have prepared an interesting letter on the subject, which is sent upon request to those interested.

AMERICAN ADJUSTMENT CO.,
406 World Building, New York City

BETTER PRINTING for less money
Send for Free Samples!

10,000 4-page Folders, 3¼x6¼ inches	$45
10,000 4-page Folders, 4x9 inches	60
10,000 4-page Folders, 6x9 inches	75
10,000 Circulars, 6x9 inches	30
10,000 Circulars, 9x12 inches	50
10,000 Circulars, 12x18 inches	85
10,000 Bond Letterheads, 8½x11 inches	35
10,000 Envelopes, 3½x6½ inches	35

All other printing at low prices. Samples free!
E. B. Fantus Co., 525 S. Dearborn St., Chicago

The RICHEY DATA SERVICE

Why are leading institutions from coast to coast using this convenient data on sales, advertising and business conditions? Ask for the Sept. Bulletin—Sent you free.

THE RICHEY DATA SERVICE
403 Meridian Life Bldg., Indianapolis, U. S. A.

"I'll tell the world I've got Ideas"

JOHN E. COSGRIFF

Merchandising Ideas in Pictorial Form
16 EAST 23rd ST., NEW YORK
Phone Gramercy 784

"I refer to the pages in color sponsored by S. B. & B. W. Fleisher, manufacturers of yarn. Each month this concern has created for it something entirely new in the shape of an attractive, stylish, vogueish sweater that can be home-made, with needles and yarn. And they have the actual sweater made up, place it on a model, and then reproduce it, photographically, in natural colors. Beneath there are run eight different balls of yarn in eight different shades. In other words, the same sweater can be made in any one of these diversified colors.

"At least fifty per cent of the copy is a detailed description of how you can make the sweater. This copy is practical; I know, because I have myself knitted one of the patterns shown. And I save all of the advertisements. I may want to try a different sweater at some future date.

"It is my contention that all advertising can be assured of success long in advance of its appearance in newspapers and magazines. I do not actually know that the Fleisher campaign has been a big success, but if I know women at all, I venture the assertion that it has registered to the satisfaction of everybody concerned. They show the goods, actual size and in actual colors, and then give a woman a splendid working idea of something she can actually make with it. How can it fail?"

Mrs. Schoolmaster smiles, as make with it. How can the advertising fail?"

she says, "I am knitting a Fleisher sweater at this very moment—and from one of the advertisements."

* * *

It has been often pointed out more or less concretely that al-

The MAILBAG
A Journal of Direct-Mail Advertising

APRIL — 1920

The DIRECT-MAIL "HOW"
is answered in this monthly journal of direct-mail advertising. Articles from those who have had practical experience with letters, booklets, circulars, enclosures, house organs, etc. How to Write Letters that Win; How to Collect Money by Mail; How to Conduct a Real Follow-Up; How to Use Mail Salesmen—these and similar subjects covered. If you want to keep abreast of the latest in direct-mail work—if you want the biggest dollar's worth you ever bought, send your subscription NOW.

$1.00 a year

MAILBAG PUBLISHING CO.
1806 E. 40th St. Cleveland, Ohio

Digitized by Google

though financial advertising offers countless chances for a strong human appeal, the copy is frequently dull. Or, when a sedate old bond house did try to humanize its copy it too often merely "juvenilized" it. Naïveté is worse in banking advertising than dulness, for the dull announcement of a new bond issue will at least interest the confirmed investor who is used to formal announcements whose "statements are not guaranteed but are taken from sources believed to be entirely accurate."

So the Schoolmaster may be pardoned for feeling certain that it is one of his pupils who has gotten out the first piece of bond house copy which ever sold securities to the Schoolmaster. It is human and timely and convincing. It starts:

THE INVESTOR'S BIG DOLLAR
vs.
THE SPENDER'S LITTLE DOLLAR

The dollar of to-day has two purchasing values. It will buy less than half the commodities it commanded in normal times, but it will purchase more of investment securities than in any previous era since the Civil War reconstruction period.

For illustration take any representative bond, say Atchison General 4s, which sold at an average price of 96 in a normal period, such as May, 1914, and which sells for about 74 to-day.

The unskilled laborer in May, 1914, would have had to spend all his wages from 54.8 days' work to buy $100 par value of these bonds. To-day he can buy the same bond with 15.1 days' labor.

When values have returned to a normal relationship, by selling his bond bought with 15.1 days' labor, he may be able to retire for 54.8 days. With a bond which you buy to-day for the price of 15.1 days' labor you may be able, in the future, to hire a laborer to work for you for 54.8 days.

This discrepancy in values cannot con-

Available—

High Calibered Sales Executive

—whose merchandising and selling instincts, and creative ability, are unusual. Now sales manager of large industrial business. Formerly an advertising executive. Capable of developing a big sales opportunity. Seeks same with high-class manufacturer, publication or advertising agency.

Sales Executive, care Printers' Ink, 833 Peoples Gas Bldg., Chicago.

I Solicit Advertising

I wish to add one or two A-One journals—trade, class, or technical—to my list. Only best ones. I might give full time to one publication if scope or inducement prove satisfactory. A-One references. Write me at once for terms.

R. IGO
553 Peoples Gas Bldg., Chicago, Ill.

ALBERT R BOURGES
CONSULTING PHOTO ENGRAVER
FLATIRON BUILDING NEW YORK CITY
DAY GRAMERCY 536 — NIGHT AUDUBON 9560 - 9120
A Personal and Emergency Service limited to non-competitive clients

Unused Postage Bought

We buy unused postage stamps of any amount or denomination for spot cash. Mail them to us, and receive cash by return mail. We also buy old gold, silver, platinum, diamonds, watches, jewelry, War Bonds and Stamps—anything valuable. Goods returned within 10 days if you're not satisfied with the amount we return you. Bank references. The Ohio Smelting & Refining Co., 283 Lennox Bldg., Cleveland, Ohio.

SPOT CASH
WE BUY
Job Lots, Close-Outs, Discontinued Stocks, etc., in all lines. No quantity too large. Quick Cash for bargains.
Send Samples and Full Particulars
BARGAIN BULLETIN FREE
FANTUS BROS. 521 S. Dearborn St. CHICAGO
WE BUY ANYTHING

Did You Ever Use A Press Clipping Service?

Clippings collected on any topic from the current press of the country. Dealers' advertisements, or any other advertisements furnished. Keep posted on what advertisers are doing.

Consolidated Press Clipping Co.,
Manhattan Bldg, Chicago, U. S. A.

Publicity and Advertising Man—

Ten year newspaper, magazine, motion-picture, theatrical and industrial experience.

Trained executive, good personality, and now available for a real position. New York or vicinity. Address S. F., Box 94, care Printers' Ink.

Digitized by Google

Los Angeles — The largest city in the West

IN LOS ANGELES

IT IS THE

EVENING HERALD

MEMBER A. B. C.

Government Circulation Statement
April 1, 1920

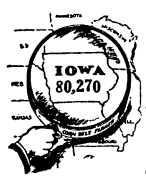
134,686

Grows Just Like Los Angeles

REPRESENTATIVES

New York: Lester J. Clarke, 604 Times Bldg.

Chicago: G. Logan Payne Co., 432 Marquette Bldg.



A PROGRESSIVE, clean-cut, constructive farm paper published strictly in the interests of *better farming*. Let us carry your message to over 150,000 farmers, 80,270 in Iowa.

CORN BELT FARMER, DES MOINES, IOWA

POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. $1; 1 year $2.

POSTAGE 18 East 18th St., New York City

"We have been glad to rely on your breadth of vision in our selling publicity"

— A Client's Letter

GEORGE SETON THOMPSON CO.

608 So. Dearborn St., Chicago

BUILDING MATERIALS

A Magazine for the Dealer

—formerly The Optimist

314 New Telegraph Bldg., Detroit, Mich.

Reaches 10,000 Retail Building Supply Dealers monthly. The only A. B. C. paper in its field.

tinue indefinitely. Deflation and liquidation must bring the prices of commodities and securities closer to normal. Ultimately the palnter who in 1920 traded 185 pounds of cotton for a $100 bond probably will be able to buy back with his bond the 738 pounds of cotton it would have bought in 1914.

Then there is a tabulation showing how much of various commodities can be bought for $100 to-day, compared with 1914.

It is not only its human appeal that makes this copy noteworthy. It has, the Schoolmaster understands, led to the bond house a great many potential investors who, under the formal kind of security advertising, would have remained potential buyers only, indefinitely.

The aim of everyone interested in selling should be to tap new markets.

EVENING COURSE IN ADVERTISING

IN CHARGE OF A PRACTICAL AGENCY EXECUTIVE OF 15 YEARS' TYPE

"GIBBONS Knows CANADA"

TORONTO MONTREAL WINNIPEG

Digitized by Google

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

ALL ROUND ARTIST

Must be rapid and versatile. An excellent opportunity for substantial, high-grade artist to take charge of art department of manufacturing concern, New York headquarters. Give full particulars in reply. Box 943, P. I.

SALES MANAGER with experience in selling Confection Specialties by mail to the jobbing confectioner and wholesale grocer throughout the United States. This is a good opportunity for a man willing to start on a reasonable basis. Give full particulars as to past connections and salary desired. In applying address Box 947, Printers' Ink.

Sales promotion man and salesman.—We have an opening for a capable, live, progressive salesman. One who knows advertising, has a knowledge of credits and, above all, who has ability to meet executives and talk and sell service. An excellent opportunity to form a permanent, lucrative connection.

State in detail what you need and what you would like to earn. Address Box 928, Printers' Ink.

WRITER

To prepare semi-technical articles for house-organ, trade journals, etc. Must have the ability to produce interesting write-ups from technical facts furnished by our engineers. Reply by letter only, enclosing samples of work and giving experience and complete personal data. Westinghouse Lamp Company, Commercial Engineering Dept., Bloomfield, N. J.

ADVERTISING SOLICITOR

WANTED—An experienced and successful advertising solicitor to represent well-known and established business journal—member A. B. C. This is an exceptional opportunity for high-class man who can show a past record above the average. Prefer a man with knowledge of farm implement field. Territory represented by Detroit, Cincinnati, Pittsburg and Buffalo. Box 929, Printers' Ink.

A large metropolitan Southern newspaper has an opening for copy writer to take full charge of copy and art departments. At present there are two artists, two copy writers, and a girl beginning copy writing. We want a man or woman who can, and is willing, to write good, sound merchandising copy, necessary to be able to make neat layouts and letter clear, attractive letters. To the right party we will pay $50 per week to start. This is an opportunity to connect with a live organization which believes in team work, and a good chance to grow into big job. Apply at once, send samples of your work, and write letter stating full particulars. Box 919, Printers' Ink.

ADVERTISING SERVICE MAN

A man of ability to handle and promote the Service Dept. of an established Printing concern. An interesting proposition will be offered to parties able to develop this department, plan and handle its work, sell its service by bringing in business. A real opportunity for a person with initiative to make a life-long connection on an interest basis. Write fully. Box 953, Printers' Ink.

Advertising representatives in the following cities: Boston, Philadelphia, Baltimore, Atlanta, Cleveland, Detroit, Cincinnati, Chicago, St. Louis, Memphis and San Francisco. Strong trade paper that will back you to the limit. Not enough calls to occupy all your time, but if you are working the territory, this connection will be worth $1,000 to $3,000 a year to you. Box 926, P. I.

We Want a Young Man

well educated and of high character to sell passenger and commercial motor vehicles. He must be conscientious, a very hard worker and willing to get out and plug. The remuneration depends on the man. The future is very attractive. Apply by letter only.

ELSEY MOTOR COMPANY,
2442 Concourse, New York.

MANAGING EDITOR WANTED by successful, long-established morning paper in rapidly growing, healthful, attractive city of seventy thousand. Fine opportunity for the right man. Must be experienced, industrious and ambitious, with originality and progressive ideas, but not sensational. Must be capable of writing an editorial if necessary and of directing entire editorial and news policy and of watching all upstairs expenses. Would be given opportunity after reasonable time of acquiring moderate stock interest if proved to be right man. Would prefer man having this in view. Salary to start not less than $4,000.

Address "Managing Editor," care American Newspaper Publishers Association, World Building, New York, giving age, experience, references, religion, salary expected and full details.

CAN YOU SELL

high-grade typography? We are looking for a clean-cut aggressive salesman who is familiar with agency production methods. If you KNOW you can sell and are interested in from $3,000 to $4,000 a year, tell us about it.

Box 942, Printers' Ink.

Digitized by Google

HIGH-GRADE ADVERTISING SOLICITOR WANTED
to travel in Japan, China, East India and Europe or where required. Must be capable of earning large income. Commission basis with drawing account of $5,000 per annum minimum guarantee. Traveling expenses to be paid out of commission. Give full particulars about yourself in every detail both as to personal habits and ability as business getter. Address Box 332, 58 West 59th Street, New York.

MISCELLANEOUS

Old-established Publishing House would like to make arrangements to mail and address monthly or weekly periodicals on very favorable terms in order to utilize its splendid facilities to full capacity. Names will be considered strictly confidential. Address Box 930, P. I.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

ENERGETIC, young American, University graduate, well connected, with short but intensive training and experience as agency executive has $25,000 to buy an interest in an established advertising agency where his services and money will produce results. Box 935, P. I.

$5,000 (terms) buys controlling interest in old-established (19 years) printing business, money maker, paying more than $3,000 per year. Owner retiring, 65 years old. Liveliest Southern city, 78,000 pop., 114% gain last 10 years. Unusual chance for ambitious young man. WASHINGTON DANENHOWER, Pres., Knoxville Ptg. & Pub. Co., Knoxville, Tenn.

PUBLICATIONS

Made better-looking, and quicker; low rates; complete service
THE ABBEY PRINTSHOP, INC.
Makers of
Better Books and Publications
EAST ORANGE, NEW JERSEY

POSITIONS WANTED

YOUNG MAN—Age 19, desires to learn the advertising business. Knowledge of stenography, typewriting, bookkeeping, good penman. High school education; references; N. Y. only. Box 938, P. I.

To Any Active Advertising Agency

My fourteen years of agency association in a responsible position, coming into close relations with clients in the handling of production work, have demonstrated my ability in this very practical service. I can give your account executives valuable assistance, based on experience, in planning and buying, layout, art, plate and type work. Have best of reasons for wishing to change from present position. Highest references given. Address Box 927, care Printers' Ink.

YOUNG MAN with practical advertising and printing experience desires outdoor position; excellent references; served with A. E. F. in France. Box 944, Printers' Ink.

Night Work—New York newspaperman wants work, 7-12 or 1. Good reporter, copyreader or rewrite man. Can handle trade paper makeup. Minimum, $30. Box 924, Printers' Ink.

Overtime Piece Work Wanted
by successful N. Y. agency visualizer to create new "slants," ideas, layouts, dummies, rough sketches.
Box 934, Printers' Ink.

COMMERCIAL ARTIST
Nine years' experience illustrating, lettering and designing, wants position in Middle West or South. $60 week. Box 925, Printers' Ink.

WANTED
Responsible position by young lady, college graduate, having over two years' advertising experience, in executive capacity. Phone Chelsea 2346.

GENERAL AGENCY MAN
What agency can use a man with several years' agency experience, bookkeeper, rate man, experience in billing. Available immediately. Box 946, P. I.

CREATIVE AND LAYOUT MAN
A visualizer of selling ideas with a thorough knowledge of advertising art, engraving, typography and production, desires agency connection. Box 936, P. I.

WANTED—Opportunity as advertisement writer or house-organ editor in progressive concern by young woman, college graduate. Now editing sales organ and plant organ of large manufacturing company. Copy-writing and publicity experience. Box 940, P. I.

Young Advertising Man, familiar with magazine and direct-by-mail methods, wishes to connect with New York agency. Technical education, trade magazine and general experience. Has ideas of his own and intelligence to carry out your ideas. Box 945, Printers' Ink.

HERE'S YOUR SALES MANAGER
Highest references for results produced in highly competitive field, supervising 27 branch managers and 100 salesmen. Wish opportunity to handle large sales force for manufacturer or distributor selling retail trade. Box 923, P. I.

Advertising Solicitor

Young, enthusiastic solicitor wants position with future. Has had selling experience. Has covered New York and Southern territory. At present employed. Salary $3120. Box 948, Printers' Ink.

ADVERTISING AND SALES EXECUTIVE
Three years head of correspondence department. Three years manager advertising department two motor truck companies. Two years head of copy department advertising agency. Married. Catholic. Thoroughly reliable; best of references. Chicago position preferred. Box 921, Printers' Ink.

Digitized by Google

ADVERTISING man, 24, with a touch for copy, wants to connect with agency, manufacturer or department store. Experienced in layout, typography and engraving. Box 933, Printers' Ink.

John J. Tumulty, Editor, "The Starter" (Gray & Davis, Inc., house-organ), wishes position with progressive concern where secretarial and house-organ experience is desired. Address: 73 Allston St., Cambridge, Mass.

ART MANAGER

Commercial artist seeks connection with advertising agency. Handle layouts, art, engravings, printing and all production matters except copy. Versatile, all-around man. 20 years' experience. Box 952, Printers' Ink.

ADVERTISING-CORRESPONDENT

College graduate, 25, married, desires position with progressive firm offering advancement when ability is proved. Experience in advertising, publicity work and correspondence. Excellent references. At present employed. Box 931, Printers' Ink.

I Want to Progress!

I have outgrown my former position. Originality and real value in typography, layout and copy is what *you* want. I can give it to you. A young woman, college graduate, experienced in advertising. Box 937, Printers' Ink.

ADVERTISING SOLICITOR—Highest class; managerial experience national media; intimately acquainted with agencies and agency methods N. Y. and Middle West. Qualified to sell space for and promote interests of highest-grade publication of not too technical character. Age 30. Box 939, P. I.

PRINTING PRODUCTION MANAGER

I seek the right opening with an advertising agency or some manufacturer. My understanding of all matters pertaining to layouts, stocks, type faces, estimating and purchasing of printing, engravings and display is exceptionally well rounded. Satisfactory credentials will be furnished on interview.

Address Box 941, Printers' Ink

An Artist

is open for a progressive
CHANGE
has a keen desire to
GROW
wishes to locate in or near
NEW YORK
he has proven his
ABILITY
in advertising art work
although YOUNG in years
his experience has been broad and varied
he has been established with his
present firm 8 years
WHAT can you offer him
ADDRESS
F.E.Z. 58 Parkview Ave Pittsburg Pa.
OAKLAND P.O.

Thirteen years' thorough experience with advertisers, agents and printers. Good executive, mechanical man and purchasing agent. Prefer position with large advertiser or manager of smaller concern. Salary $3,000. Box 922, P. I.

Good Morning, Sir! Have you settled the question about your

EMPLOYEES' MAGAZINE

Executives everywhere are reaping loyalty, production and good will from the intelligent use of humanized employees' publications. Let me assist you in preparing to **Publish Your Own.** Box 949, Printers' Ink.

Pacific Coast Sales Manager or Salesman for department store, druggist or jewelry trade. Have been working for one house for twelve years and now want a commission and salary proposition. My sales for this year will be $500,000, which is a 25% increase over last year. Will be in New York October 12 to 18. Write Box 920, Printers' Ink.

SALES MANAGER

Desires change; nine years with large corporation distributing food products; five years prior doing special accounting.

Thoroughly experienced sales executive; have organized and trained sales forces which produced results; wish to connect with growing concern where ability and results will be recognized. Age 33; married. Salary $5,000. Box 950, Printers' Ink.

Advertising Man

with general experience for advertising department of New York clothier; write copy, supervise circularizing, mailing lists, addressing, etc. Knowledge of printing, engraving, type desirable. CLOTHIER, Box 932, Printers' Ink.

Art Manager

for Agency, Publisher, Lithographer, Printer. Versatile in experience and creative ability. Well balanced judgment and perspective for what to use and where to use it. Can intelligently cooperate with the contact and solicitation of accounts. Box 951, care of Printers' Ink.

Digitized by Google

Table of Contents

PRINTERS' INK, September 30, 1920

Will the World Hold Together? ..... *James H. Collins* 3

New Objection to Advertising 12

Wrigley Announces Half-Million Increase in Advertising Appropriation for 1921 ..... *G. A. Nichols* 17

Management Begins to See What Labor Wants ..... *Roy Dickinson* 25

A Short, Compact Line Means Quick, Paying Turnover 33
Christopher James

A Teapot as an Entering Wedge for National Advertising 35
C. E. Hilborn

Largest Non-Retailing Shoe Firm Turns to Consumer Advertising 41
Edward T. Tandy

Reconstruction of Methods Advocated at Outdoor Convention 50

Selling Dealer First as a Consumer, Then as a Middleman 62
Arthur Cobb, Jr.

Can Advertising Stop Bomb Outrages? ..... *W. S. Lockwood* 73

Does a Buyer's Market Warrant Higher Commission? ..... *E. N. Ferdon* 81

Trade-Marking and Copyrighting House-Organs 91

Deceptive Trade-Marks in National Advertising 97

Manufacturers Advertising Their Labor Policy to Public 101

The Artist's Prerogative of Standing Pat on His Illustrations 105
W. Livingston Larned

Linking a Product to a Popular Theatrical Revival 111

Giving Effect to the New Trade-Mark Act 114

Credit Men to Curb Forgery 118

When Trade Is Dull Is Good Time to Offer "Surprise" Goods 122

France Solves Her Problems of Reconstruction ..... *J. A. M. De Sanchez* 129

Where Is the Capital for New Enterprise? ..... *George E. Roberts* 137

"How to Make Advertising Pay Dividends" 149

Material Handling Machinery Important Production Factor 156

Editorials 160
Prices, Courage and Good Will—Advertising Must Be Married to Sales—System Gone to Seed—Selfish Co-operation

The Little Schoolmaster's Classroom 166

Digitized by Google

AS AN indication of the strength and value of Outdoor Advertising it is pleasing to note the ever-increasing number of newspapers that are using the outdoor medium, both posters and painted displays, in a broad and effective way.

Thos. Cusack Co.

Harrison & Loomis Sts. CHICAGO, ILL.

Broadway at 25th St. NEW YORK

Digitized by Google

THE NET PAID
CIRCULATION OF

THE NEWS

New York's Picture Newspaper

NOW EXCEEDS

300,000

*98% OF IT IN NEW YORK
AND SUBURBS*

Digitized by Google

Digitized by Google

Digitized by Google

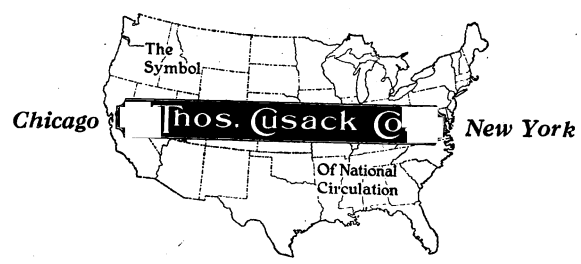
Digitized by Google

Digitized by Google

"MAXIM-UM" PUBLICITY

Early to bed
early to rise,
work like sixty
and Advertise

Outdoors



Digitized by Google

A Bargain In Circulation

The 500 morning daily newspapers of the United States have 9,870,942 circulation and a total minimum rate of $27.86 per line, according to a recent tabulation of Justin F. Barbour. This is cheap as compared with magazine rates, but it emphasizes the extraordinary value offered by the 450,000 daily morning circulation of The Chicago Tribune at .70 per line.

Averaged together, the 500 morning dailies sell circulation at the rate of 3,543 readers for one cent per line. The Chicago Tribune, on the other hand, sells advertising on a basis of 6,440 readers for one cent per line in the daily paper and 7,320 readers for one cent per line in the Sunday paper.

The Chicago Tribune now has the largest morning daily circulation in America—in excess of 450,000.

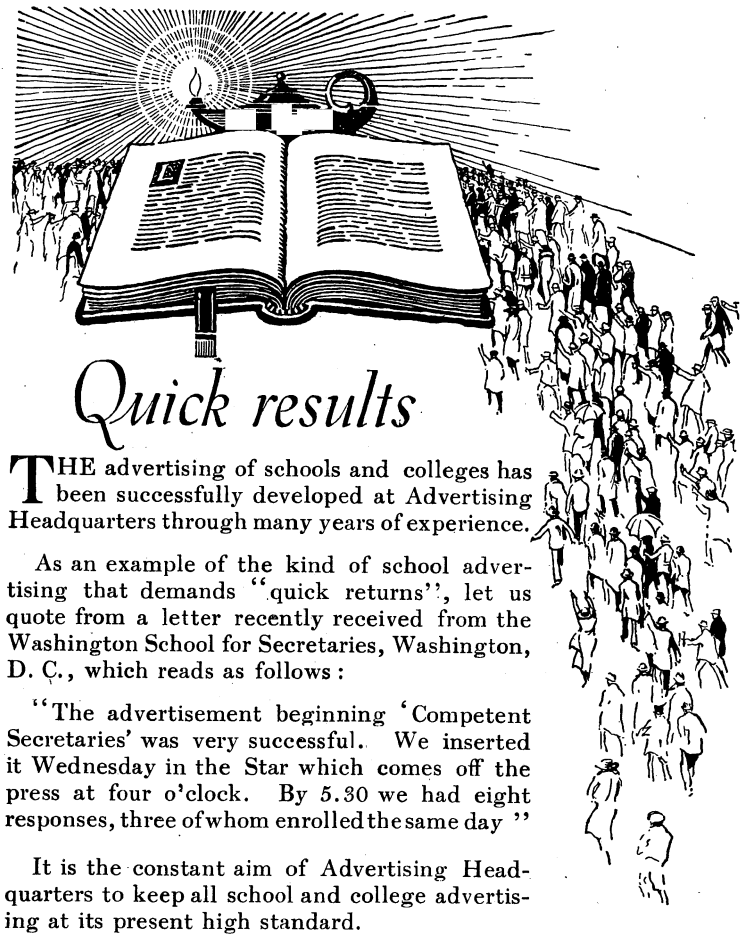
Write for The Chicago Tribune's 1920 BOOK OF FACTS

Digitized by Google

GENERAL LIBRARY
AUG 14 1920
UNIV. OF MICH.

PRINTERS' INK
Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXII, No. 7 NEW YORK, AUGUST 12, 1920 10c A COPY



Quick results

THE advertising of schools and colleges has been successfully developed at Advertising Headquarters through many years of experience.

As an example of the kind of school advertising that demands "quick returns", let us quote from a letter recently received from the Washington School for Secretaries, Washington, D. C., which reads as follows:

"The advertisement beginning 'Competent Secretaries' was very successful. We inserted it Wednesday in the Star which comes off the press at four o'clock. By 5.30 we had eight responses, three of whom enrolled the same day"

It is the constant aim of Advertising Headquarters to keep all school and college advertising at its present high standard.

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA
NEW YORK BOSTON CLEVELAND CHICAGO

Digitized by Google

The Standard Group

Reaches

The Richest Market

Over 50 million people, or 10 million families in this country, reside in towns under 2500 or on farms.

This is the richest market in America, because it is founded upon agriculture which is the basic and greatest wealth-producing industry.

The leading farmers of this country and the dealers who serve them can be most effectively and economically sold through the STANDARD GROUP of quality papers—

Because they are here to stay and have a stability based upon many years of outstanding service to farmers and advertisers.

The 1,150,000 STANDARD readers are leaders in their respective communities and unconsciously fashion the farming and farm life of their neighbors.

Sell a STANDARD farmer and you sell his neighbors too.

The Standard Farm Papers

(Over 1,150,000 Farm Homes)

The Ohio Farmer
Established 1848

The Wisconsin Agriculturist
Established 1877

Prairie Farmer, Chicago
Established 1841

Pennsylvania Farmer
Established 1880

The Breeder's Gazette
Established 1881

Wallaces' Farmer
Established 1895

The Farmer, St. Paul
Established 1882

Hoard's Dairyman
Established 1870

Progressive Farmer
Established 1886
Birmingham, Raleigh
Memphis, Dallas

The Michigan Farmer
Established 1843

Pacific Rural Press
Established 1870

The Nebraska Farmer
Lincoln, Neb.

Western Representatives
STANDARD FARM PAPERS, INC.,
Conway Building, Chicago

Eastern Representatives
WALLACE C. RICHARDSON, INC.,
381 Fourth Ave., New York City

All Standard Farm Papers are members of the A. B. C.

Digitized by Google

PRINTERS' INK
Registered U. S. Patent Office

Issued weekly. Subscription $3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXII NEW YORK, AUGUST 12, 1920 No. 7

The Farmer's Protest Against the High Cost of Distribution

A Gigantic Movement Started for Collective Marketing—The Part Advertising Will Play

Interview by George A. Nichols with

J. R. Howard

President, American Farm Bureau Federation

J. R. HOWARD, a farmer of Clemons, Ia., raises sheep. Two years ago he got thirty-five cents a pound for his wool. Last year he got sixty-two cents a pound for it. The difference does not represent any higher price to the user of wools. Rather it is the result of the application of scientific marketing principles which operated in a way to cut out a number of intermediate profits and give them to the grower.

This experience of Mr. Howard's, in common with other members of the Iowa Farm Bureau Federation, has started a gigantic move among the farmers of the nation for collective or pooled marketing. It contemplates not only the banding together of the farmers in this important respect but also a great advertising campaign of unusual scope.

Three things are to be attempted in the campaign:

The first will be to bring about universal acceptance of the idea among farmers.

The next effort will be to establish beyond all question the legality of collective bargaining.

The remaining task will be to persuade the people of the country as a whole that the idea is good for them and to bring about a better and more sympathetic understanding beteween the urban and farm population.

In a word, the farmers themselves propose to control the selling of the things they raise. They themselves want to put a price on their goods rather than sell the goods for whatever buyers want to give them and then permit other people to get the profit.

The foundations for this radical departure in the marketing of farm products have been laid by the American Farm Bureau Federation, of which J. R. Howard, the Iowa farmer just spoken of, is president.

I interviewed Mr. Howard in behalf of PRINTERS' INK and don't mind confessing that before talking to him I had doubts and misgivings. This was because, along with several million other Americans, I did not understand the ideas and aspirations of the Farm Bureau Federation and associated it with radical organizations like the old-time farmers' alliance and the present day non-partisan league.

Mr. Howard expressed pleasure at the opportunity to talk to the business people of the country through PRINTERS' INK.

"There has been no authoritative setting forth in print of what we are doing and hope to do," said he. "The fact is we have been too busy to talk about ourselves. This being the first time that I have talked to a magazine for publication, I am going

Digitized by Google

to give you the whole thing complete. Doubtless your readers will be surprised at some of the things I am going to tell you. They almost surprise me when I think them over."

The American Farm Bureau Federation, Mr. Howard explained, really is an outcome of the county farm bureau idea. This latter idea started in Binghamton, N. Y., about nine years ago. The Binghamton Chamber of Commerce, co-operating with the Lackawanna railroad was progressive enough to fight with the farmers rather than trying to fight against them. One of its departments had to do with the advancement of the farmer and the solution of farm problems. The farmer was rather offish at first but soon got to meeting in conference with the business people of Binghamton. The result was a mutual understanding of the inexorable fact that the interests of the farm and the city are united in a way that it is impossible to unscramble. Neither can progress without the other.

The work quickly spread over the entire county in which Binghamton is located and soon brought about the appointment of a county agent. His duty was to bring expert information to the aid of the farmers in all crop growing and other needs. The movement extended rapidly, especially in the Southern States, and soon attracted the attention of the United States Department of Agriculture. Now there are more than 2,500 of these county agents in the United States. Some are supported by the States, as in Wisconsin, Pennsylvania and various States in the South. Under the provisions of the Smith-Lever bill, federal aid can be extended to any county association which secures the indorsement of the State agricultural college.

Naturally, these county associations got together in State organizations and then last March the national federation was formed.

The federation has in mind the advancement of agriculture economically, educationally and socially on a constructive basis. But the thing of most concern to the business interests of the country is its plan for collective marketing. This has far reaching possibilities that, if they can be realized upon, can revolutionize a whole lot of things.

"The big thing we are after," said Mr. Howard, "is to get the farm marketing of the country pooled. This idea is not so new. It is used in Denmark. The famous wheat raised in Russia around the Odessa region is marketed on this basis. It is used also to a considerable extent among the fruit growers of the West. We want to make it apply to all the farm products of the United States."

THE FARMERS' EYES ARE OPEN NOW

Then Mr. Howard told about his wool-raising experience mentioned in the first part of this article.

"Like a great many other Iowa farmers," he said, "I raised considerable wool. I would shear the fleeces, put them in sacks and take them to a wool buyer in a nearby town. The price I got was based pretty much on his own idea. Perhaps a good bargainer could get a higher price out of him than I could. He would sell the wool to somebody else and finally, after passing through several hands, it would reach the primary market.

"Some members of the Iowa Farm Bureau Federation, of which I then was president, got together and leased a warehouse in Chicago, with an expert wool man in charge. To this warehouse we shipped our wool. There it was graded and ultimately sold.

"I had been raising sheep for years and yet I had no idea of what kind of wool I was selling. I knew only that it was wool. But I found after sending my wool to this warehouse that it was of three-eighths blood, one-fourth blood and two lower grades. Also I got an average of sixty-two cents a pound for it, while the year before I got only thirty-five.

"The difference was that all the wool was properly pooled, expertly graded and sorted and,

Digitized by Google

Our Personnel

WE have trained and developed our own men to a greater extent than have most advertising agencies. We have in our organization men and women ranking in experience and ability with those generally reputed in advertising circles as "experts" or "headliners"; but we have not so featured them. They, in turn, have been equally modest.

We could publish their records, but their ability would be no better for so doing. We prefer to deliver our service as an organization, quietly, effectively, and without ostentation. Nevertheless, we are extremely proud of our staff and its talents, and to the loyalty and ability of our people we owe, in very large measure, our success.

A well-balanced organization, which operates smoothly and efficiently, is what we have sought to build, rather than to feature a few "experts." People of the McCann type, McCann trained, and with the McCann spirit are what we have, and what we believe are best. We offer their ability and their service to you.

THE H.K. McCANN COMPANY
Advertising · 61 Broadway · *New York*
CLEVELAND SAN FRANCISCO TORONTO

This is one of a series of 15 explanatory talks on our organization and our facilities. The entire series in pamphlet form —"Our Business and Yours"—will be mailed you on request.

TRUTH WELL TOLD

Digitized by Google

besides, scientifically marketed.

"The idea worked so well that plans are now under way to form a national wool pool, taking in the whole wool clip of the United States. Warehouses will be established at convenient strategic points. These will all be under one management and the country's entire wool clip will be sold as one.

"The sound, business practicality of the wool-pooling scheme impressed our members to an extent that they authorized the pushing of a plan to extend the same method of selling to grain and live stock."

This latter action of which Mr. Howard speaks was taken during July at a meeting of the federation. He was instructed to appoint committees which should formulate plans of action. At the time he was discussing the matter for PRINTERS' INK, Mr. Howard had not yet selected his committees. He said the members would be the country's leading experts in marketing. No pet theory is going to be worked out. The whole thing must be done on sound, hard headed business principles.

The idea, of course, is to place in the farmers' hands the control of the prices on grains and livestock.

"What effect is this going to have on the consumer?" I asked Mr. Howard. "Will it increase the cost of living? The American people, you know, are getting weary of the very thought of price control. They regard it as price manipulation out of which they suffer."

CROP SOLD EIGHTEEN TIMES, AND PUBLIC FOOTED THE BILL

"Well," said Mr. Howard, "I am glad you asked that question. We want to go on record now, and also later in our advertising, as saying that there is no reason in the world why under this collective marketing plan the consumer will pay more for farm products than he does under any other plan. The law of supply and demand, in fact, will have a better chance to work here than it does under the present scheme of things.

"Just as an illustration let me cite you to the Chicago Board of Trade. Do you know how many bushels of grain were traded in during only one year on this Board? More than ninety billion bushels! And that year the total grain yield of the entire United States was around five billion bushels. Just think of it. Just let these figures sink into your mind and you will see why it is that grain prices are so high today. If every bushel of grain raised in the United States had been bought and sold on the Chicago Board of Trade, which it wasn't, then the year's transactions of that Board would have involved buying and selling the entire five billion bushels eighteen times. When the grain eventually reaches the consumer under this plan the consumer pays selling commission and the buying commission. He pays the gambler's loss and the gambler's profit.

"Now then I ask you, man unto man, what do you suppose the people of the country prefer in this respect? Would it suit them better to have the grain prices dictated by one million farmers who raise the grain or by ten millionaires on the Chicago Board of Trade?"

"Are you going to fight the Boards of Trade then?" I asked.

"Not at all," Mr. Howard declared. "We will just let them roost. And when we get control of the grain of the country they will have nothing to do but roost.

"Through pooling the grain yield we shall be able to sell it direct to the manufacturer or consumer. All these buying and selling commissions, all gamblers' profits, all intermediate charges will be eliminated. Instead of any number of people gaining a profit on the grain before it reaches the consumer, the profit will go direct to the man who raised it. It is only sane, simple business to conclude that under this arrangement the consumer would be better off and have more nearly a square deal than he has now."

Digitized by Google

Holding the Reader's Attention

Needlecraft Magazine does more than simply circulate among over 1,000,000 paid-in-advance subscribers.

It holds the interest and confidence of these prosperous women through its practical and vital editorial purpose.

NEEDLECRAFT MAGAZINE

"One Woman Tells Another"

Member A. B. C.

Digitized by Google

And right here Mr. Howard gave expression to something that ought to send thrills up and down the backbone of every person who has the advertising sense and who recognizes advertising as being something vastly more than a great power for the mere selling of goods.

"What we need," he said, "and what the country needs, is a more thorough realization of the principle that the square deal must be universal and that no one class can succeed in the long run by gouging any other class. This is not Utopian. It is not politics. It is not religion. It is simple, ordinary horse sense based on sound business considerations. You are entirely correct when you say that advertising of the right kind can have a powerful effect in bringing about a condition of sentiment wherein the farmer will realize that his success depends upon treating the city person right and vice versa.

"We are going to use advertising to try to break down this condition of class consciousness of which you see so much these days. The people of the city think the farmers are arrayed against them and are organized to hold them up to the utmost penny for the things they eat and wear. This idea is based upon entirely wrong premises. People do not understand. Our business is to make them understand.

"Perhaps we could go on for a hundred years—maybe a thousand—in spreading propaganda about the iniquities of the present distribution system, showing how the middle men were to blame for the high price of farm products and we would accomplish little or nothing. There has been too much talk heretofore. Now we are going to combine action with our talk. We are going to control the marketing of the things we raise and fix the prices we shall receive. Then we shall have something practical upon which to base our presentation to the people. We then can demonstrate on a dollars and cents basis and show both farmer and non-farmer the benefits of proceeding on a live and let live basis.

WOULD UNITE CITY MEN TO FARMERS RATHER THAN WIDEN THE BREACH

"There is absolutely no rhyme nor reason in this clash between the city and the country. Each needs the other in its business. And each should respect the other for what it has and what it can do. The farmer must realize that the city resident has certain problems to meet and the city man must do the same thing for the farmer.

"Why cannot well directed advertising—and by advertising I am speaking of it in the broadest possible sense of the term—bring about this understanding, especially when it is based upon something concrete, as it will be in this case?

"You talk about consumers. Farmers are consumers. They use more steel each year than do all the railroads of the country. They use great quantities of lumber. They buy farm machinery, automobiles, clothing and shoes. Farmers as a class are perhaps the country's greatest consumers.

"When the farmer gets for himself the profit on his goods that now is going to others, will he not be a greater consumer than he is even now? Will he not have more money to spend and will not this be an added benefit to the country as a whole?

"The reason food prices are so high at present is that the marketing is done entirely on a wrong basis. Down on South Water Street are commission firms that absolutely dictate how much the people of Chicago shall pay for vegetables and produce. The farmer has nothing whatever to say about this and yet he gets the blame. Fruit and vegetables are left to spoil in order that the price may be kept up. Last winter whole carloads of potatoes were dumped in a nearby suburb and left to freeze in order that they might be kept off the market. This is only a little sample.

"This country raises literally untold quantities of food that

Digitized by Google

Most advertising managers list the Brooklyn Standard Union for Greater New York. Occasionally the "boss" lops it off because he thinks he knows better. Don't get hot—we'll be here next year.

Digitized by Google

never get to market. Marketing conditions are such that the farmer may let his fruit rot on the trees. It would have to rot if he picked it because he couldn't sell it. And while all this is going on apples may be selling for ten cents apiece in a city 500 miles away. This is worse than foolishness. It is sinful waste. It represents a condition that ought to be adjusted as quickly as it is humanly possible to do so.

"Great changes have to come with deliberation—at least in the preliminary stages. Take our present plan of controlling the grain yield of the United States. We probably will not start this until we are ready to make it apply to the country as a whole. It may take us four or five years to get all the machinery in working order. But we will get it. And when we do get it we shall experience much more ease in making the same principles apply to other things.

"A considerable portion of what the American Farm Bureau Federation hopes to accomplish must come through legislation both National and State. The backers of the plan realize that there must be no doubt whatever of the legality of collective marketing. There is at present pending in Congress the Capper-Hersman-Volstead bill specifically to place the Government's approval upon this grade of marketing. It passed the House at the previous session and is yet to come up in the Senate. The legislative bureau of the federation will stay right on the job in Washington until the bill is disposed of."

THIS IS BUSINESS WITH THE FARMER—NOT POLITICS

But Mr. Howard was emphatic in his assertion that the movement was not at all political.

"The federation," he said, "would go before Congress in defense of the farmers' rights just as would a delegation from the packers or any other branch of business."

The idea of a farmers' party in politics is to Mr. Howard a thing that would mean calamity for the country.

"Then you are not in favor of such movements as the non-partisan league?" I asked.

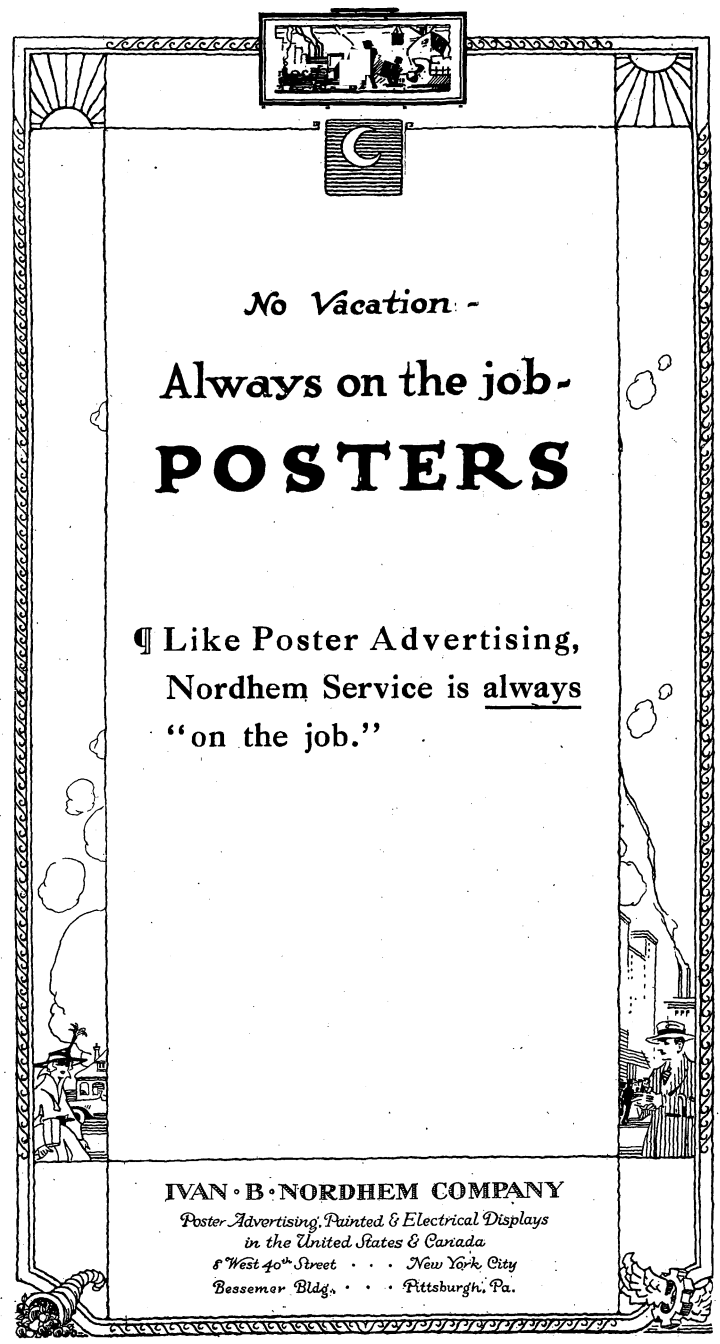
"The farmer," he replied, "has no business in politics as such. What I mean is there should be no farmers' party any more than there should a grocers' party, a blacksmiths' party, a Catholic party or a Methodist party. Politics and religion are things for the individual to decide for himself. They have to do with emotions in humanity that are entirely apart from business. Found a great business enterprise such as this on political, racial or religious lines and you may as well conclude in advance that it will be a failure. People never can agree on these points. Human nature is not built that way.

"This organization of ours is absolutely not a political proposition. It is a business undertaking originated and officered by business men. Farmers are business men even though they are not always regarded as such.

"Without naming any specific examples of political ventures having in mind the uplift and advancement of the farmer, let me say that they are foredoomed to failure because they are founded on the altogether false premises of class appeal. Wherein our movement differs from all others—and the thing that is going to make it win—is that we are going to keep away from class appeal. We are going to try to approach our work in a sensible, sane way and in the realization that all elements in the country have rights that not only must be recognized by us but must be promoted and guarded by us. It is impossible to carry out that sort of a deal with a political organization and through political methods.

"We lay emphasis upon the fact that membership in the federation is non-political and non-sectarian. Furthermore, in order that none of our officers or directors may use the federation to advance himself in a political way, we have a provision in our constitution that

Digitized by Google



Digitized by Google

any officer or director who shall become a candidate for an elective or appointive State or National office shall at once be automatically dropped from his official position in the federation. This is as plain as I know how to make it. We are not in politics and will not be. We appeared before the resolutions committee of both national conventions this year. We shall appear before committees in Congress. We are working for our business and not for any political party or socialistic scheme."

Necessarily the work being undertaken by the federation is only in its formative stage. The ideas in detail are yet to be worked through. The federation sees only in a big way the need of establishing the collective marketing principle and has the determination to push it through to as rapid a termination as possible.

The big thing about it that will appeal to business men in general is the absolute recognition of the fact that all elements of the population have rights that must be respected by everybody and the decision to advertise widely to the end that all opposing classes—capitalistic, consumer and producer—shall recognize the thorough justice of the plan.

No definite advertising methods have as yet been decided upon. The time is not yet ripe. First must be organized the machinery to carry into effect collective marketing as applied to farm products. Then will come the smashing effort to convince all classes of people that this is not only justice for the farmers but the very best of business for them and for all others concerned.

THE FEDERATION IS STRONG EVEN NOW

Just to gain an idea as to the strength and potential strength of the federation and its ability to put over a big thing, it should be remembered that the members now number 1,250,000, being made up of members of State and county farm bureau federations. There are in round numbers seven million farmers in the United States. Through a comprehensive membership campaign about to be launched the federation sees no reason why on a most conservative estimate it cannot increase its membership to at least three million. Each member pays to the national organization fifty cents a year.

Back of these financial resources stand 2,500 or more county organizations of farmers presided over by county agents which are paid by the nation or the State as heretofore explained.

These facts are stated merely to show that the organization ought to be solid—built right up from the soil as it were. The various county organizations are not only backed and financed by the Government or State, but have the strong support of the Department of Agriculture, the various State agricultural departments and the agricultural colleges.

These organizations, thus powerfully financed and backed, are the ones making up the American Farm Bureau Federation.

Thus it would seem that the American Farm Bureau Federation is built upon a fairly firm foundation even though no public funds go to its support.

The situation and outlook are interesting at any rate.

"But our biggest element of strength," said Mr. Howard, "is our determination to work for the benefit of the whole country while working for ourselves. For example, a part of our legislative programme is to try to bring about some arrangement between capital and labor which will insure freedom from disrupting and criminally wasteful strikes."

Arthur Booth Directs Phez Advertising and Sales

Arthur Booth has been made vice-president, with direct charge of sales and advertising, of the Phez Company, Salem, Oregon.

For seven years Mr. Booth was with the Beechnut Packing Company as sales and advertising manager. About a year ago he left that position to join Botsford, Constantine & Tyler, advertising agency, of Portland, Oregon.

Digitized by Google

CHICAGO

The Central Location for Printing and Publishing

Printing
and
Advertising
Advisers

Day and Night
Service
All the Year
Around

One of the Largest and Most Completely Equipped Printing Plants in the United States.

Whether you have a **Large or Small Catalogue or Publication** to be printed, it is our opinion you have not done your duty by your firm or yourself until you have learned about the service Rogers & Hall Company give, and have secured prices.

You Secure from Us

Proper Quality—Quick Delivery—Right Prices

We ship or express to any point or mail direct from Chicago

Make a Printing Connection with a Specialist and a large and Reliable Printing House.

Business Methods and Financial Standing the Highest
(Inquire Credit Agencies and First National Bank, Chicago, Ill.)

ROGERS & HALL COMPANY

Catalogue and Publication

PRINTERS

Artists—Engravers—Electrotypers

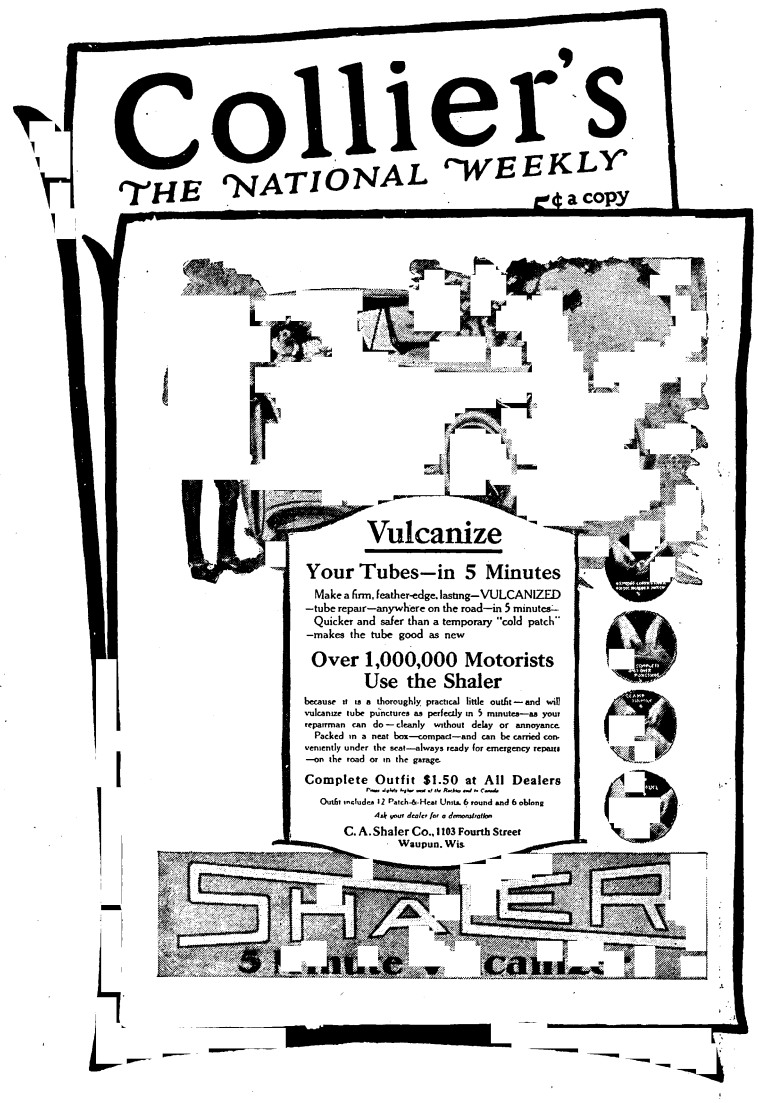
Polk and La Salle Streets **CHICAGO, ILLINOIS**

Telephone: Wabash 3381—Local and Long Distance

CHICAGO

The Central Location for Printing and Publishing

Digitized by Google



Digitized by Google

Shaler and Collier's

The C. A. Shaler Co. is using more space in Collier's than in any other general publication.

Collier's
THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

Digitized by Google

A Growing Market for Salad Dressings

HERE in Baltimore the volume of "Salad Dressing" sales is greatly increasing. Dealers say this is due to the "Prepared Mayonnaise" having practically supplanted the home-made variety.

Rather a bright and promising outlet for the manufacturer who would cultivate this market intensively with a view of securing close to 100% year-round demand for his salad dressing.

Cultivating Baltimore intensively means to dominate the market witn persistent advertising in the NEWS. It's the NEWS through which most of Baltimore's 730,000 consumers can be reached! It's the NEWS that with an intensified circulation of over 100,000 gets down close to these people and influences them to buy! And it's the NEWS that likewise influences dealer co-operation, and, co-ordinated with active sales efforts, increases the distribution and sales of any first-class product consistently advertised.

Interesting facts were disclosed by our recent investigation of Salad Dressings in Baltimore. The report compiled embraces the number of brands on the present market, their names, the manufacturers, the leaders, percentage of sales and distribution, activity ratings, and the individual reports of the retailers interviewed. If you are interested, write us on your business stationery and we will be pleased to send you a copy.

The Baltimore News

Goes Home and *Stays* Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Digitized by Google

Extra Service Features Help Put Over Main Business

Morse Dry Dock Company Successfully Advertises to Back Up Ship Repair Solicitors

By Edward T. Tandy

THE experience of the Morse Dry Dock & Repair Co., of Brooklyn, illustrates how the merchandising of service can be assisted by bold and skillful advertising. It also shows that small extra service features can be remarkably successful in themselves. and at the same time increase the main business by emphasizing its scope.

A ship repair concern is faced with a peculiar problem. It has nothing to sell but service. It has few competitors. A damaged ship is obliged to seek repair. There are at the most perhaps fewer than 1,000 possible customers, the shipping companies of the world. For a long while it was thought that advertising could not help.

In the big harbors along the Atlantic Coast, it is the custom of all the ship repairing firms to employ solicitors. These men keep the names of their companies before the ship owners and captains by making regular rounds of the offices and docks. The business has been largely secured upon the good relations established by these service salesmen.

Formerly at the Port of New York, and elsewhere, the tugs of the different repair companies, waiting ready in the harbor, dashed off in a fast and often thrilling race, the instant news came in of a damaged ship. The tug that reached the vessel first usually got the job for its owners. Fine, speedy sea-going tugs were developed by this race.

Before, and until after, the war, the only advertising considered necessary by the ship repairing companies consisted of a "card" in the principal marine journals. Ship repairing was not a business that advertising could do anything for was the settled belief of all.

After the armistice it occurred to the Morse Dry Dock Company that perhaps advertising might be useful, and it decided to try. During the war the company had erected a dry dock that will raise 35,000 tons of shipping out of the water in less than half an hour, and will enable the workmen to be under an ordinary ship in ten to fifteen minutes. The activities of the submarines had left it with a finely developed night and day emergency service on land and sea.

The monster dry dock and the sleepless emergency service were selected as the basis of the advertising campaign. Full-page space was taken in all the marine publications in this country, in England, Italy and Scandinavia, a start being made at the beginning of this year. Holland was temporarily excluded on account of the shipping strike. But the Dutch marine journals will be on the next schedule.

OTHER YARDS ALSO COME TO ADVERTISING

Almost at once the effect of the advertising was felt. The campaign was recognized to be a substantial backing for them and made business getting much easier the solicitors found. The race of the tugs has already died out. For the other ship-repair yards are also using big space, and now when a ship needs repairs the wireless brings instructions to the company already chosen.

It is too soon yet to say with certainty, because there has not yet been time to accumulate and digest the necessary comparative statistics, but W. B. Prince, advertising manager of the company, believes that all the ship yards are doing more repair work as a result of the advertising. Repairs,

Digitized by Google

needed but not absolutely necessary, are not put off as used to be the case, even before the war. It is not only that propellers and hulls are kept cleaner, but the whole ship is being regularly smartened up.

The Morse advertisements were designed to tell the story by picture. Each page shows some phase of ship repair in a bold, well drawn half-tone illustration, occupying the greater part of the space. The copy is terse, and briefly tells that the Morse facilities can save a ship's time. Each advertisement carries the keyed line, "Ask us more about this service."

The number of requests received created surprise. Those from foreign shipping firms showed very clearly that the United States has won quite a considerable reputation abroad for its ship-building work.

Side by side with the new advertising there grew up in the Morse organization three supplementary phases of service which have proved most unexpectedly successful both in themselves and as business bringers. These are the photographic studio, the plating works and the printing plant.

One day one of the Morse men took snapshots of the damage done to a ship in collision. The prints were so much in demand that it was decided to engage an expert photographer and give him a fully equipped studio. Complete photographic records are now taken of every big job.

The owners of the ships repaired are located all over the world. They are keenly desirous of seeing the sort of damage done to their vessels but cannot hold up the repair work until they could get here. By means of the photographs they see the damage and the nature and progress of the repairs at various dated stages. The demand for prints has become large enough to make the photographic studio practically self-supporting.

In addition, the photographs, arranged in galleries for rapid inspection, showing every kind of repair job, are proving of great direct help in clinching new business. They also are of large indirect assistance through the publicity obtained by their means.

The plating work sprang into being much through the same cause as the photographic studio. Just as the time could not be wasted, waiting for a professional photographer to be obtained, so would much time have been lost had the firm sent outside the silver, nickel and other plating needed in a repair job. There was not enough of this work to make a special plant pay but the plant was justified by the time it saved.

In a little while, however, shipping men heard of this plating plant and were soon having their ships' silver and other ware replated—because they knew for certain they could get the work done between voyages. Hence the plating works also form a good advertisement, and are self-supporting.

Hotels are now to be advertised to, to have their silver and kitchen ware replated—as it is done for 'board ship. Advantage is taken of the common belief that this work is always unusually good on ships.

Thus, in one way or another, the Morse people manage to keep in touch with the shipping men all the while. It was the little added bits of unusual service that furnished the talking points. Advertising these makes the main business more stable and more easily obtainable, without racing after a customer in a manner like that of the old-time Bowery clothing dealers.

Reid, Fletcher and Hart Add to Staff

H. B. McCreary formerly with the Rebele Studios, and Harold A. Weston have joined the staff of Reid, Fletcher and Hart, Inc., New York.

John B. Reid, business manager of that organization, has been elected secretary.

S. L. Meulendyke, who has been with *The Green Book Magazine*, Chicago, has become office manager of the Dorland Agency, Inc., New York.

Digitized by Google

Show All Pictured Equipment Up-to-Date, Even Though You Don't Make It

Help That One Advertiser Can Give Another, Without Harm to Himself

By Ivar Mattson

MEN engaged in advertising are frequently spoken of as the "advertising fraternity." The general implication is "birds of a feather" rather than conscious co-operation. Yet one of the outstanding results of advertising is the growing responsiveness of the reader as a result of the volume, variety, and intrinsic merit of present-day advertising.

One advertiser sells lighting plants on the basis of added comfort—to the extent that he advertises and sells his lighting plants does he pave the way for electric washers, electric fans, electric irons, electric vacuum cleaners and electric motors for other uses. The lighting-plant advertiser found his way smoothed out considerably by the advertising and selling of gasoline engines and automobiles. These examples are almost too obvious to relate, but they point to an important principle:

Any advertising directed to any class that tends to increase the self esteem, profit, pleasure, or comfort of that class, is bound to create a favorable atmosphere for all advertisers catering to that field.

Considering the importance of this by-product effect of advertising, it is curious to see how some advertisers strain themselves to avoid giving "aid and comfort" to advertisers of other goods—goods which in many instances led up to the sale of their product.

In a current farm-paper advertisement of a lighting plant cows are shown in wooden stalls that suggest a horse stable. The dairyman who is progressive enough to install a lighting plant on his farm has used the sanitary steel stalls and stanchions for a number of years. The real up-and-coming lighting plant prospects will laugh at the cows in a horse stable. There are other absurdities in pictorial treatment of this advertisement, but they are not to the point.

Another advertisement, for an aluminum milking pail, shows steel stanchions, but here the artist has gone to such extremes to avoid giving barn equipment manufacturers any publicity that he has invented an absolutely ridiculous contraption of a stanchion, so ridiculous that the discriminating prospect is apt to discredit the whole advertisement on the strength of this one point.

More and more manufacturers are coming to advertise to the farmer. If they would win his favor from the start, *let them show their wares with the kind of accessories that have already found their way into the farmer's favor.*

To know what is correct in accessories calls for patient study, but if a short-cut must be taken, the best of raw material is to be found in the catalogues and other literature of the makers of these accessories.

James Agency's New Accounts

The Industrial Engineering Company, concrete construction, New York, has appointed the James Advertising Agency, Inc., New York, to take charge of its advertising.

This agency has also secured the account of the Daybrook toilet goods line, made in Detroit.

Irions Now Represents "Electrical Review"

D. G. Irions, formerly representing *Power* in Chicago, has become western representative of *Electrical Review*, with headquarters in the same city.

Digitized by Google

Bringing an Article of Merchandise into Dignified Company

National Campaign of the Faultless Rubber Co. Takes the Toy Balloon Out of the Hands of the Street Vender and Places It with the Established Merchant

By Roland Cole

ADVERTISING repeatedly surprises advertisers by its ability to accomplish things not at first believed to be within its scope.

Has the following ever happened to you, or have you ever heard of it happening to another?

An article of merchandise is invented and made ready for the market. The consumer's need is a matter of certain knowledge. Preliminary experiment and study of the need proves conclusively that the article will fill the need.

The article is manufactured and the advertising campaign is undertaken. Then the alarming discovery is made that between the factory and the user there is a gulf fixed. The consumer is sold and wants the goods, but cannot get them because an obstacle has been interposed. The selling agency selected by the factory to offer the goods to the consumer is not suited to the task imposed upon it.

This very situation was pointed out in an editorial in PRINTERS' INK of July 8, with reference to "Futurist" underwear and "Pyrex" cooking utensils. The sale of both these lines of products was at first checked because they were placed on sale in departments where they were not looked for. Rowboat motors were originally sold through marine engine dealers until it was discovered that prospective purchasers were going into sporting goods stores and asking for them.

A few years ago one of the large rubber companies which brought out a line of seamless toy balloons found that the only way in which such goods were sold was via the traveling faker. The great majority of these vendors were foreigners—and they preferred Belgian and French two- and three-piece seamed balloons to the American seamless article.

Convinced that the seamless balloon possessed advantages over its seamed competitor, the company had a real problem on its hands to decide whether to go after the traveling faker in an effort to change his convictions, or to find another kind of a dealer, and then teach the public to stop buying balloons of street fakers and buy them elsewhere.

TOY BALLOONS IN YOUR BUSINESS

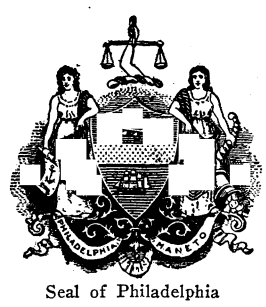
Problems of this kind are not isolated problems peculiar or native to a certain line of business, but they run common to all businesses. How the toy balloon manufacturer solved his merchandising problem is just as interesting to the automobile maker as selling tactics are interesting to salesmen in widely separated lines. Moreover, such problems are especially interesting when advertising is discovered to be one of the forces that had to do with their solution.

A discussion of general principles is too often like a consideration of the trade winds—it is a little bit outside of the individual experience of each one of us. But when a playful monsoon gets into our own backyard and pulls up the sweet peas that we planted last night, not only do we become interested and want to know why, but our neighbors also contribute a sympathetic ear and listen to our exposition as though they had something at stake also.

The following specific instance of what the toy balloon manufacturer was up against will make it clear why advertising was the only means that could be used to

(Continued on page 25)

Digitized by Google



Seal of Philadelphia

Philadelphia

The Third Largest Market in the United States

The announced population of the city of Philadelphia, 1,823,158, is an increase of 17.7 per cent over the 1910 figures of 1,549,008. This is an average growth among cities, about equaling that of New York, and somewhat exceeding that of St. Louis and Boston, but it does not express the exact conditions in Philadelphia, whose rapid development industrially and commercially of late years warranted the two million estimate freely made. The population increase is there.

Philadelphia, it is well-known, is not as compactly built as other large cities; it is a city of homes with ample breathing space, and with an older population not easily compressed. Philadelphia, therefore, houses her increased population in the fast growing suburbs which surround her, so that the workshop and market place called Philadelphia finds homes for its three million people in an area far more extended than the political boundaries of the city corporation.

Building goes steadily on round and round Philadelphia, and the question of extending its boundaries, as other cities do, to identify themselves with their urban territory, is becoming more important.

The Philadelphia market today represents the largest and most compact territory to be covered by a single advertising medium—the field of the Philadelphia Evening Bulletin, which dominates this great territory with its almost half million daily circulation.

The Advertising Age, July, 1920.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

Net paid average circulation for the six months ending April 1, 1920, as per U. S. Post Office report, 466,732 copies a day.

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

Every year Philadelphia makes enough carpet to encircle the globe.

Digitized by Google

SCRIPPS NEWSPAPERS

The Portland News

Oregon's Independent Daily

SINCE 1916, The News has gained 65% in circulation and 150% in advertising.

Net paid, daily average circulation, for six months ending March 31, 1920, was 27,462, of which 22,932 was city circulation. The News covers 42% of Portland's English-reading homes.

The News carries, six days a week, very much more local food and market advertising than any other Portland paper, indicating its great strength in the homes.

ALL Portland Department Stores use The News, all furniture stores, all jewelers who advertise, all banks which advertise except one, and all food stores. Of the 29 men's clothing stores which advertise, 21 use The News. One other paper carries 21. The other two have less. Other staple lines are similarly strongly represented in The News' advertising columns.

No speculative or other objectionable advertising accepted.

No premiums or contests are used to promote circulation.

BECAUSE of its distinctive character, The News has the greatest proportion of unduplicated city circulation.

The News is necessary satisfactorily to cover Portland. Send for information sheet giving complete information and statistics.

Digitized by Google

SCRIPPS NEWSPAPERS

ADVERTISERS are invited to address all inquiries regarding any of The Scripps Newspapers to the Foreign Advertising Department—Cleveland, New York or Chicago.

Statistics, market information and analyses, strong local co-operation: call, phone or write for full details about these or any other subjects in so far as they concern Scripps Newspaper Cities.

The twenty-two Scripps newspapers are:

Akron Press
Cleveland Press
Cincinnati Post
Columbus Citizen
Covington (Ky.) Post
Dallas Dispatch
Denver Express
Des Moines News
Evansville Press
Houston Press
Los Angeles Record
Memphis Press
Oklahoma News
Portland (Ore.) News
Sacramento Star
San Diego Sun
San Francisco Daily News
Seattle Star
Spokane Press
Tacoma Times
Terre Haute Post
Toledo News-Bee

Scripps Newspapers

Foreign Advertising Department

Union National Bank Building, Cleveland, Ohio

New York Office: MARBRIDGE BLDG. *Chicago Office:* 1ST NATL. BANK BLDG.

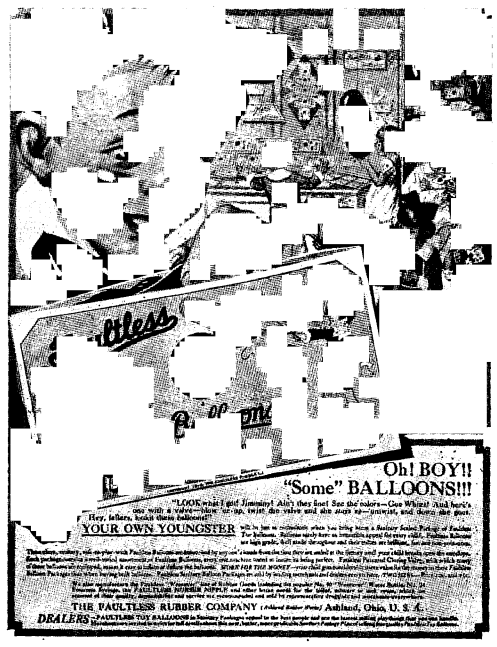
Digitized by Google

Concentrate

Many national advertisers who want Chicago business are dazzled by far-flung circulation *when their objective is a single market.* They have visions of dominating thirteen million people *around* Chicago, and disastrously forget the nearly three million right here in Chicago that can be and are dominated by a single advertising influence—The Chicago Daily News.

Digitized by Google

find a better dealer than the traveling faker and then make sure the public would patronize him. However, the problem was far from being as simple as it sounds in that brief statement, and besides complications set in at different stages during the application of the remedy.



CHILDREN, PARENTS AND DEALERS ARE ALL INTERESTED IN THIS ADVERTISEMENT

NO REFORMING THIS DEALER

A toy balloon is a toy. Its genesis seems somehow identified with the circus. A child cannot imagine what a circus is like and then hunt one up. There must first be a parade to dazzle and attract. Circus music, prancing white horses, gilded wagons, waving plumes and colored balloons all go together.

Right at the start, therefore, the child can hardly be expected to go into a dealer's store and ask for a toy balloon which is kept in stock in a package. The child's need for the balloon does not develop until he sees a street peddler walking past with a cluster in many colors and all inflated.

The attitude of a man toward a toy balloon is different when his children are with him and when they are not. A man is apt to be more discriminating when his children are not with him. A child's enthusiasm is often quite obstreperous and can easily urge a man's judgment to quick action. Moreover, a man has imagination enough to look for a balloon in a store, and his memory helps his imagination.

However, here are father and child out for a walk. Along comes the balloon man. Attention, interst, desire and conviction, instead of operating on this child in dignified and logical order, all let go together with a united detonation, and to preserve child, parent and public safety, the balloon is purchased—one of those sudden cash and carry transactions. Somehow the balloon seems to live a charmed life after the child comes into possession of it and it is conducted home. But soon stick, string or valve disappears, inquisitive child applies its blowing apparatus to balloon orifice, and "that night" (as they say in the movies) the pretty little balloon goes to join its ancestors.

After father has been through this experience a few times, his attention begins to be caught and held by the uncontrollable desire manifested by his child to bring the balloon into contact with its mouth. The next time he sees a street vender he notes his foreign aspect and dirty appearance,

Digitized by Google

and wonders whether he filled those balloons with his own lips. Then, another thing that causes him a little wonder is the fact that the balloons do not seem to be of a particularly good quality, that the venders are seldom if ever twice alike. So the idea begins to percolate that the whole business is a rather disreputable, shabby and irresponsible affair.

Now suppose at this point the manufacturers of a better balloon than the venders had been selling had decided to sell their product to the vender. They would have had a real battle on their hands to overcome the resistance of the buyer to dealing with that kind of a dealer.

Poor old dealer proposition! How many times manufacturers have considered it securely hobbled against possibility of escape, only to find they have corralled another man's steer. The dealer proposition will always be an unbroken mustang, because the manufacturer does not own the dealer and can never control him.

GOODS, PACKAGE, METHODS — ALL WRONG

When the Faultless Rubber Company came to look this dealer situation more attentively in the eye it found a badly jaundiced pair of optics which glasses could not help. Regeneration was needed. Not only was the merchandising method wrong, but the package was wrong. Many balloons have valves which go into the mouths of children. No one would think of buying unwrapped chewing gum or candy from street venders and bringing it home to the children. The company found in its investigation that countless thousands of toy balloons are not only sold and handled by street men many of whom are diseased, but in a great many instances the balloons have actually been placed in the mouths of these venders.

Quite apart from the question of who sells the balloons to the public, whether it is a street vender or a store, the health of the ultimate user must be safeguarded. Obviously, then, the first problem to solve was the problem of the package. How could the balloons be manufactured, tested for inflation, carried from the factory to the dealer and placed in the hands of a boy or girl without coming in contact with other lips and hands?

An envelope package was devised, size 7 inches by 4, attractively printed in colors on the face, with the name "Faultless" prominently displayed, and the various styles of balloons illustrated, so that their inflated appearance could be shown. The reverse side of the package was reserved for the dealer's imprint.

The next thing was to get the idea of the maker's responsibility into the mind of the child's parent. The irresponsibility of the street vender has led the parent to expect a poorly made article. The merchant who is here to-day and gone to-morrow cannot be easily located when the goods do not prove satisfactory. The balloon must therefore be identified with the name of the maker through advertising. The public must also be told something about the manufacture of balloons, the seamless process, the patented closing valve and the superiority over foreign made balloons of the two- and three-piece type.

With these two very important points disposed of, there was only one thing left to do—get the right kind of dealers to handle the balloons and devise a way to make the purchasers of balloons go after these dealers for the goods.

Not an altogether trifling service to demand of an advertising campaign. What made children buy balloons before? Well, a fortuitous confluence of multitudinous influences as one might say. To wit, the circus, street parade, gymkhana, summer resort, picnic, festival, or lawn party. All these were flashes of color that attracted children and street fakers as bright flowers draw bees. Take away the street parade and the merry-go-round, and there seems to be no reason to buy a toy balloon. These holiday

Digitized by Google

activities were unconscious advertising mediums for the balloon.

In a legitimate merchandising scheme, however, no such uncertain irritant to the buying impulse could be depended upon. If balloons are good for children to play with when away from home, why are they not as good at home? Then, too, if the street vender is to be first discredited as a dealer and then eliminated as unnecessary, the occasions for buying balloons must be spread all over the waking consciousness of our children and not only over their holiday consciousness. Then again, if parent and child have to go out of their way to find a store and dislodge a balloon from its hiding place, there certainly will have to be a good excuse for doing it.

No ordinary advertising campaign could turn a trick like this. It would have to be very unusual.

It was—or rather it is, for the campaign is in progress at this moment. Color pages in national publications are being used. A specimen advertisement is reproduced on page (?) which will give the reader an idea of how more or less successfully the "O-be-joyful" idea has been worked into the lay-out.

Another piece of copy read "New, Sanitary, Most-for-the-Money Way for Children to Buy Balloons.

"The Faultless Envelope Package provides a new and better way to put into your child's hands clean balloons which have not been touched from factory to child. How much safer and more sanitary this method of buying balloons is for your child."

The economy of the new way is dwelt upon as follows:

"If bought separately, the balloon in these packages would cost considerably more than the price of the package. Therefore the child should be sure to ask for and get the Faultless, as illustrated below."

The
George L. Dyer Company
42 Broadway
New York
Western Offices
76 W. Monroe St.
Chicago

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

Digitized by Google

Note the ingenious way in which quality is dealt with and how it is tied up with the dealer offer: (Remember, the company is switching its dealers.)

"Faultless Toy Balloons are recognized everywhere as establishing and maintaining highest quality standards. The toy and novelty trades know them as the best balloons obtainable anywhere. They are made in an assortment of brilliant, fast, non-poisonous colors. Faultless Valves, with which many of the balloons in these packages are equipped, greatly increase a child's balloon fun.

"Dealers: Faultless Toy Balloons attract the best class of parent and youngster trade and insure for you a better source of profit. Write for full details of this new idea of merchandising fine quality toy balloons."

Whereas, under the former order of things, the child was left to make the suggestion that the gift of a balloon would be acceptable, and the copy and lay-out in the present campaign are certainly aimed to hit the boy and girl between the eyes. No chance is taken with the parent. He is reminded that it is not necessary to wait until his youngster asks for a balloon, but he is told quite plainly:

"Your own youngster will be just as enthusiastic when you bring home a Sanitary Sealed Package. Balloons surely have an irresistible appeal for every child."

The advertising campaign just described is particularly interesting in view of the present condition of the industry. T. W. Miller, president and treasurer of The Faultless Rubber Company, said to PRINTERS' INK:

"For several years past American-made balloons have been shipped in quantities throughout the world. During the period of the war several of the larger producers of balloons, including ourselves, were compelled, on account of war work, practically to discontinue production over a period of many months, and as a result a great shortage of balloons apparently existed, and many new factories have been projected to manufacture them since the cessation of the war.

"At the present time all producers in the industry are manufacturing larger quantities than ever before. The American-made balloon is therefore firmly established. I assure you that our object in carrying on our present advertising campaign at this time is not to secure business, because the volume of balloon business that has been tendered to us this year is very much in excess of our production.

"Our present advertising campaign is being conducted for the following reasons:

1. To identify our name and package with the most discriminating buyers in the world—the American boy and girl.
2. To insure these buyers securing maximum value for their nickels, dimes and quarters—not only in quality, but in quantity, size and weight.
3. To make balloons an attractive article of merchandise for established representative merchants throughout the country, such as druggists, department stores, toy and notion stores, 5-cent and 10-cent stores, etc.
4. To make it possible for the boys and girls throughout the land to purchase, at a minimum cost, not only a quality article, but one that is clean and sanitary in every way."

As an example of how advertising is being used to give toy balloons the badge of respectability as an article of merchandise, this campaign of The Faultless Rubber Company offers a number of suggestions to other advertisers on three very important points: (1) Supplying a new buying incentive; (2) sending the parent and child to the store merchant; and (3) going after a new dealer constituency.

It should be borne in mind that the national campaign makes no effort to sell direct by mail.

Digitized by Google

Pictures That Appeal

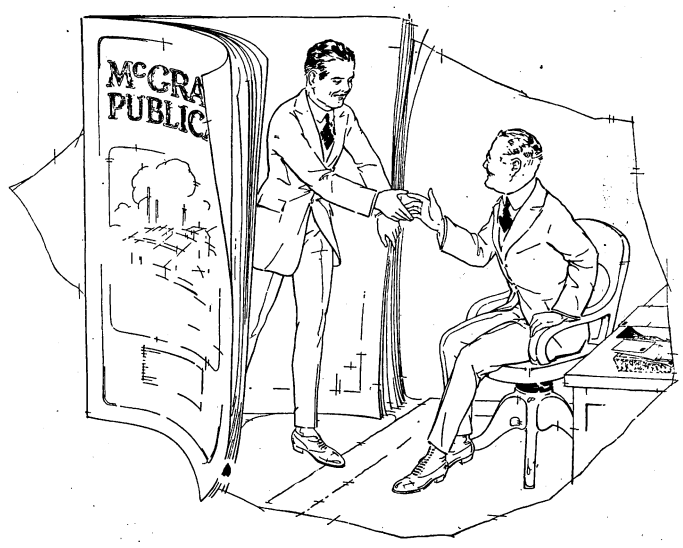
No space investment that an advertiser may contemplate is worthy of more favorable consideration than color representation in THE PEOPLE'S HOME JOURNAL.

The impressive color work which we are now producing by our ultra-modern process adds charm, dignity and attractiveness to the advertised product; gives to it the atmosphere of quality and distinction which is invariably associated with the best in reproductive art.

The People's Home Journal
NEW YORK

For 35 Years the Magazine for Every Member of the Family

Digitized by Google



Technical Advertising is almost *direct selling*

Stepping right out of the pages of the technical journal, the well-written advertisement *talks sales* to the engineering executive. For Mr. Buying Engineer values those advertising pages and reads them religiously. He *depends* on them to keep him posted on the latest and best equipment and material.

Especially is this true of the 11 McGraw-Hill publications, with their hand-picked, A. B. C.-audited circulation, reaching the men in mining, civil, electrical, chemical and mechanical engineering work who really influence what is bought. A man of this type looks on his McGraw-Hill journal as an essential tool, focusing for him each week the information in his field upon which so much of his business success depends.

Digitized by Google

An advertisement in a McGraw-Hill paper reaches a definitely known class of readers—there is nothing hit-or-miss about it. Just to show you what exhaustive information can be given regarding McGraw-Hill subscribers, here are some recent questions answered by the Circulation Department:

What new shops in the automotive industries does *American Machinist* reach?

Give name and position of each subscriber to "Chem. & Met." in a textile mill.

About how many members of the national engineering societies are reached by the McGraw-Hill group?

What mining and metallurgical companies in France are reached by *Engineering and Mining Journal?*

How many copies of *Power* go to hotel power plants?

What subscribers to all McGraw-Hill papers are there at the Abitibi Pulp and Paper Co., Iroquois, Ont.? (By the way, the answer to this was, in brief, "14 subscribers to 4 McGraw-Hill papers.")

If you have a story to tell to engineering executives, you can tell it directly and economically through the advertising pages of the McGraw-Hill publications. And there will be no guessing as to who will read your story—you will *know* beforehand.

The 11 McGraw-Hill Publications

McGraw-Hill Co., Inc.
Tenth Ave. at 36th St., N. Y.

Power
Coal Age
American Machinist
Electrical World
Electrical Merchandising
Journal of Electricity
Electric Railway Journal
Engineering News-Record
Ingenieria Internacional
Engineering & Mining Journal
Chemical & Metallurgical Engineering

Digitized by Google

Try it out in Representative Milwaukee

A Flying Start

Take advantage of a flying start with your campaign in Milwaukee by concentrating your advertising in The Journal. The Journal is the only newspaper that completely covers the Milwaukee Market. Four out of every five English-speaking people in Milwaukee read The Journal day in and day out the year 'round.

Advertising concentrated in The Journal reaches the worth-while homes of Milwaukee and adjoining territory. And does it at *only one cost* to you.

Let The Journal show you the way to greater, ever growing sales in Milwaukee. Write today for information about the Great Milwaukee Market in connection with your product.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.
Special Representatives
New York Chicago

Digitized by Google

Pictures That Look the Reader Straight in the Eyes

Advertising Characters Are Much More Effective When They Seem to Look Directly at You

By a Commercial Art Manager

THE discussion swung around to the trade-mark head of a girl, used consistently, month after month, for Jonteel Talc.

This young lady is unusually attractive, though it would be difficult to give the reason. She exercised a peculiar fascination for the average reader. You looked, and looked again. Why?

The explanations were diversified but only one man in the party had it right.

The dreamy, lustrous eyes of the model looked straight out of the page and into your own, as you gazed at her. There was an intimacy of expression. She was giving her undivided attention to *you,* and to no one else. Hold the page as you might, the eyes still concentrated on yours.

This is a principle as old as the hills, but comparatively few advertisers take advantage of it. The Jonteel Girl's eyes enliven the advertisement. And while she holds a highly colored can up to her face, and there are many accessories in the way of boxes of type, captions, etc., it is the eyes you see first. The slightest change in the position of those eyes would have robbed the portrait of its magnetic charm.

The Jonteel head is not "full on"; it is tilted and turned a bit to the right. In doing this, the eyes have been drawn around sharply to the left, just as they inevitably must be, to concentrate straight on.

One of the most difficult elements of advertising composition and design, is to force attention, to make people look, to take the reader into the advertiser's confidence. Some advertising displays have a peculiar, vibrant, "live" quality. They are not inanimate, and it is often true that this state is produced by one or more characters in the drawing looking out at you.

It must be understood, of course, that many advertisements, because of the nature of the product, need to have the eyes of the person shown directed at the illustration of the article itself, in order to concentrate the reader's attention. It is only certain types of merchandise, or merchandise advertised in a particular way, that benefits by having the reader's eyes and those of the advertising figure meet square on.

CERTAIN POSTERS FOLLOW WITH THE EYES

There is a certain twenty-four sheet poster now being shown. Its pictorial feature is an immense head of a jolly, laughing young chap, lighting a cigarette. His head is turned away but his eyes swivel around and look your way. He is smiling for our benefit, he is saying to us, as it were: "Gee, but this is a dandy smoke—won't you have one with me?"

Runkel's Cocoa has taken advantage of this concentration in a page design of a young man, holding a glass of iced cocoa to his lips. He looks straight over the top of his beverage and at you.

We have before us two half pages, advertising Heinz products. They present the two sides of the question, the noncommittal expression and the very intimate one. The latter has a marked advantage. In this illustration a perfectly charming little maid, in white cap and apron, is walking directly out of the space, at you, and she is looking into your own eyes, smilingly. In the other picture, a hostess, seated, is addressing someone evidently at the same table. But her head is turned to the right. She is not speaking to

Digitized by Google

you, the reader, seated directly opposite. This design would have been far more striking, appealing, effective, if the artist had assumed that the hostess concentrated upon the magazine reader and had made the eyes carry out the idea.

It's the difference between the picture of a person interested in you, or in someone else, not shown in the composition. Draw your own conclusion.

IN THIS ADVERTISEMENT THE HEAD-ON MEETING OF EYES IS PARTICULARLY APPROPRIATE

A very successful advertisement, recalled at this moment, pictured a little boy of seven, hair touselled, chin tilted back, and both fat arms reaching straight out. The eyes were looking into your eyes. It was as if, in another moment, he would jump into your lap.

It is impossible to put in words —even of scientific phraseology— the reason for this hypnotic attraction and the technical methods of reproducing it. Many elements contribute.

But if you wish to be interested and surprised, try this:

Draw a pair of eyes—nothing more—in the middle of a sheet of white paper. These eyes should be perfect circles, that is, not in perspective. Imagine a light coming from one certain direction and fleck in a touch of white as the essential "high light," for this is really what animates the orbs. Without it, there would be little life.

Now you can sketch in complete features and contours of various heads, in many different poses, position, angles, leaving the original eyes as they were.

Regardless of the position of the head, the eyes will look directly at you and into yours.

The secret of it is this. From the draftsman's technical standpoint, this concentration can only be secured by showing the eye ball as a perfect circle and without even the suggestion of perspective.

Imagine a searchlight—a great circular eye of radiance, shooting into the night. It may swivel in a hundred different positions and never bulls-eye you until it reaches a head-on position.

Then you are flooded with light, you blink, dazzled by the concentration. If you could step across the intervening distance and examine the face of the search-light, you would discover that the surface presented a perfect circle. And this is true of the human eye.

Digitized by Google

An Advertised Slogan Teaches Men to Get What They Ask For

"——— Don't Be Fooled" Adopted for the Garcia Grande Cigar to Warn Against Substitutes

"SAY, Gus, why don't you take down that sign recommending Garcia Grande cigars?" asked an irritated noon customer. "I bought three here yesterday, smoked one, and gave the others to my brother-in-law. They're not what they're cracked up to be," he finished, emphatically.

"You didn't get Garcia Grande, Mr. White. I wasn't here yesterday, but I've been watching that brand, and the boy didn't sell any while I was gone. You must have bought something else."

"I guess I know what I asked for," answered the customer, growing warmer. "I've seen them advertised as a good smoke, and wanted to give them a try. But never again!"

"Do you remember which box the boy gave you?" asked the salesman.

"Yes! That's the one, there," said the customer, pointing to the glass case.

"Then you didn't get Garcia Grande. It's my fault for keeping those boxes together; they look a lot alike, and the boy must have been in a hurry and gave you the wrong one by mistake." But he suspected that his assistant had his own reasons for offering the substitute.

* * *

How can the customer be protected against unknowingly taking substitutes when the containers are imitated? Especially in the cigar trade, when all cigars bear some resemblance to all others, and when the containers, too, are more or less unavoidably alike—wood or tin, and the boxes or cans are always about the same shape and size.

Of course the labels are made with an individuality, but, even then the color schemes used are fairly limited, and a retail clerk who, for one reason or another, *wants* to substitute, can, in most cases, palm off something other than asked for if the customer is not alive to the dangers.

Knowing this, Arthur Levy, advertising manager for Julius Klorfein, decided to warn the customer with a new phrase.

"——— don't be fooled," followed by "ask for by full name," and a reminder of "finest mild Havana," was chosen to do duty and start the educational campaign in street-car and poster advertisements. The main thought behind the copy is to use a good, new line for the old, trite, much-phrased warning to avoid substitutes.

But there was something needed to fill out and balance the space on the sign. So the figure of a court jester, seated on a toadstool, with cap and bells, takes up the right-hand side of the display. The jester holds a schoolboy's slate in his hand, and on this is written "2 + 2 = 7," by which he impersonates the man behind the counter who disregards the choice of a customer by offering substitutes.

The campaign to put the Garcia Grande cigar well toward the front of sellers in the East was begun early in March. Of course the cigar dealers were informed of it, the tobacco trade-papers being used for this purpose. Already the brand was a big success in the South and Middle West, having been actively on the market for six years.

To make small sales at a big profit, or large, quick sales at a small profit, has always been a question of policy to be settled by each individual business firm. The advertising value of the latter method was not overlooked in this case, and so it was chosen. In the face of elevation in price approximating 100 per cent by many cigar makers the prices of the

Digitized by Google

Garcia Grande have been held to an increase of less than 25 per cent. It must be remembered that such items as binders, which formerly sold at $65 a case, have now reached $350; wrappers that were seventy-five cents a pound are now up to $4 and $5, and the prices of fillers and labels have climbed in proportion. The makers of Garcia Grande decided to continue offering the smoker a good cigar, of good size, and with no decrease in quality.

Larger sales with the greatly decreased profits per thousand meant much better business and a greater net profit, if the sales could be increased to the proper amount and the waste of substitution by the dealer could be eliminated.

When a man steps up to the counter and buys a pocket full of cigars, he often tears off the bands at once. Then he lights one, and the rest wait for another time. If he doesn't like the taste, or anything else about the cigar fails to come up to his expectations, thereafter he will certainly avoid the brand that disappointed him. But if he was careless, as most of us are, and if the cupidity of the dealer got the better of him because the dealer had a preference for selling another cigar in place of the one that was being given a trial, then the advertising that brought the customer to give the brand a test is simply wasted. That's a mighty disappointing factor for the advertiser.

That's the reason for the jester in the Garcia Grande ad.

Of course it is not supposed that every single reader and possible purchaser will know the story of the king's jester, and that his business was to impose on the people with whom he came in contact. But the error in the simple sum on the slate is calculated to bring home the meaning when the figure itself may fail.

The manufacturer makes only one brand of cigar. At present he is buying poster space throughout New York and the East. A campaign is soon to be launched in the newspapers and national mediums.

Value of Branded Goods in Present Market

The value of branding merchandise and advertising the brand to the consumer is demonstrated in the present business situation. Makers of branded goods are enjoying a greater volume of sales than are the producers of unbranded merchandise, and also they have been able to maintain prices much better than have the makers of anonymous goods.

This is demonstrated clearly in the reports coming from the commission houses handling well known brands of ginghams and of selling agents for branded sheetings and muslins. Retailers and jobbers alike feel that while demand may slump in general, some business will be done and that it is likely to be centered on goods that are of known standard and well advertised to the consumer.

In the silk market those houses that brand their merchandise and advertise it freely apparently are doing more business than concerns that put out merchandise without a name. The same is true in the men's clothing industry and to a less extent in the women's apparel field. A tendency toward establishing branded names in the women's garment industry is growing rapidly, and several houses that have adopted brands recently are understood to be meeting with success.

The makers of branded goods, however, assert that the establishment of a brand in public favor necessitates a lengthy and expensive advertising campaign, together with a rigid maintenance of quality.—New York *Tribune.*

Slogan to Boost Boston Port

"Export Through Boston" is to be New England's slogan for Boston harbor in the campaign for making that city a greater exporting centre. The Massachusetts Commission on Foreign and Domestic Commerce has selected it, and is now seeking to fix it as the motto of New England business men.

On crates leaving the Hub, on letterheads, on manufactured goods everywhere, manufacturers are asked to lend themselves to the new scheme so that the port of Boston shall be made known to every exporter in the West and Middle West.

Adds to Newsprint Cost

The advance in freight rates granted the railroads by the Interstate Commerce Commission will add approximately $3 a ton to the cost of manufacturing newsprint, according to Philip T. Dodge, president of International Paper Company.

It takes about four tons of raw materials, according to Mr. Dodge, to manufacture a ton of paper; the increase, therefore, applies not only on the paper when ready for shipment, but also on the raw materials when shipped to the mills.

Digitized by Google

ISOLATION

Isolation is now an obsolete word when applied to the Midwest farmer. The telephone, telegraph, automobile, better roads, motion pictures and modern farm conveniences have made him one with the mass of American people.

He is no longer isolated. In fact, his life is now merely a suburban one.

He and his family buy the same automobile, the same clothes, the same home conveniences and luxuries, as any other citizens.

A gratifying increase in sales has resulted to those advertisers who have realized the extent of the Midwest farm market and the power of

The CAPPER FARM PRESS

(Members ABC)
Arthur Capper, *Publisher*
Marco Morrow, *Assistant Publisher*

More than 1,100,000 Subscribers

Digitized by Google

Watches Owned by Farm Life Readers

Summary of Replies Received from Questionnaire appearing in May, 1920, Issue of Farm Life

WATCHES

	Replies	Elgin	Waltham	Swiss	Ingersoll	Hamilton	Hampden	No Brand	Misc.	Total	No. Families
Alabama	195	97	24	4	11	3	4	39	43	225	144
Arizona	12	11	3	....	5	1	....	8	....	28	11
Arkansas	151	103	19	6	13	....	....	34	12	187	103
California	50	29	17	4	27	5	....	22	12	116	50
Colorado	33	28	7	3	4	5	2	18	8	75	33
Connecticut	24	10	25	2	2	1	1	4	9	54	24
Delaware	22	23	17	2	....	....	....	5	3	50	22
Florida	65	53	2	3	6	3	1	15	22	106	65
Georgia	290	193	57	15	25	14	2	48	59	413	255
Idaho	43	31	8	....	20	6	....	10	13	88	40
Illinois	417	369	69	35	33	15	34	65	159	779	379
Indiana	581	475	86	31	68	22	28	109	151	975	498
Iowa	117	106	33	14	12	11	14	17	38	245	115
Kansas	98	56	24	1	11	4	2	17	12	127	73
Kentucky	248	87	40	14	9	3	5	40	59	257	219
Louisiana	70	32	12	5	7	1	1	52	25	135	67
Maine	44	12	41	6	4	2	3	8	10	86	40
Maryland	55	41	26	3	19	1	....	20	16	126	51
Massachusetts	36	5	29	3	10	2	2	4	21	76	37
Michigan	201	142	37	5	44	9	16	82	79	414	188
Minnesota	170	148	47	21	17	18	20	42	47	360	155
Mississippi	170	84	18	12	5	2	3	40	40	204	114
Missouri	252	236	46	14	25	8	3	64	57	453	248
[illegible]	73	59	17	5	17	7	9	26	13	146	71

Digitized by Google

New York	165	165	76	60	28	....	5	59	68	235	157
North Carolina	215	131	45	10	12	1	5	43	38	288	181
North Dakota	125	135	44	6	48	5	7	39	38	322	113
Ohio	336	268	117	34	55	29	26	63	106	698	299
Oklahoma	121	83	19	10	10	2	7	12	29	172	99
Oregon	53	30	22	1	29	8	1	18	20	129	52
Pennsylvania	335	385	109	26	55	32	8	156	89	860	319
Rhode Island	5	2	2	3	5	....	....	....	....	12	5
South Carolina	96	63	17	18	13	3	....	14	26	154	95
South Dakota	85	99	17	....	20	4	7	33	18	198	83
Tennessee	184	128	17	15	12	2	6	34	58	272	163
Texas	243	164	35	15	22	3	2	42	43	326	189
Utah	18	16	5	....	2	....	....	5	4	32	16
Vermont	32	27	26	3	1	3	3	9	9	81	29
Virginia	206	155	39	26	30	8	7	63	32	360	193
Washington	72	49	37	....	14	12	....	9	23	144	69
West Virginia	109	81	26	9	6	4	5	41	17	189	96
Wisconsin	134	113	41	12	12	5	12	37	31	263	123
Wyoming	13	14	2	2	....	....	2	....	3	23	12
Total	6,115	4,621	1,449	437	799	283	256	1,530	1,591	10,966	5,435

FARM LIFE READERS BUY GOOD WATCHES

THIS table shows the number and grade of the watches owned by Farm Life readers the country over. It casts a bright light on the Farm Life market for high-class jewelry of this kind.

Consider the fact that of 6,115 Farm Life readers who answered our recent questionaire, 5,435 of these families reported the ownership of 10,966 watches—more than two watches to the family.

Notice the number of the more expensive watches. Elgins and Walthams alone are reported to the extent of more than seven thousand. There are 283 Hamiltons, and 256 Hamdens—while the total number of Ingersolls is less than eight hundred out of nearly eleven thousand watches.

It is noticeable, also, how evenly these expensive watches are distributed throughout the country. In Illinois and Georgia, New York and Missouri, Ohio and Tennessee—in all sections, in fact,—there is little variation between the number of Elgins and Walthams, in proportion to the number of replies.

We have about fifty tables of this kind, each on a different subject, and each showing the comparative standing of competitive brands, or makes. They are based on the 6,115 replies to this questionaire,—enough to afford a basis of really worth while figures. **Write for the ones you want.**

THE FARM LIFE PUBLISHING COMPANY

THE JOHN M. BRANHAM COMPANY, Special Representatives

NEW YORK CHICAGO DETROIT CLEVELAND ST. LOUIS KANSAS CITY ATLANTA SAN FRANCISCO

Farm Life
As National as Agriculture

SPENCER, IND.
Farm Life

Digitized by Google

WHAT MAKES A GREAT NEWSPAPER?

You Can Tell *Instantly* A Great Newspaper

A glance at The News instantly impresses one with the character and solidity of the paper. For fifty years The News has been recognized generally as one of the best edited newspapers in the country. To have a good advertising medium you first must have a good newspaper.

The Indianapolis News

First in National Advertising in Six-Day Evening Field

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Digitized by Google

American People to Be Made Book Readers

One Hundred Thousand Dollar Advertising Campaign Is Now On to Sell the Book Idea

"I HAVE to sell my customers over again every time I call," was the recent plaint of a star salesman for a very high quality line of goods. This was presented to his house as a reason why its advertising should be continuous. If the retailers to whom he could talk personally would not "stay sold," how much less could their customers be expected to remain convinced when there was no one to remind them of the merits of the goods?

It is the old story of the decline in sales as soon as the advertising is discontinued. And it is also a well established fact that the use of an article, whose sale is no longer encouraged by advertising, is frequently discontinued by those who have been buying it for years.

Perhaps there is no other idea so well sold the American public as the value of good books. As evidence, who is not more or less familiar with numerous axioms driving home that idea? "Laws die, books never." "The love of books requires neither justification, apology nor defense." "The true university of these days is a collection of books." "Books are the legacies that a great genius leaves to mankind." These are only a few of the many commonly current. A considerable part of our system of public education is given to teaching the youth to use books, read books and care for books.

Yet as soon as he leaves school, at whatever stage that may be, except in a few literary or technical lines, he hears very little more about reading books. The advertising he sees for books, other than books of reference like encyclopedias or dictionaries, is to arouse an ephemeral interest for some particular volume, and it is generally presented as if it were the exception. That this particular book would repay the reading—perhaps also would be worthwhile buying—is too often the tone of the copy. Book publishers have not yet arrived at the point where they advertise a library. They are still doing just what the furniture dealers were doing five years ago, advertising single pieces of furniture, with a result that homes presented an agglomeration of unrelated and incongruous furnishings, which were bought one at a time. Now the furniture men are selling sets of furniture, and the idea of well furnished homes and their business is better as a result.

BOOKS, NOT A BOOK, TO BE ADVERTISED

Book houses, however, are still advertising *a* book. There is no "carry over," no cumulative effect. It is just as much work to sell the next book offered, except that the habit of reading may have been slightly stimulated by the one volume. This is illustrated by a story that has been going the rounds lately; the question of a present was under discussion. Some one suggested a book. "But he has a book" was the overruling objection.

It is with a full realization of this condition that the American Booksellers Association and the newly formed National Association of Book Publishers have joined in a co-operative advertising campaign which has for its slogan, "Buy more books; give more books; read more books." No particular book or books are to be urged. The American public is to be re-sold and kept sold on the idea of buying and reading books.

The idea that a deserving book will eventually make its own way, may be true in the course of years. But the sales of the classics included in Dr. Charles

Digitized by Google

W. Eliot's "five-foot bookshelf," before they were advertised tell an eloquent story of the aid a little publicity is to a good book in making itself known.

So $100,000 is to be spent in reselling people on the desirability of reading and owning books. The campaign is already under way and the copy is being prepared, which will appear in October. It is the plan to use periodicals principally and support them by various other mediums.

One of the unusual ways in which this idea is being advertised is by a "wagon book-store" which two young ladies are now operating. A selection of about 1,500 volumes of the standard books covering a wide variety of subjects is mounted in convenient cases on a motor truck, and the two women, selected because of their educational and selling qualifications, are touring the most populous parts of Massachusetts. They call at homes, talk books and so far have sold enough to cover selling expenses.

Another angle of the advertising is to be furnished by the Authors' League. A sort of Chautauqua circuit is to be formed under the auspices of the National Co-operative Book Campaign. Speakers will be drafted from among the authors who will discuss books with their various audiences.

Care is to be taken in the preparation of copy not to appeal to the regular book buyers, except as they may be enlisted to act as missionaries in spreading the gospel of book buying. They will also be stimulated by the speaking campaign and in this way it is hoped to produce a chain-letter effect without the letter.

Those interested in the campaign point out many benefits the public should receive from the advertising, not least of which is the reduction in the prices of books. If the sale of each book printed could be doubled, it would be easy to reduce the price appreciably and still increase the profits on the business. There are about 3,000 book sellers of importance, and between eight and nine hundred publishers, all but about fifty of whom are not important from the advertising point of view. These together will raise the proposed fund, the publishers assessing themselves two-fifths of 1 per cent and the book-sellers one-eighth of 1 per cent of sales, as stated in PRINTERS' INK last week. The book jobbers will also contribute one-sixteenth of 1 per cent of their sales.

The utility of books, the pleasure of books and the atmosphere which books give a home are the principal appeals. Of course the two former are the major appeals, but the latter is also valuable as a minor. It will not, however, be carried to the extreme of a wealthy Seattle woman who in furnishing a new house telephoned to the book store to send her books with green backs like her portieres to fill two shelves forty-two inches wide and nine inches high, and three shelves with red backs to match the rug.

In a way, the "movies" compete with books, for where one formerly sat by the reading lamp to follow the fortunes of Douglas and Mary in the latest novel, one now goes where they can be seen acting the story. It is the claim of those who prepare material for the screen that the book will soon become a by-product of the moving picture. There was a time when the same thing was said about the artist who paints and the lithograph. It was thought that pictures would become so cheap and common that there would be no place left for the artist. But the opposite has proved true. With the improved methods of reproducing high class art, the art appreciation of the country has been awakened and there never was so great demand for good pictures as now. Besides that the whole field of commercial art has developed. It is the hope of those responsible for the book renaissance, as it is to be called, instead of "campaign," that advertising will do for books what color printing has for art.

Digitized by Google

Should Manufacturers Recognize the "Store on Wheels"?

A New Retailing Development That Deserves Consideration

MOST concerns selling to retailers are sure to be accused at some time or other of letting their goods get into the hands of people not entitled to buy them. This is particularly true when the selling is done by direct mail methods. In the latter class of houses much trouble and tribulation are caused by daily complaints to the effect that people are buying goods at wholesale for private use or are conducting establishments not ethically entitled to be called stores.

Thousands of dollars are spent each year in running down such complaints. In some cases they are found to be justified, but in others to be merely the outcome of local jealousy.

The traveling store is one of the latest developments in retailing that is causing considerable difficulty for some manufacturers and especially for jobbers. A traveling store, it might be said, is a motor truck fitted up with a stock of goods, generally groceries. This in a way is utilizing modern machinery to carry out primitive methods of retailing. Away back at the beginning of things the retailer used to take his store direct to the people—generally in a basket on his head. Then he got to using a cart, a wagon and later a store.

The owner of the traveling store of the present day usually has access to a jobber's stock in a nearby town upon which he can draw almost every day to fill his needs. Thus he has a minimum investment and can turn his stock at a rate that makes the conventional retailer dizzy.

Grocery jobbers are being told that they have no right to sell this class of trade—that the truck method of taking the store to the people is unfair competition. Some jobbers are frankly puzzled. The business is worth having and yet they do not want to antagonize their regular customers.

In an effort to gain some light on this new development PRINTERS' INK made an investigation which showed that there seems to be two types of traveling retail stores. Some consist entirely of what the owner carries around on his truck. The other type is where a regularly established store sends out a truck into the rural sections to deliver goods and to sell certain lines of staple merchandise which the farmers may happen to need.

SERVICE THE FEATURE

A Western jobber tells PRINTERS' INK of a store in Kansas in which the latter principle has been utilized with highly profitable results. This store started free truck service primarily for the purpose of delivering goods to farmers which were ordered at the store by telephone. Before the plan had been worked very far it occurred to the retailer that he could have the truck take along a small stock of staple items and thus pay the expenses of the delivery through additional sales. It developed to the point that the truck now carries quite a good-sized stock of canned goods, cereals, teas, coffee, spices, bread, sugar, and the like. It goes out a certain route each day in the week, makes its deliveries and stops at other houses along the route where sales may be made. In addition it buys poultry, butter and eggs.

The retailer figures that the truck, including maintenance and original cost, represents an expense to him of about eight cents a mile. But it relieves him practically of all advertising expense and increases the turnover of his stock as a whole to a satisfactory figure.

"As we understand it," said the jobber just mentioned, "some of these traveling stores work exclusively in towns of medium or large size and do not attempt to

Digitized by Google

get out into the country at all. These are in the nature of grocery hucksters. As such they should, of course, be subjected to such restrictions as apply to the huckstering business. We recognize, to an extent, the justice of retailers' claims that we should not sell this class of traveling retail store, but in the case of the man who works the rural regions with a truck we see no reason at all why he should not be accorded full recognition as a retailer. If he pays his taxes and helps support the interests of his community he certainly has a perfectly good claim to legitimacy.

"No jobber should work in cooperation with fly-by-night persons of doubtful responsibility. But this applies to the people who run regular stores as well as the traveling kind. This is by far too important an element in merchandising to be dismissed without a hearing. The possibilities of development in the traveling stores are immense. We are not going to turn down any business of this kind until we have convinced ourselves beyond all argument that the person who wants to buy the goods is irresponsible and unethical.

"The resourceful, energetic proprietor of a traveling store—even though the truck may be his exclusive place of business—certainly is in an entirely different class from the grocery peddler who works the rural sections taking orders for some of the mail-order houses. He is the one the retailer should fight and no manufacturer or jobber support. We look for a most interesting development and expansion of the traveling retail-store business during the next year or two. It certainly is the logical method to use in some localities.

"Some retailers will complain, of course. But the best advice that can be given them is that they go and do likewise. If the people won't come to the store in sufficient numbers then take the store to the people. This is what the Kansas man did and what others can do."

Join Westinghouse Publicity Department

Lesley C. Paul is now connected with the publicity department of the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., as technical editor in charge of railway publicity. Mr. Paul has for five years been connected with the McGraw-Hill Company in circulation and editorial work and for the past three years has been on the editorial staff of the *Electric Railway Journal* in the New York and Chicago offices.

Alfred M. Staehle, who has for the past three years been editor of *Blast Furnace and Steel Plant* of Pittsburgh, has also become associated with the Westinghouse publicity department. He will be engaged in the preparation of articles and literature for the industrial department.

Douglas Wakefield Coutlee Starts Agency.

Douglas Wakefield Coutlee, who for the past five years has been associated with *Popular Science Monthly* and was formerly with the George Batten Company and *Munsey's Magazine,* has opened an advertising agency in New York, known as Douglas Wakefield Coutlee & Associated Staff.

Tractor Will Use Color Pages

The New York office of Cecil, Barreto & Cecil, Inc., has secured the account of the "Do-it-all" Tractor, manufactured by the Consolidated Gas and Gasoline Engine Company of New York. A campaign of color pages in leading farm papers will be used.

Leo Einson in Chicago for Einson Litho

Leo Einson, who has been in charge of sales and promotion in the New York office of Einson Litho, Inc., has joined C. M. Veazey, manager of the Chicago office.

J. A. Davidson Goes With "Western Farmer"

J. A. Davidson, formerly in the advertising department of *The Farmer,* St. Paul, Minn., is now with the *Western Farmer,* Portland, Ore.

Popini Associated With Frey

Alexander Popini, magazine and book illustrator, is now entering the commercial field with the Charles Daniel Frey Company, Chicago and New York.

Walter G. Bryan Leaves Hearst Organization

Walter G. Bryan has resigned as publisher of the New York *American.*

Digitized by Google

Golden Tobacco Brings Golden Gains to Kentucky

Four hundred and seventy-four million pounds was Kentucky's tobacco production in 1919. This was the largest production of any individual state, and added $175,000,000 to the buying power of prosperous Kentucky.

Kentucky, tho in the main an agricultural state, is wonderfully rich in resources. There is coal underlying its area sufficient to supply the world for generations, and her petroleum production for the last few years has attracted world-wide attention.

Louisville, Kentucky's largest manufacturing and distributing city, with its nine big railroad systems, its five hundred factories, and its $23,000,000 annual industrial pay roll, is a very attractive tryout city for the national advertiser.

The surest way of reaching the buying power of this section is thru the advertising columns of the newspaper that has gained 5,435 daily and 7,214 Sunday readers in the last year, and 458,141 agate lines of advertising during the six months ended June 30.

Advertisers who know prefer the advertising columns of

The Louisville Herald

Kentucky's Greatest Newspaper

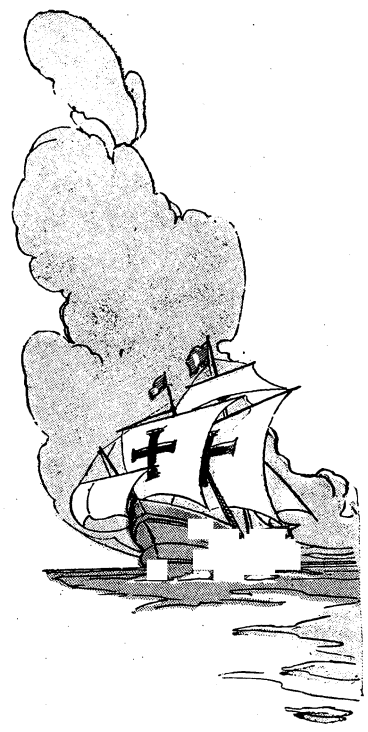
Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York
Western Representative: John Glass, Peoples Gas Bldg., Chicago
Pacific Coast Representative: R. J. Bidwell, San Francisco, Cal.
Southern Representative: Geo. M. Kohn, Candler Bldg., Atlanta

THE SHAFFER GROUP

Louisville Herald — Chicago Evening Post
Indianapolis Star — Muncie Star — Terre Haute Star
Rocky Mountain News — Denver Times

Digitized by Google

Mental Alibis



WE laugh at the Latin's "mañana." But right here—and right now—how about action-procrastinators like these:

"What can I do with labor conditions as they are?"

"The raw-materials situation is hopeless."

"Nobody knows what is going to happen."

"Freight conditions are terrible."

"They're taxing the life out of industry."

"We must wait and see what happens to prices."

The mariner has learned how to make the adverse wind serve him. Business men are learning to do the same.

The Blackman

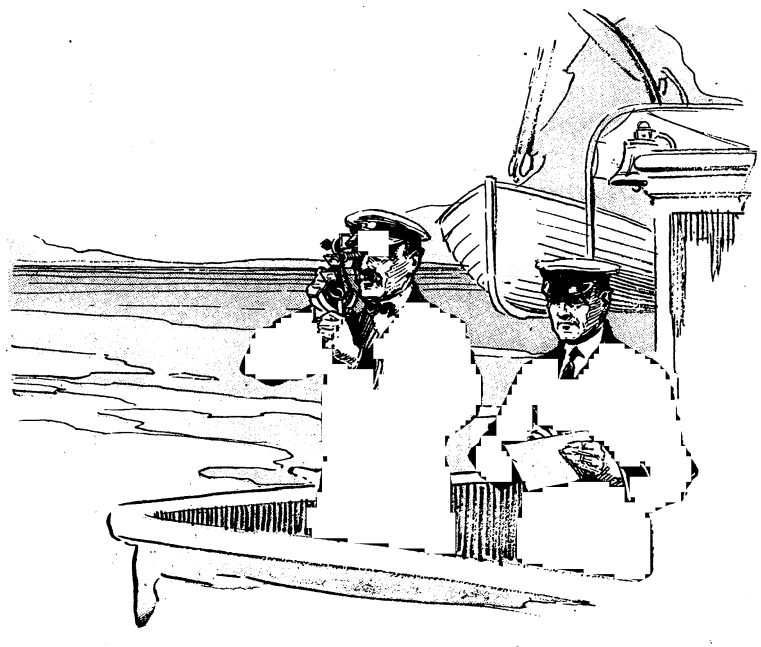
ADVERTISING

Digitized by Google

We have helped many of them. We are ready to help some more.

Advertising has helped and can help overcome every one of the above listed alibis. With us this is not a matter of theory but of active, present demonstration.

If mental alibis are tempting you, you might find that we can be of unsuspected service.



Company New York

95 MADISON AVE.

Digitized by Google

The LARGEST PAPER
In the State of Connecticut

The
HARTFORD
Sunday
COURANT

The LARGEST
MORNING PAPER
In the State of Connecticut

The
HARTFORD
Daily
COURANT

Gilman, Nicoll & Ruthman
REPRESENTATIVES
World Bldg. New York
Tribune Bldg. Chicago.

Digitized by Google

Humanizing the Obvious in Technical Copy

Everyday Facts of Almost Common Knowledge May Be Made to Vibrate with Interest

By R. Bigelow Lockwood

OUT in Arizona along the main line of railroad there clusters a certain little desert town which boasts of a two-story hotel located within a stone's throw of the tracks. Across the front of this hotel there stretches a tall painted sign, as wide as the building, in such a position that anyone looking out of the car windows cannot escape seeing it. The sign reads:

"Free Board For Every Day
The Sun Doesn't Shine."

The proprietor of that hotel flaunts a striking lesson in the art of humanizing the obvious. The particular part of the country where he happens to be located is noted for its yearly stretch of clear days and almost total lack of rain. Day after day and month after month the sun shines on the baked prairie, hence the owner of the sign actually takes small risk in offering free board for days of dull weather. But the high spot lies in the twist given to the presentation of an obvious fact. Had the sign merely read, "Every Day in the Year a Clear Day," the point would have been missed entirely. Those two words, "Free Board," humanize a fixed condition and possess a magnetic influence for attraction.

In the case just mentioned, the thing advertised is the climate, and the same general method of cloaking the obvious with human interest finds its way into print as well. It is with some of these examples that we shall deal.

In the first place, let there be no mistake regarding the value that lies in presenting the trite and the obvious in attractive, attention-getting form. If the saying is true that there is nothing new under the sun, then the world is being saved from stagnation by the constant dressing up of the facts it knows.

One of the claims made by the Hyatt Roller Bearing Company in its technical paper advertising is the fact that Hyatt Roller Bearing Hangers which were installed in 1893 are still running. Put just this way the statement is a commonplace assertion of an obvious fact, but twisted in the manner used in the advertising it takes on a human touch that strengthens the claim. "Since Cleveland Was President," is the headline, set in bold type over a picture of the president named. The opening paragraph of copy reads: "Hyatt Roller Bearing Hangers that were installed during Cleveland's second term, way back in 1893, are still running."

It is by this human touch that a mere date is linked up to a definite personality and associated with a past period of time.

ROMANCE IN DATES

This method of picturing dates more vividly in mind by surrounding the commonplace figures with the atmosphere of the time they represent is encountered quite frequently. Take the manner of advertising Plymouth Rope, for example, the product of the Plymouth Cordage Company. In the advertisement under observation the point desired to be brought out is the fact that way back in 1849 many of the old sailing ships were equipped with Plymouth Rope. A statement to the effect that, "In 1849 sailing ships were Plymouth equipped," is merely the presentation of an obvious bit of truth and lacks the humanizing influence which the actual copy possesses. At the top of the page is shown a picture of one of the good old clipper ships

Digitized by Google

of that day, explained by the headline, "When the 'Sovereign of the Seas' Broke the World's Record." Notice, if you please, the local color given to the introductory copy—"Following shortly after the discovery of gold in California in 1849, came the first of the famous clipper ships. Long, narrow and with sharp, hollow or concave bows, these ships established a new schedule for trans-oceanic service. The 'Sovering of the Seas' made 3,144 miles in 10 days, breaking all previous records." The paragraphs which followed explained that these records were helped by the strength and dependability of the sails and rigging, and pointed out that Plymouth rope is to-day serving the modern merchant marine as successfully as it did in the old days.

How much stronger such copy is than any trite statement of dates alone. It is far easier for the reader to carry in his mind the picture of these old clipper ships, and to visualize the stretch of time, than to secure any such impressions from an obvious statement that Plymouth rope was used in 1849.

WITHOUT IMAGINATION THIS WOULD HAVE BEEN LIFELESS

"Chicago Reached by Rail," is the headline that rivets attention to an advertisement of Silver Upright Drills. The sketch shows the old style locomotive and coaches rumbling along on their narrow-gauge track. The copy, also, carries out this idea as follows: "In the Fifties, that startling achievement was acclaimed with awe. Half a continent spanned by rails—what next! In that same pioneer era were laid the foundations for the building of Silver Drills. Since 1854, their development has been tied up with America's industrial advancement."

The examples given have all been associated with dates, but the practice of humanizing the obvious does not stop there.

For the sake of non-technical readers, the "apron" of a lathe is a very important part of its mechanism. If anything goes amiss with the apron, trouble is sure to follow. Naturally, any technical man interested in the purchase of machine tools knows this, and the Hamilton Machine Tool Company capitalizes on this point as follows: The headline of a recent advertisement reads, "If Your Heart Failed You What Would Happen?" And the copy tells the answer in the following words: "You'd just naturally 'go west,' wouldn't you? The apron is the heart of a lathe. When the apron goes wrong the lathe doesn't exactly 'go west' but she's laid up for quite some time. Now we're going to tell you why the apron of a Hamilton Rapid Production Lathe never fails you," etc.

In this case, the advertiser *might* have done perhaps the easiest thing and made some perfectly obvious statement regarding the importance of apron design in lathe construction. Instead, however, an interesting comparison is worked out and a trite and dull statement is humanized.

From the very earliest times the vise has been one of the fundamental tools of industry. It is perfectly obvious that mankind, as it progressed, always was forced to hold objects by some mechanical means other than the hands. A statement of this fact that stops here lacks the humanizing touch given in a piece of copy advertising Columbian Sledge-Tested Vises. The headline is, "A Tool That Is 50,000 Years Old." Two pictures are used; one shows an Indian splicing a piece of leather held in a forked branch bound with wet root or bark, which contracted as it dried; the other a glimpse of a workbench in a modern machine shop where vises are used by skilled workmen. The two illustrations are linked together by a picture of a Columbian vise. By this simple means, the importance of the vise as a necessary tool to man is strongly brought before the reader and driven home in a much more forcible manner than

Digitized by Google

A Market That Is Steadily Growing

¶ Baltimore is one of America's greatest cities, not merely because of size alone, nor wealth, nor beauty, *but because of progress made.*

¶ Progress has come to be the keynote of Baltimore's industry. It is growing, growing, growing. Today Baltimore is the third largest shipping center on the Atlantic Coast—a great focus of finance, industry and commerce, fully awake, ever forging ahead.

¶ Come into Baltimore with your product and enjoy some of the prosperity of this progressive community.

¶ The *Sunpapers*, by taking your sales message *into* the worthwhile homes of Baltimore and surrounding territory, will hasten the success of your product in this live field. At one cost, The *Sunpapers* will go a long way toward the establishment of your goods in this constantly growing market because—

Everything In Baltimore Revolves Around THE SUN

Morning Evening Sunday

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago.

Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"

Digitized by Google

by depending solely on any bare statement of the facts.

Ways of humanizing the obvious are so varied that this entire issue of PRINTERS' INK might easily be filled with citing examples.

For example, it is an obvious fact that when a door bell is out of order there is business in prospect for the electrical man. The C. F. Atherton Company, manufacturer of Atherton transformers, expands this point by showing a picture of the front door of a house with a sign hanging over the electric bell. An arrow points to the sign and extends to the headline, which reads, "The Sign Says 'Bell Out of Order,' Which Means a Prospect for an Atherton Bell Ringing Transformer." The human touch of the sign lends attention value to the illustration and makes a far stronger appeal than if mere words were depended upon.

Very often a manufacturer will be so close to his own proposition that it takes an outside viewpoint to step in and uncover interesting things of advertising value which have remained hidden because the advertiser has thought them to be so obvious as to scarcely be worth mentioning by any manner other than a single dry statement of fact. Thus, a certain machine tool builder, who had always looked upon the highly polished finish of certain parts of his machine as merely a part of the business of careful building, had his eyes opened in a rather unique manner. One day, during a tour of inspection through the plant, with a visitor, a halt was made beside one of the automatic machines engaged in turning out one of the parts. Just by luck it happened that the operator suddenly got something in his eye, and minus the convenience of a pocket mirror reached for one of the completed pieces. Holding up the finely polished surface, the disturbing cinder was extracted without difficulty and work quickly resumed. Needless to say, the observing visitor was impressed, and gave vent to his surprise in rather strong terms. As a result, an advertisement shortly afterward appeared in which the incident was pictured and told in the form of an interesting story.

The principle behind this experience may be expanded to cover a multitude of different points, as for example the *size* of a plant. Instead of merely saying in the copy that the floor space occupies so many square feet, a humanizing touch can be given to this talking point by figuring out how long it would take to walk through every department. The assertion that a man, walking at a normal gait, would consume three hours in going through a plant, gives a human twist to a description of size and is one way of dressing up the "square foot" argument.

In this connection, advertisers can often do well by following along the lines laid out by writers who deal with subjects pertaining to astronomy. To say that the distance from the earth to the sun is 3,000,000 miles is an obvious truth, but the distance is made clearer by the interesting fact that if a passenger boarded a train, travelling at sixty miles per hour and headed straight for the sun, the third generation would reach there. In the one case the reader is confronted with a bare figure of mileage, while in the other the distance is brought closer home and more clearly visualized.

What is obvious to an advertiser does not always affect the reader in the same manner, and it therefore pays to use a little extra care about these "obvious points" and humanize them in order that their message may get across and hit the mark with greater power.

New Montreal Agency

The S. S. Bowman Co. is a new advertising agency in Montreal. It will handle the advertising of Borden's Coffee, the Dominion Textile Co. and Society Brand Clothing. Mr. Bowman was previously with the Winnipeg *Tribune* and *MacLean's Magazine*.

Digitized by Google

Advertise in the States and center your efforts on the city itself. Excellent opportunities for distribution of product. Population responsive to advertising. High per capita purchasing power.

Want More Information?
We'll Gladly Furnish It.

WRITE
ADVERTISING DIRECTOR

Digitized by Google

How many business men make $5,000 a year?

—354,782!

(The total number of incomes over $5,000 given in the latest government report is 432,662. The figures for the previous year when occupations were closely analyzed indicate that 82% of the incomes over $5,000 are those of men in business occupations. Accordingly, 82% of 432,662, or 354,782, is the approximate number of business incomes over $5,000.)

SYSTEM

***The* Magazine of Business**

Digitized by Google

YOU CAN see in SYSTEM itself why its circulation is growing to a Quarter Million. In the August issue the heads of six concerns write on subjects important to business men; you can tell that from their own businesses.

Chellis A. Austin is president of the Mercantile Trust Co., of New York. F. A. Seiberling heads the Goodyear Tire and Rubber Co. George M. Verity signs over "President, The American Rolling Mill Co." A. B. Farquhar founded and directs the 60-year-old concern bearing his name. H. H. Merrick was credit manager for Armour & Co., until he opened the Great Lakes Trust Co., as president. Elmer R. Murphey has traveled over the globe for James H. Rhodes & Co., the import and export business of which he is president.

A copy of the magazine will tell you why SYSTEM is rapidly covering the whole Business Market.

Try the August number.

rapidly covering the whole business market

Digitized by Google

Christmas is Coming!

IT is only four short months from dog-days to holidays. The time to think about preparing your holiday announcements is right now.

¶ If you incline toward something rather pretentious, in colors, our art department has made up some sketches which we will gladly show you.

Charles Francis Press
461 Eighth Avenue, New York
Phone, Longacre 2320

Digitized by Google

Copy That Won't Translate Literally in Foreign Languages

It All Comes Down, in the End, to the Need of Studying Foreign Ways of Thinking and Doing Business

By Archibald J. Wolfe

Former Commercial Agent of the U. S. Department of Commerce

A FEW weak points of display advertisements in foreign languages which recently came to my observation may prove of interest to PRINTERS' INK readers responsible for the copy of export advertising, and if borne in mind may add to the sales efficiency of export publicity. These observations will be presented in the shape of memoranda, as jotted down while examining several hundred advertisements of American exporters and manufacturers in the principal commercial languages.

The first point which struck me was the fact that most of these advertisements were obviously literal translations of one text intended for use in several publications published in various languages and in various editions. They were stereotyped. This takes away much of the punch. Why should the reader of an advertisement in Polish or Russian read that catalogues in Portuguese and Spanish may be had on application?

This leads me to make this recommendation: to prepare the text for each language and each territory separately. If the advertising man lacks time to do this, he may instruct the translator to cut out all matter which is irrelevant for a given territory from the text while translating.

It next seems to me advisable to point out that there is quite a difference in the custom of most foreigners as compared with Americans in describing the style of a firm. We are used to the incorporated form of a firm's name, and in explanation or description think of the firm as individuals. For instance, we say "John Smith Company, manufacturer of . . . ," and often say "largest manufacturer of . . . ," or "oldest manufacturer of . . . ," as the case may be. The foreigner, in most instances, when thinking of a manufacturing enterprise, thinks of the establishment, of the factory, or when thinking of a commercial enterprise thinks of a business "house." It is for this reason that the style of foreign firms, as may be studied with the help of foreign letter-heads or directories, differs so essentially from the American style. Foreign manufacturers adopt styles such as, translated, would read, "John Jones' Paper Factory," or "John Jones' Shoe Manufacturing Establishment."

SIMPLE CHANGE IS ALL THAT IS NEEDED

The result of this is that when, after the style of the American company, there appears a descriptive sub-title such as "largest manufacturer" or "oldest manufacturer," the latter seems rather clumsy and in addition partakes quite unintentionally of personal boastfulness and vanity. It is perfectly proper for an American advertisement to commence with the correct American style of the company and for the descriptive sub-title to read, "largest shoe factories in America," etc. Or in the case of commercial firms to say "export of . . ." rather than "exporters of . . ." The translator, particularly the plodding literal translator, will never think of this, but will translate "manufacturer," "distributor," "agent," etc., literally. The translator who is a plodder will never of his own accord add to the "punch" of the advertisement.

The difference between the

Digitized by Google

plodder-translator and that rare genius who translates the idea was recently brought out by a critic in the New York *Times* Book Review. Carranza was called in Mexico "El Viejo Barbon." The plodder-translators always interpreted this as the "Old Bearded One." Can you imagine under similar circumstances a wardheeler in the Gashouse district in New York using this expression: "The Old Bearded One"? Along comes the genius of a translator and translates the expression, "Old Whiskers." The situation is entirely changed. Yes, so would an American refer to a similar type, were one like it to be found in the United States.

This illustration strikingly portrays the difference between the efforts of a plodder-translator and the genius. But since genius is rare, the good advertising man anticipates just the very thing by familiarizing himself with the customs and manner of thinking of those who read his advertisements in each language.

Next thing to bear in mind is that most English copy is entirely too long, from the point of view of space. With the same space at your disposal you can say more in English than in German, French, Spanish or Russian. It is entirely due to the ease with which English words assume adjectivity as well as all sorts of relations to other English words, while in most foreign languages aids and auxiliaries are needed. To illustrate, we can take the words "laundry," "soap" and "machinery" and put them together without any effort, "laundry soap machinery." This cannot be done in foreign languages; we will have to say "machinery for making soap for use in laundries." This example, of course, is neither absolutely correct nor the most typical that can be found but it will serve our purposes. The copy writer for advertising in English has a language medium which permits him to fit word to word like brick of one pattern. In foreign languages we have to resort to little bridges and links and other artificial devices, all of which takes up space, not to speak of the original difference in size between, say, Russian words and English words. The translator asked to squeeze four inches of English reading matter in the tiniest of type into the same space of French, Russian or Chinese is strictly up against it. We all remember the story of the Chinese laundryman on the witness stand who perorated most excitedly for the space of seven minutes in his native tongue, and when the judge asked the court interpreter, "What did the witness say?" he replied: "He said 'No.'"

BRAND NAME MUST REMAIN IN ENGLISH

I found that the translators in many instances went so far as to translate the names of brands on goods that were sold as brand goods. This is utterly stupid. It is in the interest to the makers of the Carnation brand of condensed milk to have the foreign reader identify the brand on the can rather than understand the meaning of the word Carnation. Be sure that brand names are never translated unless they are translated on the label also. In other words, the identity of brand goods as they reach the customer must be maintained in the advertisement—unless, indeed, it is desired to explain the reason for the adoption of the brand, which can be done parenthetically, as a sub-title.

A large number of advertisements prove puzzling to the foreigner inasmuch as they hide rather than reveal the address of the advertiser. The advertiser is so anxious to show that he has branches in Kalamazoo, Vincennes, Salt Lake City and New Orleans. His headquarters may be in New York, Chicago, Philadelphia. I am inclined to advise against the use of local addresses of branches that are irrelevant to the reader. Why give street address of the Japanese representative or the Australian branch in an advertisement that is to be read in Montevideo or Milan?

Digitized by Google

MP GOULD'S charts showed only one magazine to every three families in New York—out of the circulation of the 12 largest women's periodicals.

New York people don't spend their leisure time in reading. The medium that parallels their habits is New York Theatre Programs.

Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.

New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO 406 Tower Bldg. *BOSTON* Little Bldg. *SAN FRANCISCO* Crocker Bldg.

Digitized by Google

If it is desired to impress the reader with the extent of your connections abroad you can attain the same result by saying "branches in Australia, Africa, China, etc.," but why give street addresses excepting where they are needed?

Reverting again to the hiding of the address of the advertiser, it is advisable to place such an address separately and unmistakably, as it would appear on the envelope addressed to the advertiser. Our multiplicity of States is puzzling to many foreigners. For this reason it is a mistake to hide your address in the following fashion: Name of advertiser on top of advertisement, reading matter, terminating with: "New York office 1525 Broadway, export department, 15 Spring Street." This is the proper way of giving your address to the foreigner: "Address inquiries to John Jones Co., Export Department, 15 Spring Street, New York, U.S.A."

Some of the slogans that sound very nice in English sound very stupid in some foreign languages. "For discriminating buyers," for instance, sounds like a very inefficient attempt at a clumsy flattery. If the buyer is discriminating he does not need the slogan; if he is not, it will not entice him. It sounds pretty in English, but falls flat at least in two other languages.

Now and then the translator has a hard nut to crack, indeed, in translating a slogan. "A Bear for Wear" is one of them. To give some equivalent is inadequate, for the slogan is accompanied by the picture of a bear and the point would be missed. It seems to me that the adoption of slogans based on slang or untranslatable word plays, no matter how felicitous, shows that at the time of their adoption the world-wide possibilities of the product had not been fully grasped. And this is at once indicative of a little provincialism and of lack of optimism.

Finally, many advertisements show that in the preparation of the copy many advertising men take it for granted that foreigners are thoroughly well acquainted with American habits. Such is not the case. Let us take a breakfast food for an example. This is a term that is known to all in America. The use of prepared cereals for breakfast is far from universal. Instead of saying "Oatena, the most popular breakfast food"—if intended for a country where under "breakfast food" people understand two eggs and a cup of coffee—why not prepare an advertisement somewhat along these lines:

TRY AN AMERICAN BREAKFAST

Oatena, a scientifically prepared cereal served with cream or condensed milk, etc.

Dealers can introduce this preparation as an ideal breakfast dish. Excellent for adults and children. Universally used in America.

We do not need to explain "breakfast food" to Americans. But there are millions of foreigners who may be won for a breakfast food if the idea of it is explained to them.

These suggestions are far from a complete set of rules for preparing copy for display ads for foreign languages, but all of them, together with the many which I have missed, may be summarized in the injunction: "Give thought to the preparation of copy of your display advertisement for each separate medium."

New England Clubs Will Convene

The first annual convention of the New England Advertising Clubs Association, recently organized, will occur in Boston, September 24 and 25. Frank A. Black, of the William Filene Sons Company, and a vice-president of the A. A. C. of W., has charge of the plans.

Earle Pearson with A. A. C. of W.

Earle Pearson who has been with the Centenary Conservation Committee of the Methodist Episcopal Church, has been appointed eastern advertising manager of *Associated Advertising*. Mr. Pearson was formerly secretary of the New York Advertising Club.

Digitized by Google

Get the Facts!

About the LOUISIANA-MISSISSIPPI MARKET

TRADE EXTENSION BUREAU

Retail Conditions:

Retail sales in New Orleans for 1920 to date have been 46.9% GREATER than during the same period of last year.

This is a greater INCREASE in volume than has been recorded by any other Southern city.

Of course, our TOTAL retail sales continue largest in the South—by two to one, and more.

How have your products been selling locally?

We probably know the TRADE VIEW-POINT on your merchandise, men and methods—or we'll get it in a hurry!

Correspondence invited!

"In New Orleans—It's The Item."

THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

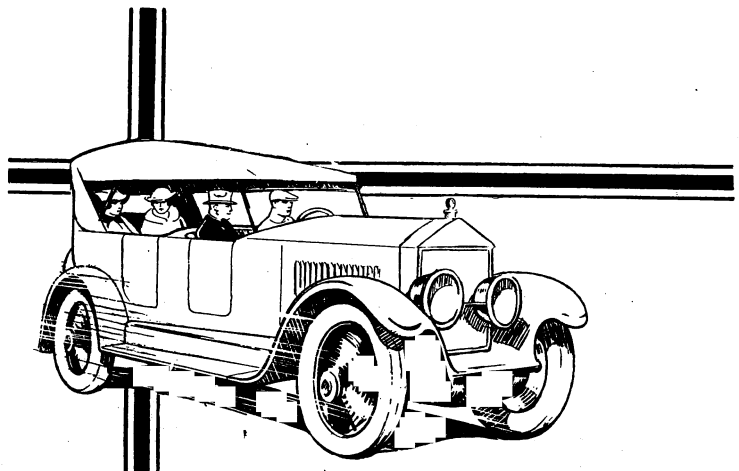
JAMES M. THOMSON
Publisher

National Advertising Representatives
The JOHN BUDD COMPANY

A. G. NEWMYER
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle.

Digitized by Google

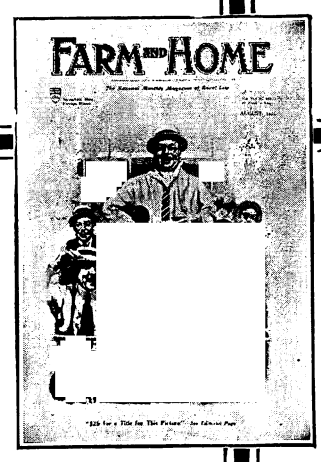


338,000 Automobiles are owned by FARM AND HOME Subscribers

Fact! 338,000 subscribers to "the most widely quoted farm paper"—over one-half of our entire circulation of 650,000—own 5% of all the automobiles in the United States.

You'll say that's quite a number. Right! And it is proof positive of the rich, responsive market formed by the *real farmers* who read and believe in FARM AND HOME.

Digitized by Google



A Rich Market

Rich in present value and rich in possibilities—for any commodity used on the *farm* or in the *home*. There is much evidence to prove the fertility of the FARM AND HOME market. For example: of our subscribers

37% own gas engines
24% own silos
86% live in the 28 greatest farm wealth-producing states.

The Figures are Ready for You

We have presented only a small part of FARM AND HOME'S story—get the rest from your advertising agent or from us. Write to-day.

FARM AND HOME

The National Monthly Magazine of Rural Life

NATIONAL FARM POWER Guarantee TRUE ADVERTISING

PHELPS PUBLISHING COMPANY
Member A. B. C.
Springfield, Mass.
Chicago New York

Digitized by Google

H. E. Lesan's New York office has placed with The Minneapolis Tribune the Apperson Bros.' automobile campaign.

The Minneapolis Tribune is in receipt of an 18-time contract, running Tuesdays and Thursdays, for the Meditation cigar from W. K. Gresh & Sons, placed by N. W. Ayer & Son.

Six-hundred-line copy running three Sundays in June has been placed in The Minneapolis Tribune for Essex Motors by C. C. Winningham.

The Cramer-Krasselt Co., of Milwaukee, has sent The Minneapolis Tribune an eight-time schedule, running through June and July, for Wonderland Oleomargarine, manufactured by the Wonder Nut Food Products Company, of Milwaukee. The manufacturer of this nut butter announces that a factory process has been evolved which makes this butter "stand up" during hot weather.

Three 80-inch advertisements to appear during June are appearing in The Minneapolis Tribune for the National Cash Register Company, of Dayton, O.

A contract has been received by The Minneapolis Tribune from Gardiner & Wells Co., Inc., for White Rock Mineral Springs Water.

The Schutte-Johnson Candy Company has placed a campaign with The Minneapolis Tribune through N. W. Ayer & Son.

The Perfection Tire & Rubber Co., through Roberts & MacAvinche, has ordered 336-line copy to run five Thursdays in June and July in The Minneapolis Tribune.

The Minneapolis Tribune is in receipt of contracts from the local railway companies, indicating the promised revival of railroad advertising throughout the country.

The Stanley Insulating Company, of New York, has placed a 5,000-line contract with The Minneapolis Tribune for the Stanley Ferrostat Vacuum Bottle, to run in June and July.

The Minneapolis Tribune made a great hit with its readers by rushing the first official picture of the Chicago convention to Minneapolis by airplane, the picture appearing in The Tribune the same day it appeared in the Chicago papers. The Tribune was the only paper in the United States to perform this service for its readers.

The Minenapolis Tribune made a gain in department-store advertising during April of 53,617 lines. The second paper in Minneapolis gained only 3,218 lines and the third paper lost 22,246 lines. The Tribune's total gain in local advertising for April was 401,066 lines. Its nearest competitor gained only 242,983 lines for the same period.

In women's apparel The Minneapolis Tribune gained during April 45,404 lines while the second paper in Minneapolis lost 10,344.

The Minneapolis Tribune

First in Its City

First in Its State

First in Its Federal Reserve District

Member A. B. C.

Largest Home Carrier Circulation

Digitized by Google

Double-Service Advertising Builds Prestige and Develops Uses

A Campaign to Sell Air Instead of Blowers Inspires Respect for Sturtevant Name

By Henry Burwen

EVER since B. F. Sturtevant many years ago invented a simple little exhaust fan to suck away particles of leather from a shoe buffing machine he had designed—which little device was the starting point of the present manufacturing plant of the B. F. Sturtevant Company at Hyde Park, Massachusetts—the market for fans and blowers has been an expanding one. Every year new uses have been discovered, new fields opened up. The obvious market quickly developed—that is, those places where the use of blowers created a visible increase in economy and efficiency.

There were first of all the heating and ventilating systems, which eliminated dependence upon natural leakage of air through keyholes and crannies and substituted forced air current and definite cubic footage of circulation. There were boiler systems, by which a draft was forced through the fire by a mechanical blower or drawn through by a vacuum machine, instead of by suction created from a smokestack; and in addition fuel economizers that carried the hot flue gases through a circuitous collection of water coils that absorbed their heat and put it to good use instead of allowing it to go up the chimney to heat the outside world. There were drying systems for all sorts of industries: for removing the water from milk to make the powdered product, and for manufacturing dried fruits and foods of all kinds; drying lumber to give it a seasoning in a few weeks that formerly took months to do.

There were air conveying systems—a numerous progeny of that first little exhaust-fan sucking leather dust—that drew the shavings that rose in storms from the planing machine and fed them directly to the furnace fires a mile or more away; that sucked grain out of the holds of ships; that even sucked the coal out of the bunkers and pulled the sparks out of smoke. Then there were the vacuum cleaners, ranging from the small affair wheeled around on casters to the large stationary office equipment.

These and several other principal uses had grown up naturally, through the inventiveness of the engineers of Sturtevant and other manufacturers, and through outside developments.

THE INSPIRATION FOR THE ADVERTISING

In the course of developing these obvious markets there had been naturally many cases where air had been used to unusual purposes or put to usual purposes in unusual businesses. These indicated a potential market outside the regulation field which might be forced at a rate quicker than the normal course of development. Why not, in general advertising, describe these unusual cases?

In a certain large factory women operatives sit close together in a long line, welding pieces of metal over Bunsen burners. The intense heat from the flames and the fumes of burning metals would be almost intolerable were it not for a system of air suction that draws the unused heat away from the girls into the outer atmosphere; and a ventilating system that forces a supply of fresh, cool air into the room at the feet of each individual girl.

In a southern city an engineer perfected a new system of purifying sewer water and preventing river pollution. He directed the sewage into large cement chambers, at the bottom of which were

Digitized by Google

gratings. Air entering these gratings was forced up through the thick layer of decaying sewage to keep the water in continual activation. The bacteriological action of this decaying matter hastened the chemical breaking up of the incoming sewage into insoluble gases, a residue, and pure water which flowed on to the river. The residue was valuable as a fertilizer.

Another factory provides excellent washing facilities for its employees, but provides no towels, either of the common or individual kind. Another arrangement does the work. Through a pipe outlet a gentle current of warm, dry air is forced, which, face and hands placed before it, quickly absorbs the water and leaves the skin thoroughly dry. To use it the employee presses upon a pedal which opens the outlet valve.

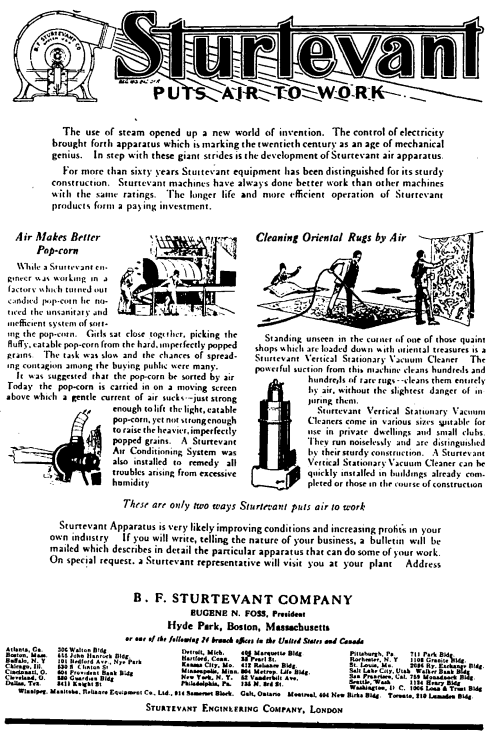
These three isolated cases have one thing in common; namely, that in each a draft of air is used. A draft of air presupposes a machine to create the draft; and this is where the Sturtevant company comes in, for this company is one of the leading manufacturers of blowers in the country and the cases cited are some out-of-the-ordinary uses to which air drafts created by their blowers have been put.

A year ago it began in general publications to advertise these out-of-the-ordinary uses in an endeavor to broaden the market for the product.

The company was already a larger user of advertising in technical journals going to architects, to paper mills, contractors, building engineers, railroads, shipping companies, and others in the regular established lines of industry—a score or more of them. The general advertising campaign included double and single pages, in both one and two colors, in several periodicals.

As these new markets were not such as to yield readily large and immediate results, it was determined that this same advertising should be also a direct builder of prestige for the company as an authority on the use of air and as the manufacturer of blowers and fans for all sorts of business.

A description of one of the advertisements is a key to all. Across the top of a double-page spread appears the name Sturtevant in special style of lettering, with the slogan "Puts air to work," which was used through-



Sturtevant

PUTS AIR TO WORK

The use of steam opened up a new world of invention. The control of electricity brought forth apparatus which is marking the twentieth century as an age of mechanical genius. In step with these giant strides is the development of Sturtevant air apparatus.

For more than sixty years Sturtevant equipment has been distinguished for its sturdy construction. Sturtevant machines have always done better work than other machines with the same ratings. The longer life and more efficient operation of Sturtevant products form a paying investment.

Air Makes Better Pop-corn

While a Sturtevant engineer was working in a factory which turned out candied pop-corn he noticed the unsanitary and inefficient system of sorting the pop-corn. Girls sat close together, picking the fluffy, eatable pop-corn from the hard, imperfectly popped grains. The task was slow and the chances of spreading contagion among the buying public were many.

It was suggested that the pop-corn be sorted by air. Today the pop-corn is carried in on a moving screen above which a gentle current of air sucks—just strong enough to lift the light, eatable pop-corn, yet not strong enough to raise the heavier, imperfectly popped grains. A Sturtevant Air Conditioning System was also installed to remedy all troubles arising from excessive humidity.

Cleaning Oriental Rugs by Air

Standing unseen in the corner of one of those quaint shops which are loaded down with oriental treasures is a Sturtevant Vertical Stationary Vacuum Cleaner. The powerful suction from this machine cleans hundreds and hundreds of rare rugs—cleans them entirely by air, without the slightest danger of injuring them.

Sturtevant Vertical Stationary Vacuum Cleaners come in various sizes suitable for use in private dwellings and small clubs. They run noiselessly and are distinguished by their sturdy construction. A Sturtevant Vertical Stationary Vacuum Cleaner can be quickly installed in buildings already completed or those in the course of construction.

These are only two ways Sturtevant puts air to work

Sturtevant Apparatus is very likely improving conditions and increasing profits in your own industry. If you will write, telling the nature of your business, a bulletin will be mailed which describes in detail the particular apparatus that can do some of your work. On special request, a Sturtevant representative will visit you at your plant. Address

B. F. STURTEVANT COMPANY
EUGENE N. FOSS, President
Hyde Park, Boston, Massachusetts
or one of the following 24 branch offices in the United States and Canada

Atlanta, Ga. 306 Walton Bldg.
Boston, Mass. 815 Tribune Bldg.
Buffalo, N. Y. 101 Ingalls Bldg. Nye Park
Chicago, Ill. 630 S. Clinton St.
Cincinnati, O. 404 Provident Bank Bldg.
Cleveland, O. 800 Guardian Bldg.
Dallas, Tex. 8411 Knight St.
Detroit, Mich. 408 Marquette Bldg.
Hartford, Conn. 84 Pearl St.
Kansas City, Mo. 418 Reliance Bldg.
Minneapolis, Minn. 804 Metrop. Life Bldg.
New York, N. Y. 85 Vanderbilt Ave.
Philadelphia, Pa. 136 N. 3rd St.
Pittsburgh, Pa. 711 Park Bldg.
Rochester, N. Y. 1108 Granite Bldg.
St. Louis, Mo. 2020 Ry. Exchange Bldg.
Salt Lake City, Utah. Walker Bank Bldg.
San Francisco, Cal. 215 Monadnock Bldg.
Seattle, Wash. 1008 Lumber Exch. Bldg.
Washington, D. C. 1306 Lond & Tyne Bldg.

Winnipeg, Manitoba, Reliance Equipment Co., Ltd., 814 Somerset Block. Quebec, Ontario. Montreal, 404 New Birks Bldg. Toronto, 310 Lumsden Bldg.

STURTEVANT ENGINEERING COMPANY, LONDON

THIS ADVERTISER HAS ALL SORTS OF OPPORTUNITY TO CALL UP THE ASSISTANCE OF HUMAN INTEREST COPY

Digitized by Google

No. 2 of a Series on Personnel

HENRY CLAY GRANT
General Manager
Director of Advertising and Merchandising

MR. GRANT was originally a newspaper man, but early transferred his activities to the trade paper field, where he secured his first advertising and merchandising experience.

His association with the screen medium dates from the early days of slide advertising—and both Mr. Grant and Mr. Levey contributed extensively to the development of the old style slide into animated slides, film trailers, and finally into the effective screen medium of today—The Industrial-Educational film which reaches its greatest efficiency in the Truth Productions of the Harry Levey Service Corporation.

Mr. Grant's ability is a considerable factor in the resultful record of the Industrial-Educational film medium as produced by Harry Levey and his associates.

A request will bring you full details concerning the application of this medium to your problems of production, distribution and personnel.

HARRY LEVEY
SERVICE CORPORATION
Producers and Distributors of Industrial Educational Films
NEW YORK CITY
Temporary Offices: 1662 Broadway
Studios: 230-232 West 38th Street

Digitized by Google

out the campaign. At the left of the name is a sketchy line drawing of a blower forcing a draft of air right through the name. Into the copy has been put some of the romance of the business, of which there is plenty.

"Are you a maker of things?" it asks. "Have you work to be done. Are you seeking better ways to do your work?

"Then go out. Listen to the wind. Watch what it does.

"It says: 'Every day of your life I have been showing you how I could do your work, and have been waiting vainly for you to call on me. I convey twigs and chaff and even heavy things hundreds of miles. I draw all the water from leaves and from fruit and from all the trees that ever fell. I melt and I freeze. I suck up all the dirt and dust from the roadway and leave it as clean as a ballroom floor. I bring moisture from the sea, and, to men who permit me, I bring pure, health-giving air for them to breathe. When I blow upon a fire I increase the heat from its fuel? Why do you not summon me?'"

Then are four cases of specific uses; one in which is described how control of air is used to remove excessive vapor in a paper mill; how a large trust company in New York increased the efficiency of its clerical force by installing a system of proper ventilation; how the forced draft kiln-drying system made it possible for the Government to get sufficient airplane wood during the war; how the suction system described in the beginning of this article draws heat away from the worker welding metal over hot burners.

And then, to top it off, a list of businesses is given beginning with A and ending with W, occupying five columns of 8-point under the caption "Sturtevant Puts Air to Work for the Following Kinds of Business—Is Your Business in This List?"

Since the field to be covered was so large, the cases cited were used as examples to suggest other possible uses. The copy itself makes as interesting reading as an article in a business magazine.

The main result of the campaign was that a higher respect developed for the company. While many inquiries were received from various lines of business and in regard to various uses of blowers, the larger effect of the advertising in the development of new uses must come in the future. Advertising here has served its purpose by making an impression, by setting a charge, so to speak, to be fired off later when the personal sales representative comes in contact with the reader who "thought there might be something in that" but who wasn't stirred to the point of action. But the sales representatives reported more cordial receptions on the part of buyers; and peculiarly, a higher respect for their own individual service. For in cultivating prestige by advertising the expert knowledge available, the company was really setting forth the ability of its sales-engineering representatives.

Certainly no mere general statement makes so attractive reading as these little romances of business; no mere claim impresses the stamp of authority more than the concrete evidence of accomplishment; no fine phrases are so definitely remembered as these specific statements of fact. And to top it off, there is the "velvet" derived from the new uses and new users developed.

Such advertising is advertising that is doing double service!

V. Cole With Hills Brothers Company

V. Cole, who for the past few years has been engaged in general publicity work in Boston, has been appointed assistant to James M. Hills, who is in charge of the advertising of The Hills Brothers Company, New York, manufacturer of the "Dromedary" line of food products.

Added to Staff of Brandt Agency

L. W. Gesler is now in the sales promotion department of the Brandt Advertising Company, Chicago. He formerly was with the William H. Rankin Company in the space department.

Digitized by Google

Watch the Roads

It used to be the prints of horse-shoes in the mud—but now on smooth macadam roads you see the straight tracks of countless automobiles. The American fruit farmer is a live wire—he's strictly up to the minute. He may not have a Rolls-Royce—yet; but he has something that runs on rubber wheels and gives the horse the dust. He's more than a "prospect" for the manufacturer of automobiles and motor accessories. That's why during the first six months of 1920

4,373 Lines of Automobile Advertising, and 14,126 Lines of Tire Advertising

appeared in the pages of the AMERICAN FRUIT GROWER.

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

Guaranteed minimum circulation, 200,000 monthly

Members of Agricultural Editors Association
Members of Agricultural Publishers Association

SAMUEL ADAMS, Editor
ROBERT B. CAMPBELL, Publisher
J. E. FORD, Director of Advertising

Digitized by Google

With apologies to Sweet Caporals

Ask
HEINZ
"57"
They know

The All-Fiction Field
COMPRISING

Adventure
Ainslee's
Argosy-All Story
Detective Story
People's
Short Stories
Smith's
The Popular
Top-Notch

The
ALL FICTION FIELD

Digitized by Google

"Heinz" know the *eating-power* of the million and a half men and women who buy the magazines comprising the All-Fiction Field

The All-Fiction Field
PUBLISHED BY
Doubleday, Page & Co. The Ridgway Company
The Frank A. Munsey Co. Street & Smith Corporation
MEMBERS A. B. C.

The
FIELD OF GREATEST YIELD

Digitized by Google

Where We Live

When you want to know about a man, go to his town and ask the "home folks" about him. It's the same way with a newspaper—the "home folks" know best.

Here in South Bend—where we live—the local advertisers are taking more and more space in the News-Times. As proof we present the following: During the first six months of 1920 we made a gain of 804,472 lines in local display advertising. In the same time the competitive newspaper gained 162,694 lines. Thus the News-Times scored a victory of 641,778 lines in local display.

To really cover the Northern Indiana and Southern Michigan territory you simply must use the News-Times.

SOUTH BEND NEWS-TIMES

Morning *Evening* *Sunday*

J. M. STEPHENSON, Publisher

Foreign Representatives
CONE & WOODMAN, INC.
Chicago New York Detroit Atlanta Kansas City

Digitized by Google

Can Advertising Stick to Fundamental Motives?

Many of the Concerns That Have Done So Are Among the Most Conspicuous Successes

By Marshall Olds

CÆSAR built the first bridge across the Rhine—with logs and ropes and wooden pins. It stood up long enough to get his army across to conquer the Germans and get it back. Cæsar himself considered this bridge a greater achievement than any of his military campaigns. Yet, while the greatest military leaders of to-day are students of Cæsar's military tactics, any modern engineering tyro could teach Cæsar the A B C's of bridge construction.

It wasn't that Cæsar's mind was less brilliant when building bridges than when leading armies, but that in waging war he had as a foundation to build on the fixed rules and principles of military science which generations of war and a hundred other great military leaders had proved and established, while as a bridge builder he had in that day only his own ingenuity on which to rely.

Medicine, law, engineering and other established professions and sciences are established because out of long and widespread common experience they have built up a body of laws and general principles so sound and of such general application that they can be depended upon as a safer foundation in any given case than even the most brilliant mind without a knowledge of them can be trusted to build.

The individual advertising man, on the other hand, is to-day surveying every foot of the ground, laying every foundation stone, collecting all his own building materials out of his own ingenuity and experience with corresponding possibility of error in each step. We are building Cæsar's bridges and taking the greatest pride in them because they are all our own. We are sending out campaigns over them that succeed. But advertising is going to progress and broaden out and become increasingly effective, not in proportion to success of these individual efforts, but in proportion as advertising as a whole is able to construct out of these individual efforts a foundation of common experience which we can make increasingly broad and sure for all of us.

Advertising is entirely too new and has grown too rapidly for many laws and principles to have had time to develop. Laws and principles are born of retrospection. They are the result of "post-mortems" and modern advertising, and modern advertising men have as yet been entirely too interested looking forward to have had the time or patience to do much looking backward.

FACTS TAKING FORM AS PRINCIPLES

Nevertheless, advertising experiment and experience have already gone far enough so that certain rules and principles are beginning to appear which bear all the earmarks of basic advertising principles which may be depended upon as sound and general. Among these seems to be the experience that advertising appeal is most effective in proportion as it is made preponderantly and directly to the one ultimate buying motive.

The purchase of any article, this experience seems to show, is determined in the last analysis by some single, definite, ultimate buying motive. It may be influenced by indirect motives or by secondary motives, but there is in connection with most, if not all, articles some special reason not

Digitized by Google

why any particular article of that kind is purchased, but why that kind of article itself is purchased at all. And this, if it can be made the basis of appeal and associated with a given article, seems to constitute the strongest appeal that advertising has yet shown us how to make.

THE PRIMAL APPEAL TO AUTOMOBILE BUYERS

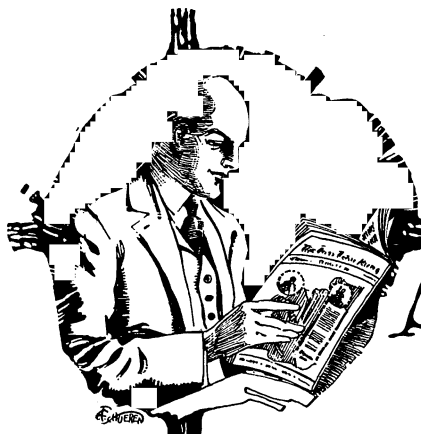
A man may be influenced to buy a particular automobile because he thinks the engine will give better service, or because he likes the thickness of the cushions or the color of the paint. He may be influenced toward one class of automobiles because of their price or toward another class because people whom he wishes to imitate own cars of that kind. But back of all these reasons, the real motive that leads him to buy an automobile at all is to go riding and to take his family riding—to get for himself and them the advantages that an automobile can give and that sitting on the front porch or going to the movies does not give.

For years all automobile advertising made these secondary or indirect appeals. It argued engine construction—talked about carburetor and gears—catalogued a dozen and one reasons for buying a particular car. Then Overland, whose advertising had previously consisted of double-page spreads of specifications, suddenly changed to double-page beautifully-colored pictures showing the delights of motoring through the country in apple-blossom time—of the pleasures to be had from family picnics amid the coolness of woods and lakes—and other specific concrete advantages that an automobile gave to its possessor. Overland has stuck to this one appeal—to the one ultimate automobile-buying motive—ever since, with results that are too obvious to need emphasis.

A man may be influenced to buy a particular kind of furnace because he thinks it burns less coal, because it only has to be filled up once a day, because it is so simple any child can run it, or for various such reasons. But the simple, obvious, ultimate reason why he buys a furnace at all is to keep his house warm and comfortable in cold weather. This ultimate buying motive in the case of furnaces is so obvious and the advantages of a saving in coal consumption, ease of operation and some other secondary buying motive may be so great that there is much plausibility in the argument that we may assume that the public will take the ultimate buying motive for granted and will be more influenced by appeals as to coal saving and convenience. Most furnace advertising has followed this line of reasoning. Yet the fact remains that one of the leaders in this field is the furnace that has been sold by advertising merely comfortable, cheerful homes—whose one appeal has been from the beginning to the obvious buying motives of keeping the house warm.

In the furnace field the ultimate buying motive has been generally disregarded, probably because it was so obvious as to be taken for granted. But in the men's clothing field the ultimate buying motive has only been slowly arrived at by the great majority of manufacturers because it was not understood, and even denied because it had to do with human motives which were often denied. Certainly the average man of some years ago seemed to want it thought that he wore clothes to cover him and keep him warm. He might have gone as far as to admit that he approved of good quality or line, but as for style in clothes, he pretended to regard it as a feminine desire. But there is in every individual, whether man or woman, inbred by generations of ornament-loving ancestors, an instinct for self-decoration for which to-day style in clothes furnishes practically the only outlet. And the appeal to this race instinct has certainly proved to be the chief ultimate buying motive in the clothing field. Every effort has been made to find other successful bases of appeal in this field—price has been widely featured and wearing qualities

Digitized by Google



A Paper that's Read

THE IRON TRADE REVIEW is a business man's paper. Its editorial policy makes it so. It is business from cover to cover.

Market reports, problems of management, technical developments, employment relations, construction progress,—these are among the phases of today's business completely and authoritatively presented. Business activities of the whole world are passing through the pages of THE IRON TRADE REVIEW every week.

An international editorial organization provides this news service,—London, Paris, Brussels, Dusseldorf, Vienna, all leading American centers. Wherever iron and steel is made and marketed you'll find

THE IRON TRADE REVIEW

Member Audit Bureau of Circulations
Associated Business Papers, Inc.

Penton Building Cleveland, Ohio

Digitized by Google

have been emphasized; extra caps and trousers have been given; special patented pockets and straps and other convenient features have been heralded; quality of goods, cut, tailoring, special features that give better hang at shoulders or collar and otherwise tend to add to style, have been argued and emphasized.

But not only has the advertising concentrating on style itself proved increasingly successful against all such competition, but these competitors themselves, one after another, have all come over to the style appeal.

Moreover, while it has been generally considered in the past that boys' clothing was bought for wearing qualities or price or almost any other reason than style, so strongly has the lesson in regard to the final motive of appeal on which to sell men's clothes impressed itself on the modern manufacturer, that style has also been made the chief appeal in numerous campaigns in boys' clothing which have been recently begun.

The boy, of course, is merely the undeveloped man, and as such undoubtedly has in his make-up an even larger measure of the racial instinct for personal decoration. The style appeal is also the basic one to the mother, who has such a large voice in the selection of boys' clothing. Thus style would seem the ultimate base of appeal here too. It will be interesting to see whether experience will bear out this conclusion.

WHAT SELLS FOOD?

In the food field, health value and cleanliness were considered in the early history of advertising sufficient buying motives for many products to make the basis of their appeal. But even among the prepared breakfast foods, which were long considered almost wholly in the light of health foods, the contrary has proved true. Kellogg's Corn Flakes—one product which has featured taste strongly from the beginning—has also been the product which, from the beginning, has been one of the biggest and most continuous successes in this field. As for food-product advertising in general, it has come to the taste appeal as universally as the clothing advertising has come to the style appeal.

Moreover, the motive that experience has shown to be the ultimate buying motive in the clothing and food fields was entirely susceptible of being arrived at by analysis and without all the experimenting had the advertiser realized from the beginning the importance of using only the ultimate buying motive as a basis of appeal. Although, from a practical point of view, clothing does protect and warm, from the time the first sentiment of modesty led to the adoption of the fig leaf clothing has always been most closely associated not with that which is practical but with sentiment. Throughout human history clothing has been put on, or taken off, or changed because of modesty, humility, vanity or some other sentimental reason. Style, therefore, with its appeal to the sentiment of pride or vanity, is all appeal to the most basic human instinct in regard to clothes.

Again, although we may realize indirectly that we eat in order to build up our bodies, the real and direct reason why we eat is to satisfy the sensation of hunger and the sensation of taste.

High-grade laundry soap is another product in selling which the superlative effectiveness of the ultimate buying appeal has been convincingly demonstrated.

There is no question that women use high-grade laundry soap for one reason—so that their dainty garments may be washed without injury. Earlier in its advertising history Ivory made its appeal as a laundry soap indirectly to this ultimate buying motive through advertising "purity." But it has long since changed such of its copy as emphasizes its laundry uses so as to appeal directly to this ultimate buying motive by emphasizing in picture and text the results that the use of Ivory Soap will achieve with the garments laundered. Other white floating soaps have from time to time been put on the market and ad-

Digitized by Google

A Responsive Audience

In the unique combination that Philadelphia offers you of "the city of homes" and "the workshop of the world" you can depend upon it—there is not only ample means, but the will to spend it, for any worthy merchandise you advertise in

THE PHILADELPHIA RECORD

Always Reliable

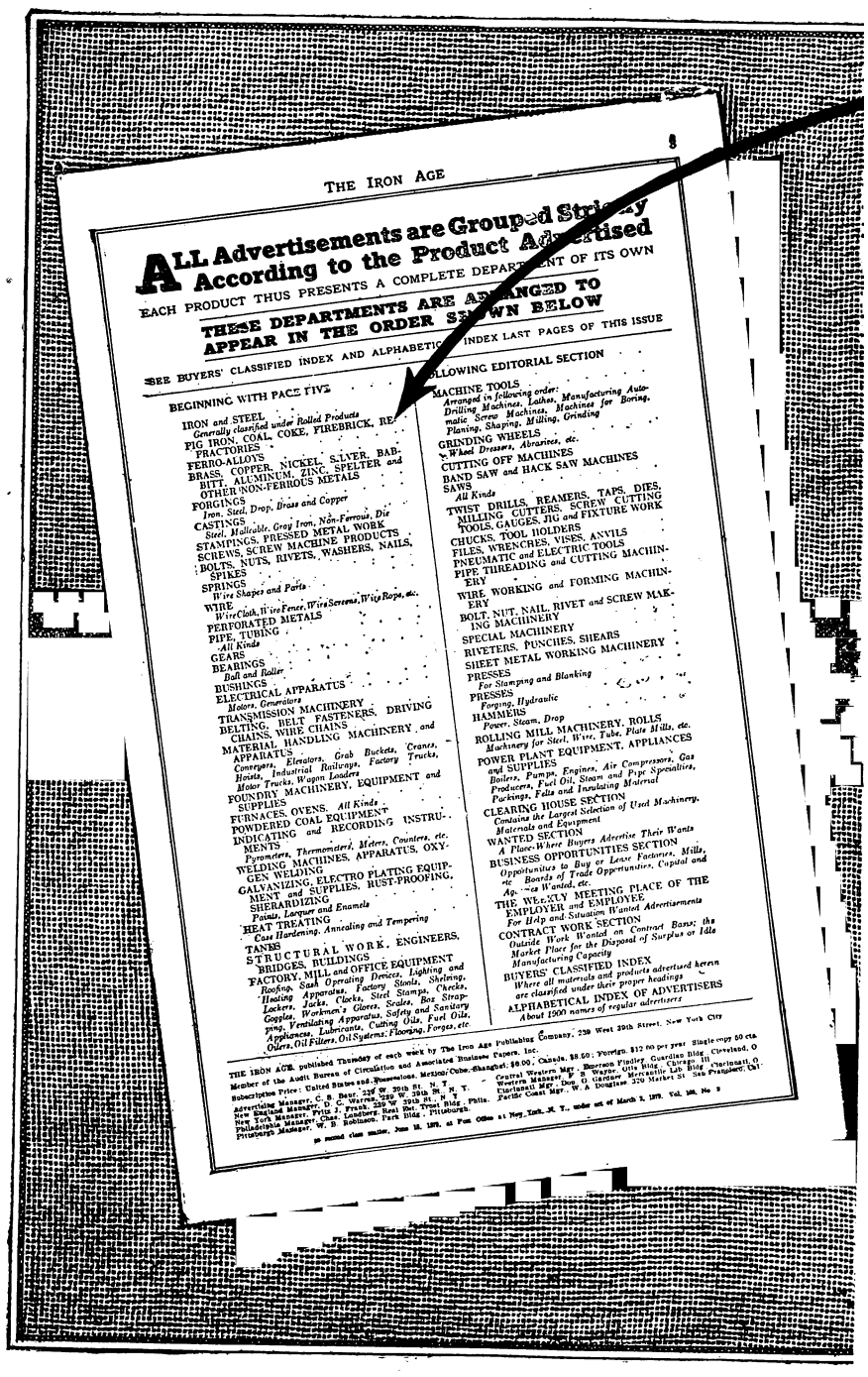
Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO
Peoples Gas Bldg.

NEW YORK
Fifth Ave. Bldg.

Digitized by Google



THE IRON AGE

ALL Advertisements are Grouped Strictly According to the Product Advertised

EACH PRODUCT THUS PRESENTS A COMPLETE DEPARTMENT OF ITS OWN

THESE DEPARTMENTS ARE ARRANGED TO APPEAR IN THE ORDER SHOWN BELOW

SEE BUYERS' CLASSIFIED INDEX AND ALPHABETIC INDEX LAST PAGES OF THIS ISSUE

BEGINNING WITH PAGE FIVE

IRON and STEEL
Generally classified under Rolled Products
PIG IRON, COAL, COKE, FIREBRICK, REFRACTORIES
FERRO-ALLOYS
BRASS, COPPER, NICKEL, SILVER, BABBITT, ALUMINUM, ZINC, SPELTER and OTHER NON-FERROUS METALS
FORGINGS
Iron, Steel, Drop, Brass and Copper
CASTINGS
Steel, Malleable, Gray Iron, Non-Ferrous, Die
STAMPINGS, PRESSED METAL WORK
SCREWS, SCREW MACHINE PRODUCTS
BOLTS, NUTS, RIVETS, WASHERS, NAILS, SPIKES
SPRINGS
Wire Shapes and Parts
WIRE
Wire Cloth, Wire Fence, Wire Screens, Wire Rope, etc.
PERFORATED METALS
PIPE, TUBING
All Kinds
GEARS
BEARINGS
Ball and Roller
BUSHINGS
ELECTRICAL APPARATUS
Motors, Generators
TRANSMISSION MACHINERY
BELTING, BELT FASTENERS, DRIVING CHAINS, WIRE CHAINS
MATERIAL HANDLING MACHINERY and APPARATUS
Conveyors, Elevators, Grab Buckets, Cranes, Hoists, Industrial Railways, Factory Trucks, Motor Trucks, Wagon Loaders
FOUNDRY MACHINERY, EQUIPMENT and SUPPLIES
FURNACES, OVENS, *All Kinds*
POWDERED COAL EQUIPMENT
INDICATING and RECORDING INSTRUMENTS
Pyrometers, Thermometers, Meters, Counters, etc.
WELDING MACHINES, APPARATUS, OXY-GEN WELDING
GALVANIZING, ELECTRO PLATING EQUIPMENT and SUPPLIES, RUST-PROOFING, SHERARDIZING
Paints, Lacquer and Enamels
HEAT TREATING
Case Hardening, Annealing and Tempering
TANKS
STRUCTURAL WORK, ENGINEERS, BUILDINGS
BRIDGES, MILL and OFFICE EQUIPMENT
FACTORY, MILL and OFFICE EQUIPMENT
Roofing, Sash Operating Devices, Lighting and Heating Apparatus, Factory Stools, Shelving, Lockers, Jacks, Clocks, Steel Stamps, Checks, Goggles, Workmen's Gloves, Scales, Box Strapping, Ventilating Apparatus, Safety and Sanitary Appliances, Lubricants, Cutting Oils, Fuel Oils, Oilers, Oil Filters, Oil Systems, Flooring, Forges, etc.

FOLLOWING EDITORIAL SECTION

MACHINE TOOLS
Arranged in following order: Drilling Machines, Lathes, Manufacturing Automatic Screw Machines, Machines for Boring, Planing, Shaping, Milling, Grinding
GRINDING WHEELS
Wheel Dressers, Abrasives, etc.
CUTTING OFF MACHINES
BAND SAW and HACK SAW MACHINES
SAWS
All Kinds
TWIST DRILLS, REAMERS, TAPS, DIES, MILLING CUTTERS, SCREW CUTTING TOOLS, GAUGES, JIG and FIXTURE WORK
CHUCKS, TOOL HOLDERS
FILES, WRENCHES, VISES, ANVILS
PNEUMATIC and ELECTRIC TOOLS
PIPE THREADING and CUTTING MACHINERY
WIRE WORKING and FORMING MACHINERY
BOLT, NUT, NAIL, RIVET and SCREW MAKING MACHINERY
SPECIAL MACHINERY
RIVETERS, PUNCHES, SHEARS
SHEET METAL WORKING MACHINERY
PRESSES
For Stamping and Blanking
PRESSES
Forging, Hydraulic
HAMMERS
Power, Steam, Drop
ROLLING MILL MACHINERY, ROLLS
Machinery for Steel, Wire, Tube, Plate Mills, etc.
POWER PLANT EQUIPMENT, APPLIANCES and SUPPLIES
Boilers, Pumps, Engines, Air Compressors, Gas Producers, Fuel Oil, Steam and Pipe Specialties, Packings, Felts and Insulating Material
CLEARING HOUSE SECTION
Contains the Largest Selection of Used Machinery, Materials and Equipment
WANTED SECTION
A Place Where Buyers Advertise Their Wants
BUSINESS OPPORTUNITIES SECTION
Opportunities to Buy or Lease Factories, Mills, etc. Boards of Trade Opportunities, Capital and Agencies Wanted, etc.
THE WEEKLY MEETING PLACE OF THE EMPLOYER and EMPLOYEE
For Help and Situation Wanted Advertisements
CONTRACT WORK SECTION
Outside Work Wanted on Contract Basis; the Market Place for the Disposal of Surplus or Idle Manufacturing Capacity
BUYERS' CLASSIFIED INDEX
Where all materials and products advertised herein are classified under their proper headings
ALPHABETICAL INDEX OF ADVERTISERS
About 1900 names of regular advertisers

THE IRON AGE, published Thursday of each week by The Iron Age Publishing Company, 239 West 39th Street, New York City
Member of the Audit Bureau of Circulation and Associated Business Papers, Inc.
Subscription Price: United States and Possessions, Mexico, Cuba, Shanghai, $6.00; Canada, $8.50; Foreign, $12.00 per year. Single copy 50 cts.
Advertising Manager, C. S. Baur, 239 W. 39th St., N. Y. — Central Western Mgr., Emerson Findley, Guardian Bldg., Cleveland, O.
New England Manager, Fritz J. Frank, 239 W. 39th St., N. Y. — Western Manager, F. S. Wagner, Ulle Bldg., Chicago, Ill.
New York Manager, Chas. Lindberg, Real Est. Trust Bldg., Phila. — Cincinnati Mgr., Don G. Gardner, Mercantile Lib. Bldg., Cincinnati, O.
Philadelphia Manager, W. B. Robinson, Park Bldg., Pittsburgh. — Pacific Coast Mgr., W. A. Douglas, 320 Market St., San Francisco, Cal.
Pittsburgh Manager, W. B. Robinson, Park Bldg., Pittsburgh.
Entered as second class matter, June 16, 1879, at Post Office at New York, N. Y., under act of March 3, 1879. Vol. 106, No. 5

Digitized by Google

Do you market any of these products?

THE thousands of buyers who use The Iron Age as a current guide to their sources of supply for new and standard requirements in the Iron, Steel and Metal-working industries, are most attractive prospects.

The complete and comprehensive arrangement of its advertising, grouped for the convenience of subscribers, according to the product advertised, makes any class of materials easy to locate instantly, and assures the interested attention of purchasers of immense buying power.

As a result, more advertisers are using The Iron Age regularly to reach the world's greatest industrial market than are to be found in any other business paper.

Shall we send you a bird's eye view of this market? Ask for our new "Buying Units" Booklet, illustrating 117 typical subscribers' plants, listing their products and buying officials.

THE IRON AGE

The World's Greatest Industrial Paper

Established 1855

239 West 39th St., New York City

Charter Member A.B.C. and A.B.P.

Digitized by Google

vertised with almost every other type of appeal.

A wide and continued advertising experience, then, has developed this result in a wide variety of fields—that where the ultimate buying motive has been selected as the basis of appeal, when the one most important reason for the selection of an article of that type has been featured strongly with some one article of that type—the product so advertised has in every conspicuous case attained a leadership in its field which strong advertising competition on every other basis of appeal has not been able to affect.

There is no question, however, that while a large number of conspicuous examples may strongly support the theory that advertising to the ultimate buying motive is the strongest possible basis of advertising appeal, they nevertheless do not establish it as a general principle. It is not sufficient that a general principle check with past facts. It must be able to hold and control under new conditions to which it applies.

What has happened in advertising may be more or less interesting. What we want to be able to know is what will happen. It is the purpose of principles and laws to show what under given conditions will happen. The engineer knows in advance that a bridge built according to the plan he prepares will do exactly what it is intended that it shall do. The doctor knows that a given drug will get a given reaction every time. What we want to know in regard to the theory under discussion is whether or not an appeal thus made to the one ultimate buying motive in regard to any product, properly backed up, will always be the strongest appeal that can be made on that product. In order to have any such assurance we must see the principle work in prospect as well as a retrospect.

We have the experiment already mentioned of the style appeal in boys' clothing advertising. This will be worth watching for its bearing on our hypothesis.

A man or woman buys an electric light not because it has so many kilowatts or is made in a certain way or bears such a trademark, but to get a certain lighting effect in his or her home. This is unquestionably the ultimate light-buying motive. The Edison Mazda Lamp Company has recently begun an advertising campaign on just this ultimate buying motive. The result of this campaign will be correspondingly interesting to note.

The appeal to the ultimate motive on which toilet goods are bought is being widely made today. The one reason a woman buys a certain class of soap is because she hopes it will give her a skin that her friends will "love to touch."

Hart, Schaffner & Marx, Arrow Collars, sell to pride in appearance—to the feeling of conscious physical self-respect. The man who shaves every morning before breakfast does so from exactly the same motive. If some safety razor some time runs an adequate campaign to this fundamental buying motive, the result will contribute that much further to our answer.

The common law had been working out and testing out its principles in practice for many hundred years before Blackstone assembled and stated these principles for general use. We cannot hope to find and establish sound, general advertising principles in a day, but we will find them faster in proportion as we consciously search for them. The possible general principle that an appeal to the ultimate buying motive is always the strongest appeal in advertising is supported by enough evidence to be worth watching.

United States Rubber Has Good Half Year

The net sales for the six months ended June 30 of the United States Rubber Company, New York, were $129,588,986, an increase of $30,099,615 over the corresponding period of 1919. The net income after deducting all interest charges and after allowing for depreciation and federal taxes, was $13,690,924, a gain of $3,059,490 over the corresponding period of 1919.

Digitized by Google

Faith in Advertising

We have no time to waste on reactionaries who "don't believe in advertising," because there is such great need of efficient service on the part of forward-looking executives who are willing to meet advertising half-way. Most good executives will find interesting facts in our book *"How to Judge an Advertising Agency."* A copy will be sent free on request.

J.H. CROSS CO.
General Advertising Agents
214 South Twelfth Street - Philadelphia, Pa.

Digitized by Google

Do You Wa

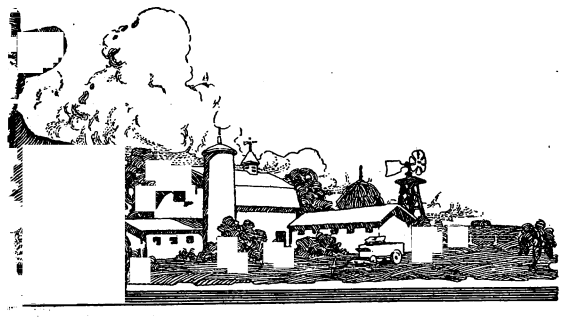
The Better Farmers read ***Better Fa***
The Small Town Families read ***Hou***

These long established, stable and well publications connect you **intimately**

Each is separate in it
300,000 farm **leaders.** 4
Use either or both of them.

MANNING WAKEFIELD
Manager Eastern Office
1511 TIMES BLDG., NEW YORK CITY

Digitized by Google



t This Man?

ning . . . . . 300,000 of them
ehold Guest . . 400,000 of them
d
h . . . . . **700,000** Homes

field—no duplication.
),000 small town **firesides.**
ey are good! **We prove it!!**

FARM PRESS PUBLISHING COMPANY
141 WEST OHIO STREET
CHICAGO

Digitized by Google

Twenty years ago we made up our minds that stereos and mats weren't doing all they could for advertisers because they weren't being made as good as they could be. So we set out to make them perfect. Now P. & A. stereos and mats are serving in ways that were not dreamed of twenty years ago. Want to talk to us about it? Distance is no obstacle; get in touch by mail.

Partridge & Anderson Company
Electrotypes · Mats · Stereotypes
714 Federal St., Chicago

Digitized by Google

A New Approach to the Second-Hand Problem

Marmon "Renewed" Cars Are Sold on the Same Basis as the New Ones

MANUFACTURERS in numerous lines of business in which the second-hand problem has been a constant cause of anxiety have for years been watching the manoeuvres of the automobile industry in its attempt to solve this enigma. It was natural that this industry in which second-hand merchandise was the source of so much trouble would be the one to arrive at a solution of the question.

No one can say that automobile manufacturers have not endeavored with might and main to find a way of taking this white elephant off their hands. Any number of plans have been tried out with varying degrees of success, although it is true that during the past few abnormal years, when the public was glad to get any sort of a car, the topic has not received the ordinary amount of consideration.

Now, however, it is again arising as a barrier to be surmounted. Nor is second-hand merchandise an annoyance to the automotive industry alone. Practically every manufacturer of machinery, be it farm or factory appliances, where the product has to be replaced at frequent intervals, has found it necessary to accept used merchandise as part payment on the replacement. It is regarded as one of the necessary evils of business; a burden that must be borne due to intense competition. Furthermore, right now it is assuming increasing importance in cases where the manufacturer's outlet is through retailers. This is so because a dealer with a large supply of used merchandise on hand, tieing up so much money, finds it next to impossible under current credit conditions, to order new stock.

To illustrate with an actual example, consider the selling problems of the Nordyke & Marmon Company, maker of the Marmon automobile, which, by the way, may also be *your* problems. Here we have a car the price of which limits its purchase to people of means. Such people do not buy an automobile for the number of years of service it will give. After several years of use it is often traded in for a new car. Quite often these used cars are in practically perfect condition.

Nevertheless a second-hand car, to most of us, is a second-hand car. As such, the dealer ordinarily found it more difficult to sell than a new automobile. This was due to several reasons. As F. E. Moskovics, vice-president of the company, told PRINTERS' INK: "In a general way we, as well as everybody else, knew that the used-car market was one of the obstructions to new car sales in all our business. Also, that the used car had fallen into such disrepute, due to unscrupulous dealers, that it was hurting the business.

MAKING A NATIONAL OUTLET

"The problem, as such, had received due consideration, although we had never arrived at what we regarded as a real solution. One day, however, A. L. Ellwood, president of the Ellwood Motors, our Kansas City dealers, visited the factory and bemoaned these very things. In passing, he remarked that if there was only some national way to advertise renewed cars what a great thing it would be for the dealer.

"And it was that little remark that was the germ of the plan we are now putting across. For as he happened to pass it, it flashed through my mind that it would be just as easy to advertise these cars as it would be new cars, if you really had something to say. The only difference was that here the manufacturer would be advertising something he himself is

Digitized by Google

not selling. In other words, the sale would be made by someone else. We would get no *direct* benefit from it.

"Indirectly, however, we would, under such a plan, receive our full measure of benefit. Here is how I reasoned it out. It appeared to me that an advertisement built along the proper lines for the used car would be, after all, the strongest possible advertisement for a *new* car. In other words, if we could bring out to a man that after two, three, four, five or more years of use, his car could easily and quickly be made like new, what stronger endorsement could possibly be made? At the same time it would put a new value, namely, that intangible asset—the pride of ownership—into the used car."

What such a plan really amounts to, of course, is establishing another line of lower-priced cars, to be sold in identically the same way as the original line, the only difference being that in one case the manufacturer is not required to make the automobiles. The used car receives the same sort of sales stimulus in the form of advertising and personal sales efforts as the new one. To all intents and purposes it is a regular member of the "family" and as such is treated the same as all its brothers and sisters.

When the second-hand problem is regarded in that light it immediately assumes new features. Put into that status, the solving of the problem is purely and simply a straight advertising and merchandising proposition. All the mystery with which it was formerly shrouded is immediately cast off. All that is necessary is to tackle it just as you would a new item that has been added to your line. And reduced to its simplest terms, that is just what the Nordyke & Marmon Company is doing.

There is, however, the one difference, previously mentioned; that of the manufacturer not actually selling the product. The second-hand product is usually the property of the dealer. This condition brings in its wake several angles not present in the selling of a new product. For one, complete stocks of the entire line are seldom to be had. Furthermore the condition of the car is not always the same. While one may be practically new, another will be of an old vintage. Prices will vary greatly. Then there is no standard of quality to go by, such as there is in a well-established, advertised line.

A WORKABLE PLAN TO HELP DEALERS

All these unusual aspects have received full attention in the Marmon plan. This is how H. H. Rice, sales manager, tells of the company's methods of meeting them: "In order to organize the selling and distribution of our used cars in a systematic and thorough manner, we are bringing about a standardization of service department equipment and organization. Also a standard plan of renewing Marmon cars. The plan works out in the following way:

"The factory acts as a clearing house for the used cars, a list being submitted by our dealers to us regularly of the cars taken in trade. With this list in our hands, we are able to refer all inquiries for renewed cars, that come in as a result of our advertising, to the nearest dealer. If that dealer does not happen to have a car of the type that the customer wants, we inform the dealer of some other dealer who has. Of course, such a plan involves a certain amount of co-operation between dealers in the scheme of prices which enables the dealers all to make a fair profit while helping one another dispose of used cars.

"Those cars that are actually renewed and sold as renewed cars will be accompanied by a certificate, issued by the dealer but originating here at the factory. This not only assures the customer of the thoroughness of the renewal of the car but gives him a 90-day warranty which is recognized by the dealer and ourselves to the same extent as the original warranty of the car when new."

Digitized by Google

Unlike Any Other Community

JOPLIN Missouri

The Market 200,000

Larger Net Profits

Two factors combine to give an advertiser a greater net profit in the Joplin district, than in most others of the same size and in many larger.

The first is the ease with which the great territory can be merchandised, and the second is the domination of one paper, the Joplin Globe.

Merchandising

The entire territory within a forty mile radius, 200,000 population, is webbed with fine roads either of concrete or of crushed stone from the local mines. Seven railroads and two interurban electric lines give the territory above-the-average service.

Joplin dominates the market in manufacturing, wholesaling and financial interests. There is not the usual outside competition from other trading centers which eats into profits.

Unlike Any Other Newspaper

Joplin Globe

(A. B. C. Member)

Paid Circulation - - 25,709

Average for six months ending March 31, 1920

Line Rate 7c flat. Mornings Except Monday.

The circulation of the Joplin Globe is merchandised with nothing but editorial stimulation. For years the Globe has led in city, suburban and country paid circulation, and in advertising volume of all classifications.

The need of only one strong newspaper for the rich 200,000 population unit, reduces the advertising sales cost, and increases the profit to the advertiser over other territories though larger where local newspaper competition divides the field.

Representatives

E. Katz Special Advertising Agency

Established 1888

Chicago New York Atlanta
Kansas City San Francisco

Digitized by Google

The copy was planned to sell used, or "renewed cars" as the company prefers to call them, to the public, as a product in a class by itself. There is a clever bit of psychology in the use of the word "renewed" rather than "second-hand." Strictly interpreted the car is really renewed in that it is overhauled according to a prescribed set of plans and rules. The real reason for its use, though, is that the bad taste the phrase "second-hand" has acquired made another descriptive term necessary. The company believes that "renewed" overcomes this handicap and at the same time really is a true description of the car.

In telling how the dealers were lined up Mr. Moskovics said: "The dealers, strange to say, were sold on the plan by telegram. Each one of them was more or less fearful of the used-car situation and the effects it would have on his business for the coming year. Of all the dealers we telegraphed, I think only one did not enthusiastically endorse it, and he came across later.

"One reason for this fine response was that in trying to stabilize the values of used cars, and in trying to put a strong pride of ownership value on them, it does help in the current credit situation. The plan is helping the dealer sell a lot of used cars—or rather 'renewed cars'—for cash, that otherwise would not be sold in that way. Naturally in these times that means a lot to our dealers.

"Perhaps the hardest part of the plan is to get the dealers to send in their reports. They will not send them in regularly, unless we keep after them like thunder."

Now for results. Here is what Mr. Moskovics has to say: "To say that the scheme has justified itself is putting it mildly. One of the best illustrations is found in the way Renewed Marmons sold at the Used Car Show at Chicago during the month of April. Our renewed car sales manager who was at the Show tells me that practically the entire selling campaign of the salesmen was based on this national advertising. Our Chicago dealers led the entire field by double the sales of their nearest competitor. I have yet to find one single dealer or salesman who is not enthusiastic about the plan. Why should they not be? It is bringing them results, and we have almost killed the second-hand car problem as applied to Marmons."

Philadelphia Underwriters Plan Campaign

As a result of half a dozen recent disastrous fires, Philadelphia underwriters are planning an extensive educational advertising campaign through newspapers and other mediums. The objects of the campaign would be primarily to educate the public in methods of fire prevention and to offer rewards to persons in positions to give information on fires caused by carelessness, neglect of proper precautions or incendiarism.

Washington Business Bureau Appoints Head

Francis X. Wholley has been appointed director of the Better Business Bureau of the Advertising Club of Washington, D. C. He has been connected with the United Shoe Machinery Company, of Boston, and has also been director of the Better Business Bureau, of Boston.

Who Has Knowledge of This Slogan?

THE GREEN, FULTON, CUNNINGHAM CO.
DETROIT.

Editor of PRINTERS' INK:

Will you kindly let me know if anyone is using the following slogan: "The Ace of Aces" for their product?

J. G. ROE.

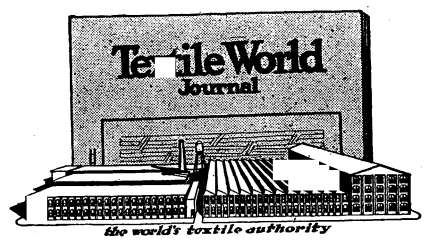
C. G. Troy a Chilton Representative

Cyrus G. Troy, who formerly represented the Class Journal Company, New York, in the Buffalo territory, is now with the Chilton Company, Philadelphia, representing the *Automobile Trade Journal* in the eastern territory.

Fisk Rubber Sales for First Half Year

Sales of the Fisk Rubber Company for the first six months of this year were in excess of $27,000,000, or 32 per cent ahead of the total of $20,437,000 for the first half-year of 1919.

Digitized by Google



MOST of all we want to "sell you" the textile manufacturing industry as a market for your product. To do this we stand ready to tackle the proposition with you on the basis of actual facts. And we will be the first to acknowledge that this industry offers you no market if such proves to be the case.

Not until you are convinced that the textile mills present a decidedly worth while field, will you be ready to take up the ways and means of reaching them.

At that point your investigation will show TEXTILE WORLD JOURNAL to cover your market thoroughly as "the world's textile authority." Foremost in its own field, this publication is numbered among those leaders of American business periodicals which are the souls of the great industries they form a part.

Textile World Journal

Audit Bureau of Circulations.
Associated Business Papers, Inc.

BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE, NEW YORK

Digitized by Google

Screen Sa

A New Force in

SEVEN million people patronize 3,500 motion picture theaters throughout the United States.

You've often wondered how you could get your message before that vast audience.

You've often wanted to tell these people the romance of your business.

Baumer Service is the answer.

These theaters are under contract, guaranteeing 6,000 play days, to show the Screen Sales Stories produced for you by Baumer Films, Inc.

You get what you pay for —

and you pay for it after

Digitized by Google

ıes Stories

Your Advertising

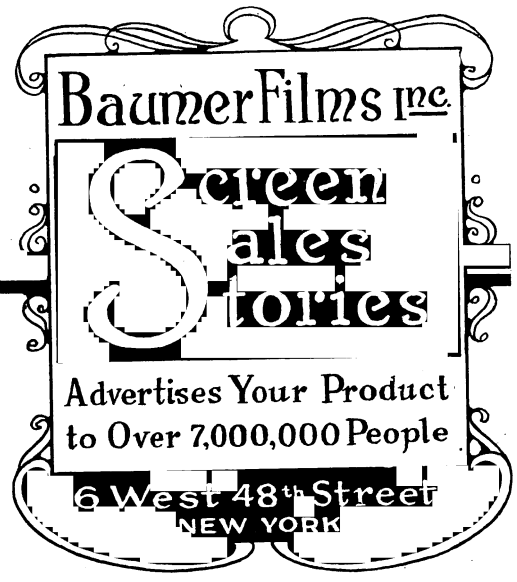
The story—with your business as star—will be supplied by Guy McConnell.

Two weeks advance notice of the showings will be given you.

Cards signed by the theater managers will furnish you with proof of exhibition.

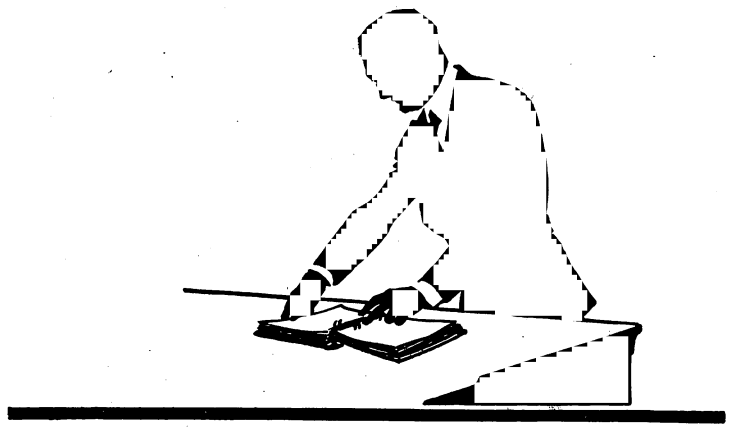
That is, briefly, the basis of Baumer Service which covers the United States.

A line from you will bring you full particulars.



you've had it.

Digitized by Google



Strong, Tough Stock —the Eyelets Hold

Catalogs, Price Lists, Salesmen's Books, for which inserts are sent out need to be printed on a strong, tough stock.

Then eyelets won't tear out, pages won't crumple and crack from constant reference.

Hammermill Cover will give you the Quality you want—at a price that spells Economy. Ask your printer to show you samples, or write Hammermill Paper Co., Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

For Booklets, Folders, Broadsides, Catalogs, and all Direct-by-Mail Advertising

Digitized by Google

Jobbers Are Driving Manufacturers to Sell Retailers Direct

Wholesaler Foresees That Private Labels May Choke Jobbers to Death

By Harry E. Sloan

Secretary Missouri River Wholesale Grocers' Association

WITH reference to the new plan of the Procter & Gamble Co. to sell the retailer direct and cut the jobber out, jobbers, of whom I am one, may as well know and probably do know that back in the minds of practically all these manufacturers, no matter how loyal they may be to the jobber, there lurks the haunting thought that the jobber is not four-square with them. Manufacturers of nationally advertised goods claim that they have not alone discovered, produced and perfected the goods and kept them up to standard, but by their aggressive advertising and through the work of specialty men, and house-to-house canvass they have educated the people to use their product and thus have provided many profitable items to the jobbers' stocks hitherto unknown.

The manufacturers claim they have made something only to find it counterfeited. They produce and popularize corn flakes, for instance, only to have the jobber put in his private label. They perfect a flavored mixture, establish a trade-mark and educate the people to buy syrups in tins, and the jobber fights them with a private brand. They make a market for their special package of rolled oats, and the jobber bends his energies to fill the demand thus created with "Jones' Pride."

To combat these private brands it costs the manufacturer heavily. Knowing that none of his goods is going out when a private brand can be sold he is driven to close covering of territory with specialty men and more intensive advertising in order to get an even break. He is asked to cooperate with the jobber, to use the jobber as an exclusive distributing medium and pay him an increased margin of profit to meet the higher cost of doing business, only to find this same jobber "taking orders" for factory lines while his salesmen are instructed to push the sale of his own label.

And thereupon, in the minds of the manufacturer, pops the question, "Is it fair?" And in view of the fact that the elimination of the jobber is brought to test they hesitate no longer to ask the question openly, and it requires an answer. It prompts discussion of private labels, and it is conceded that private labels, judiciously used, have been the salvation of many wholesale grocers. There is no tenable argument against private labels as such. They are here to stay.

But when they touch the advertised cereals, or soaps, or syrups, for instance, and all those items of which the jobbers are mere distributors, they are placed in the paradoxical position of seeking the loyal support from the originators on the one hand and putting their private label in direct competition on the other. With the jobber's private label he seeks to tear down and replace the very goods which he is asking the manufacturer to market through his hands. Though his intention may not be such, that at least is the net result.

And therein lies a danger which is now forced upon the jobber for serious consideration. Can he overdo the private label to his own disadvantage and can he expect permanent and close co-operation on the part of the producer when he grants him scant or half-way or half-hearted assistance on his part?

Reprinted from the *Modern Merchant and Grocery World.*

Digitized by Google

I know how important private labels are. I know their value and their worth to the wholesale grocer. I have always been strong for them, but the question is, is there not a field in which private labels on certain articles do more harm than good and that by invading such field with a purely local and individual brand are the jobbers not merely pandering to pride and saving at the spigot only to lose eventually at the bunghole?

It is more than probable that with the elimination of private labels on certain lines profits on such commodities would be better and there would be no question now or in the future of going direct to the retail trade, while, on the other hand, if manufacturers would continually find that those upon whom they depend for distribution are more or less surreptiously carrying a "side line" under his own brands and fighting for it, they not only face a fight with the manufacturer who goes direct to the retail trade, but they are forced to prosecute the war with a disorganized and disloyal contingent which weakens naturally the morale of their entire forces.

Trade-Mark Tangles

THE futility of sampling as a means of establishing a trade-mark right was demonstrated in the course of a decision recently won by Richard Hudnut, the well-known manufacturer of perfumes, in the Court of Appeals at Washington.

A three-cornered adventure in the marking of talcum, sachet and face powder was involved in this incident. Hudnut sought to register the word "Nara" for this class of goods. The chief contender had adopted "Nyra" and a third party completed the triangle with "Myra."

In the final show-down the contest hinged on the question of which interest had been the first to use the coveted mark in interstate commerce. It was clearly established that Hudnut had adopted the mark in September, 1914, and had used it thereafter continuously. His principal opponent contended that he had first used the mark in May, 1914, but was unable to demonstrate a general or extensive use from that date and so he undertook to make good his claim by the justification of sampling.

He had placed the trade name "Nyra" upon some sample boxes of toilet powder and had sent them to three dealers with whom he had been doing considerable business in the spring of 1914. The Patent Office tribunals and the Court of Appeals refused to be impressed, however, with this sampling enterprise as a means of staking a trade-mark claim.

For one thing, they claimed, it did not prove a bona-fide intent to inaugurate a trade-mark. They held further that the sample boxes were sent without previous request by the consignees and that the price paid for each was five cents, whereas the usual price for such an article was fifty cents.

The Assistant Commissioner of Patents claimed that sampling was not, in fact, "doing business." And the Court of Appeals called attention to the fact that the trade-mark recognized by the common law is generally the outgrowth of a considerable period of use rather than a sudden invention. It must be a mark applied to a vendable commodity which is actually put on the market.—"Bottles."

Battery Advertising in the Newspapers

The McCutcheon Gerson Publicity Service of Chicago is placing a newspaper advertising campaign in Indiana in behalf of the O. K. Giant Battery Corporation of Gary. The next copy will be placed in Pennsylvania and New York State newspapers. This account is one of the new ones recently obtained by McCutcheon Gerson.

W. O. Bernhardt With A. J. Deer Company

W. O. Bernhardt, who has been with *La Hacienda*, Buffalo, N. Y., for fifteen years, has become advertising manager of The A. J. Deer Co., Inc., Hornell, N. Y., manufacturer of "Royal" coffee mills, meat choppers, etc. A campaign is starting in national mediums.

Digitized by Google

Looking forward to continued good business and advertising conditions, I am pleased to announce the following additions to our organization:

In the New York Office

RAY C. SMITH
Formerly with Good Housekeeping and Fashion Art

JOSEPH DUNN
Formerly with New York Journal and Evening Mail

In the Chicago Office

C. J. TODD, Jr.
Formerly with B. F. Goodrich Rubber Company

H. J. STEPHENS, Jr.
Formerly with Chicago Tribune and Chicago News

Paul Block

New York Chicago Boston Detroit

Digitized by Google

The Right Angle in Advertising

TO study the intricate details of an advertising and merchandising problem from our RIGHT ANGLE viewpoint

—and then to evolve the plan of campaign that will insure a great sales success

—is the sort of accomplishment we believe worthy to rank with the things really worth while.

Collin Armstrong, Inc.
1463 BROADWAY at 42nd STREET,
New York City
London · Paris · Toronto · Montreal

The RIGHT ANGLE is issued at frequent intervals and it will be a pleasure to send it to you regularly upon request.

The Right Angle

Digitized by Google

That Added Ten Per Cent of Cleverness in Copy

It Is a Mistake to Assume That the Public Is Not Quick to Recognize Little Added Features in an Advertising Illustration

By W. Livingston Larned

IS it possible that advertisers underestimate the quick-wittedness of the average reader?

It was in Kyte's general store, at Milford, Pa., and the incident, be it stated, actually happened: I happened to be witness to it. Several farmers were standing at the counter, and one of them had opened up his copy of a farm paper, just arrived.

He called the attention of his companions to an advertisement in it.

"The fellow who drew that picture knew what he was doing," was the enthusiastic observation, "It's telling about steel posts for fencing and he's gone and put a big woodpecker, hammering away at a tree, right up front. Those birds sure can drill a post full of holes, but I'd like to watch one try it on a steel post."

And the others laughed.

The advertisement was in behalf of Red Top steel fence posts. In liberal space, the illustration gave a view of the steel posts and a gnarled tree that ran up one entire side of the display. On the trunk of this tree, a red-headed woodpecker was industriously drilling.

The text made no reference at all to the bird. As the page was in two colors, red and black, it is probable that the artist wished to bear down hard on the red top thought, by showing the red-topped woodpecker.

These farmers, however, had read another message. As they analyzed it, steel is more lasting than wood, for fence posts. Worms can't get in steel. They do not decay. Mr. Woodpecker would never go foraging for his dinner in a steel post.

Do advertising illustrations pay enough attention to little, clever subtleties—the added ten per cent of ingenuity?

Some there are, that do.

The California Fruit Growers Exchange, in an advertisement for lemons, used an illustration, in natural colors, of a plate of prime lemons, standing on a soda fountain counter, a glass of lemonade, and other fixtures.

But a hand-printed card, which was a part of the design, was what really put it over in the unexpected way.

This card read:

"We make real lemonade with fresh California Lemons."

What happened, do you suppose?

A fair proportion of the dispensers of soda who saw that advertisement, cut it out carefully and pasted it up, or mounted it on cardboard, as a personal announcement. The drawing was beautifully executed and, being colored, made a fine window and counter display. Thus, a little extra idea in a fine advertising design, gave it added prestige and power.

The idea back of an illustration may be perfectly well ordered, true to life, natural, and still not measure up to the high mark of the display that forces people to comment upon it, draw it to the attention of others, and recognize its cleverness. And cleverness of the sensible variety is by no means to be despised.

OTHERS DRAW ON CLEVERNESS

Some examples of the extra added touch:

A Hartmann Trunk picture. The new trunk stands in the hallway, ready to go on a journey. The butler is near, holding one hand over his mouth, to hide the smile. The maid looks on from

Digitized by Google

the stairway. And around the trunk a great ribbon of white satin and a pair of slippers attached. There has been a wedding. Life's journey starting right. Humor and a subtle story introduced. It was that sash of silk that turned the trick.

Next is a Wool Soap double spread, with children's play blocks, arranged neatly in the picture from one side to the other, displaying the name of the soap. The play blocks, arranged as they were, made you remark, spontaneously, "That's a good idea."

A tailoring expedient of the Kahn Tailoring Company enlists the customary well drawn style figure, in large size, wash drawing, half tone reproduction. But in one corner there is a small line drawing, with no detail, which is an exact copy of the larger picture. This is for fashion lines, general appearance, hang, fit, detail. The main illustration is artistic, filled with lights and shadows. The pen and ink visualizes the elements that do not appear above.

A double illustration for Tarvia, a product of The Barrett Company, comes next. One shows a dilapidated farm house and barn and outbuildings. The road, too, is in very bad shape. Desolation is in evidence. Things look bleak, abandoned. And then the artist reconstructs exactly this same composition. But the house is new and the barn put in shape and the wind-mill turning, and the lawn well cared for, and the trees healthy and the road nicely paved.

A moral is pointed. Prosperity follows the good roads. It is a sermon in a picture.

An advertiser takes a page to talk about a most commonplace and uninteresting subject: valves for steam radiators. Yet it is necessary that people know of such things. Otherwise, how shall there be progress? But to make them stop, look and listen is the problem.

A room scene and a radiator. Then a long row of Hoffman valves, running from natural size, in the foreground, to very tiny ones at the far extremity. And they terminate at the place where the valves are attached to the radiator. This compels attention.

Yes, it is the little extras, the bits of pictorial and copy cleverness that make advertising register that greater success we all seek to achieve.

Sewell Wheel Sales Reach New Levels

Sales of the Sewell Cushion Wheel Co., Detroit, according to H. B. Sweeney, advertising manager, for the first six months of 1920 showed an increase of 136 per cent over the corresponding period in 1919.

Milling Company Advertises in Middle West

Newspapers of Illinois, Indiana and Ohio are to be used in a campaign in behalf of the Little Crow Milling Company, Warsaw, Ind. The advertising is to be placed through the John L. Clough Advertising Agency, Inc., Indianapolis.

Auto Firm Washes Rags

The Willys-Overland Company, Toledo, Ohio, has installed a laundry plant to reclaim rags used in wiping oil and greese in manufacturing operations. The high cost and scarcity of rags suggested the idea and it is estimated it will save the company $150,000 annually.

Franklin's Big Six Months

Net sales of the H. H. Franklin Manufacturing Company, Syracuse, N. Y., for the first six months of the current year were $17,238,936.21—a gain of 92 per cent over the corresponding period of 1919. Net profits after taxes were $1,849,203.25.

Walter A. Gause in New Position

Walter A. Gause, formerly with Poole Bros., Chicago printers, has joined the staff of The R. G. B. F. Co., of Cleveland, as sales and advertising counsel and will conduct the company's Chicago office.

H. P. Joslyn Joins Kling Agency

H. P. Joslyn, formerly on the copy staff of Critchfield & Company, Chicago, is now a copy writer with the Leroy A. Kling Advertising Company, of that city.

Digitized by Google

Announcing

CLARENCE COLE

Mr. Cole's knowledge and practical application of ornament, color and design, produce in his advertising subjects a rare physical appearance.

CHARLES DANIEL FREY COMPANY

Advertising Illustrations

Flatiron Building NEW YORK

Monroe Building CHICAGO

Digitized by Google

This year Palm Beach street car advertising
states. Next year it will be in the street ca
Every Palm Beach card will instantly flash
or text or both. The color facilities of the ca
duce exactly the striking variety of light and
made. It will be interesting to watch the P
reproduced here were prepared by the Stree

Digitized by Google

appeared in the cities and towns of several
s of the United States from coast to coast.
he Palm Beach message "COOL!" in picture
r card provide a natural opportunity to repro-
dark shades in which Palm Beach cloth is now
alm Beach campaign next year. The cards
Railways Advertising Company.

Digitized by Google

Big Men and MoToR

PACKARD MOTOR CAR CO.
DETROIT, MICHIGAN

OFFICE OF THE PRESIDENT
AND GENERAL MANAGER
AF-L

MoToR
119 West 40th Street
New York City, N.Y.

Gentlemen:

Let me compliment you upon the steady improvement shown in MoToR

An editorial policy as constructive as yours will place you and keep you in an enviable position in the automotive industry

Your excellent publication may be considered one of the fundamentally helpful influences in the automotive world

Yours very truly,

PACKARD MOTOR CAR COMPANY

Alvan Macauley

President and General Manager

Digitized by Google

Mail Handling Methods Due for an Overhauling

At Least Congress Sees Fit to Make Its Own Investigation of the Reason for a Number of Things

Special Washington Correspondence

"ANOTHER one of those perennial investigations of the second-class mail, I suppose," was the comment of many a national advertiser when he learned that Congress in the closing days of its recent session created a new postal commission. This was a "joint commission" of the Senate and House of Representatives to probe the postal service. For once, however, the popular guess has been wrong. The new body will not concern itself with second-class mail rates, save, perhaps, in the most incidental way. It is to grapple with postal problems that have significance for all advertisers who transact business by mail, or employ direct-mail advertising.

The handling and the transportation of mail is the problem that has been assigned to the new commission for study with a view to the submission to Congress, not later than March 1, 1921, of recommendations for whatever new legislation may be deemed necessary for efficient service. Broadly interpreted, the assigned responsibility would take in pretty nearly everything in the domestic mail service, since there is scarcely an aspect of postal administration that does not have to do with the movement and delivery of the mails. However, the understanding in postal circles is that the commission will not exercise its authority to the limit. For example, such activities as rural delivery and city carrier service, though clearly part of the transportation programme, will be subordinated in this survey.

Mail handling and mail transfer in the large cities is the paramount objective of the present undertaking. As most PRINTERS' INK readers realize only too well, the handling of the mails in the larger cities of the country has presented for some time past, the weakest spot in the entire postal fabric. To analyze these defects and prescribe remedies is therefore the prime consideration in this current project. The steadily increasing complications of mail handling at the big postal terminals, the need for tunnels and pneumatic tube systems in the largest cities, the extent to which there should be recourse to the use of motor trucks—these are details that cry for improvement.

PARCEL POST THE STAR PERFORMER

From informants within the Commission comes the intimation that the one supreme problem is the handling and transportation of the parcel post. It is declared that the volume of package mail has grown to such proportions that it not only overshadows all other classes but an accumulation of it will operate to clog all postal channels, thus working an injustice to the other classes of mail, not excepting first-class. In almost all cities where are located catalogue houses and other concerns doing a considerable business by parcel post, the swollen volume of this class of mail is declared to be presenting quite as much of a problem in the dispatch of mail as in its receipt and delivery.

The new commission faces its formidable task with a half-formulated suspicion on the part of some of the members that the situation which has made necessary its appointment is due, in considerable degree, to the according of exceptional facilities for the acceleration of parcel post mail. It is no secret that the parcel post has constituted the pet hobby of the present postal administration. This being the case, it would be no more than natural that everything possible

Digitized by Google

should be done to speed up package transit.

Some of the members of the commission have heard, individually, however, reports that this solicitude for parcel mail has been carried to undue lengths. Statements have been made by persons qualified to speak on the subject to the effect that parcel mail has in many instances been accorded a treatment to all intents and purposes on a par with first-class mail. By the critics of the system it is represented that this has worked injustice to postal patrons who have paid first-class rates and, worse yet, has resulted in downright discrimination in many instances against second and third-class mail. One outcome, therefore, of the Commission's activities may be an ambition to see to it that parcel mail or fourth-class mail is "put in its place."

A feature of the present investigation that is, perhaps, calculated to inspire confidence is the co-operation of a group of leading business men that bears the relation of an advisory body to the postal commission. It is not contemplated at this writing that this advisory board will sit with the commission at many of its sessions, if at any. Rather is it the thought that the advisory commission named by the President will make its own investigation in its own way of the problems that are pressing and will then submit recommendations to the joint Congressional body. The practical experience of the advisors who are supposed to have been selected as large mail users is counted upon to inject an element that law makers could not supply.

The chairmanship of the newly created Joint Commission on Postal Service has gone, very logically, to Senator Charles E. Townsend of Michigan, who is chairman of the U. S. Senate Committee on Post Offices and Post Roads, while the vice-chairmanship is held by Congressman Halvor Steenerson, who heads the regular Post Office Committee of the U. S. House of Representatives. Delegated to represent the upper house of Congress on the Commission with Chairman Townsend are Senators Thomas Sterling of South Dakota, George H. Moses of New Hampshire, Charles B. Henderson of Nevada and David I. Walsh of Massachusetts. From the lower house there have been assigned, in addition to the vice-chairman, Representatives Martin B. Madden of Illinois, W. W. Griest of Pennsylvania, John A. Moon of Tennessee and Thomas M. Bell of Georgia.

Business men who, as members of the Advisory Council, will be called upon to voice the sentiment of the great body of mail users, comprise W. T. Smith, San Francisco; Col. I. C. Wade, Cornelia, Ga.; Chas. G. Bancroft, International Trust Company, Boston; John Gribbel, Philadelphia; T. W. Dwight, Sioux Falls, S. D.; Wallace D. Simmons, President, Simmons Hardware Company, St. Louis, Mo., and William C. Redfield, former secretary of the U. S. Department of Commerce.

Talbot Buys "Corn Belt Farmer"

Paul B. Talbot, advertising manager of *The Corn Belt Farmer*, Des Moines, Iowa, has acquired the ownership of that paper and will henceforth be its publisher. Mr. Talbot has managed *The Corn Belt Farmer* ever since Major Harry B. Clark, from whom he has now bought a controlling interest, left for military service in May, 1917.

To Represent "Arts & Decoration" in West

John M. Sweeney, Jr., formerly in the newspaper business in New England and more recently with the Manternach Company, Hartford, Conn., has become western advertising representative of *Arts & Decoration*, with headquarters at Chicago.

Annable to Join Ide

O. S. Annable will become associated with the advertising department of George P. Ide & Co., Troy, N. Y., on August 15. He has been with the American Ever Ready Works, Long Island City, and was previously with the New York advertising agency of Murray Howe & Co., Inc.

Digitized by Google

Second Largest Daily Morning Circulation in Ohio

Columbus, Ohio
237,031

According to the official figures of the Census Bureau at Washington, the present population of Columbus is 237,031.

This is a gain of 55,520 since the 1910 census—or an increase of 30.6%. There are very few leading American cities that have attained a population gain of 30.6% for the past decade.

Write for information concerning Ninth Annual Ohio State Journal Food Show, Nov. 1st to 7th.

The Ohio State Journal.
Established 1811

STORY, BROOKS & FINLEY, Foreign Rep.
NEW YORK PHILADELPHIA CHICAGO

Read by the Buying Power for 109 Years

Digitized by Google

Member A. B. C.
Member Associated Business Papers

Merchandise

The retailer in furniture and furnishings is quick to see the value of modern merchandising methods and quick to co-operate.

Your national advertising and activity program will gain his hearty support, for, like you, he is working for volume.

In his local field the furniture retailer and home furnisher will give you the support so necessary to "put the thing over."

Keep them in touch with your plans thru their business paper, THE FURNITURE RECORD. Put your proposition before them.

Let Us Furnish the Facts

PERIODICAL PUBLISHING CO.
Grand Rapids Michigan

VICTOR B. BAER COMPANY,
47 West 42nd St., Room 527,
New York City.

EDWARD R. FORD,
53 W. Jackson Blvd.,
Chicago, Ill.

SAM LEAVICK,
510 Union Trust Bldg.,
Cincinnati, Ohio.

The Grand Rapids Furniture Record

A paper with true dealer influence

Digitized by Google

and Men

The woodworking industry is a great employer of men.

A tremendous market here for the many products that go to make work more pleasant and working conditions safer.

The industry is noted for its light, clean plants; for recognizing the necessity of protection and safety for the workers.

The furniture manufacturer considers this a part of good business. It is evident, therefore, that anything for increased efficiency in this line, as it regards the men in the plant, will be readily adopted and installed by him.

Reach him thru his business paper, THE FURNITURE MANUFACTURER and ARTISAN.

Business Papers
Member A. B. C.
Member Associated

Let Us Furnish the Facts

PERIODICAL PUBLISHING CO.
Grand Rapids Michigan

The FURNITURE MANUFACTURER and ARTISAN

Digitized by Google

HIT THE TELEPHONE TRAIL

Millions of people hit the telephone trail daily for business and pleasure needs. These people consult the telephone guide book—our telephone directories—for information to guide them to their desired destinations.

These directories are placed within easy reach at the beginning of all telephone trails in New York State and Northern New Jersey and are consulted by pleasure and business seeking people 7,360,000 times daily.

Is your selling message displayed in these guide books?

Rates are low

NEW YORK TELEPHONE COMPANY

P. W. ELDRIDGE, Jr., *Sales Mgr. Dir. Advtg.*

1261 Broadway at 31st Street, New York

Telephone Vanderbilt Official 130

Digitized by Google

Making the Telephone User Forswear Profanity

Advertising Did It, Backed Up by Demonstration

IF it had not been for advertising, the business men in the steel mill district of Chicago would perhaps yet be doing altogether too much swearing over the telephone. That their swearing has been reduced to a minimum is only another illustration of the fact that properly directed well-executed advertising can sell almost anything.

The telephone company officials have what is supposed to be an ironclad rule against the use of profanity over the wire. If one gets the wrong number four or five times in succession or has to wait an interminably long time for the operator to answer his signal he is not supposed to use swear words in giving vent to his natural annoyance. No matter how sincerely he might wish to consign the telephone company to a certain much-spoken-of place, he must not be too eloquent in expressing his thoughts and wishes to the operator. If the operator complains, then the gentleman may be deprived of his telehone service.

"There is of course more or less swearing over the wire," said a telephone official to PRINTERS' INK, "and I suppose there always will be as long as men remain as they are. It is queer how men are psychologically constituted in this respect. Most business men are gentlemanly enough in their relations to women. The average man would not even dream of swearing at his stenographer because she made a mistake, because she misunderstood or was slow. I heard of one executive who threw a telephone book at a stenographer because she couldn't understand something he was trying to dictate. But when you see one instance of this kind you see a thousand of the other.

"We took this into consideration in dealing with the problem arising in South Chicago. For some peculiar and mysterious reason which I cannot yet even understand, the operators in that section of the city made more complaints about swearing than those in any other. We concluded that a man swearing into the telephone did so not with any personal feeling against the operator. It was our idea that he swore more with the idea of thinking the telephone was a machine without a sensitive human being at the other end of it. Apparently he swore at the telephone a great deal as he would at an automobile. And if there ever was an automobile that was not sworn at I would like to see it.

"We decided that if we could make the business man apply to the telephone operator the same forbearing courtesy that he would use with his own employees then there would be a lessening of this evil. Telephone girls are made pretty much of the same quality of human clay as is the stenographer and the clerk. Therefore it seemed to us that their mistakes shoud receive the same consideration as those made by others.

MEN MADE TO REMEMBER THEY WERE GENTLEMEN

"Advertising was the obvious remedy. We ran copy in the local newspapers and on the car cards asking that business men have patience with our operators. We explained that the girls were of a high type, that they did the very best they could and that kindness would get much better results than roughness."

The advertising campaign spoken of by the official followed conventional industrial lines. Probably every telephone user who read it recognized its justice and made a mental resolution then and there to quit swearing over

Digitized by Google

the telephone. And then next day he would go right on swearing.

It was apparent that the advertising needed something definite and concrete which could administer the final pushover. It needed to be followed up. So District Superintendent Bicknell of the telephone company decided to have a dinner party at the new South Chicago Exchange, the guests being the South Chicago Business Men's Association members.

Before the dinner was served the business men were shown through the exchange, the idea being that if they could see a telephone switchboard in actual operation they would be more patient.

Then came the dinner, which was served by the operators. Speeches were made in which the case of the telephone operators was again stated. Then P. H. Monyhan, president of the Business Men's Association, in responding to a toast, said:

"I can promise you one thing. Hereafter there will be no more swearing over the telephone by members of this association."

Now the Business Men's Association has definitely lined up with the telephone company to end swearing over the wire.

This little drama of real life shows not only the benefits of advertising, but the necessity of making the advertising appeal complete if the desired results are going to be gained. Many a promising advertising effort has stopped just short of complete success because it contented itself merely with the laying of foundations.

Company Takes Name of Its Advertised Leader

The Buffalo Sled Co., Buffalo, N. Y., has changed its corporate name to Auto-Wheel Coaster Co., Inc. The chief product of the company is a children's wagon, advertised as the Auto-Wheel Coaster.

More Additions to Frey Staff

Frank Godwin and N. C. Wyeth, the mural painter, are late additions to the art staff of the Charles Daniel Frey Company, Chicago and New York.

Colver Tells What National Trade-Mark Should Be

Addressing the summer school for Pan-American and foreign commerce in Washington last week, William B. Colver, of the Federal Trade Commission, told why he is opposed to a national trade-mark for all American export goods.

Two objections were cited by Commissioner Colver: First, that such a mark would seem to put the stamp of equality on inferior goods, and second, that the value of private trade-marks would be lessened.

"If these objections can be met," he added, "a national trade-mark may be made of the greatest aid and value to American business. If the national trade-mark shall not be the substance but the symbol, and if the substance behind the symbol shall be the pledge of the nation, then that trade-mark will be raised to the dignity of being the seal of national honor and will command respect—which means good will—in the uttermost markets of the world."

Old German Liner to Sell American Goods

The *Von Steuben*, formerly the *Kronprinz Wilhelm*, has been purchased of the United States Shipping Board for the purpose of sending it around the world in the interests of American exporters. The purchaser is announced to be Eggena Ford, who has purchased the vessel on behalf of the Foreign Trade Development Cruise, which has headquarters in New York.

It is intended to arrange and equip the *Von Steuben* so that a large number of manufacturers, exporters and importers interested in foreign trade may send one or more of their personal representatives with samples, exhibits and some goods for immediate delivery to about forty countries of the world for the purpose of solidifying old and making new sales connections, selling and buying, establishing agencies, investigating markets and conditions, etc. The members of the cruise must be all Americans and represent American firms only.

"Washington Times" Goes to Three Cents

The price of the Washington, D. C., *Times* has been increased from two cents to three cents daily and from three to five cents Sunday.

The home delivered circulation remains on the basis of sixty cents a month, daily and Sunday.

Consolidation in Los Angeles

The Culver-Hammel Corporation and The MacDonald Company, advertising organizations of Los Angeles, have consolidated under the name of The Culver-Hammel Corporation.

Digitized by Google

Bundscho is glad to see so many taking typography so seriously. Not merely because it is flattering to him; but because every man that gets "beauty with a wallop" into his advertising stirs other men to take the step, and that means bigger opportunities right along for those who know how.

TYPOGRAPHER

J. M. BUNDSCHO, *Advertising Typographer*
Fifty-eight East Washington Street
CHICAGO

Digitized by Google

Profit Sharing Results

Some Plans Failed While Others Succeeded—Real Tests Not Yet Encountered

"PRACTICAL Experience with Profit Sharing in Industrial Establishments" is the subject of a report just issued by M. W. Alexander from the office of the National Industrial Conference Board at Boston. The report is the result of a nationwide inquiry, including considerable field work, and aims to determine as far as practicable from actual experience the causes and conditions which make some profit-sharing plans fail and those which make others succeed.

Since the field of profit sharing has generally been very loosely defined, the report carefully distinguished a true type from allied forms, such as wage bonuses, savings sharings, and stock subscription plans. It likewise differentiates between the limited type of profit sharing which applies only to managerial and executive employees and those plans that include the rank and file of workers.

The distinguishing feature of true profit sharing, it is pointed out, is that the amount of profits to be allocated to workers rises or falls proportionately with an increase or decrease in the profits realized. Its outstanding characteristics are: First, that the employer engages to distribute to his workers a share of net profits; and second, that the actual percentage of this participation is fixed in advance.

The development of profit sharing in France, England and the United States is briefly reviewed, and a large number of abandoned plans are discussed and the causes of their failure are listed. Plans now in existence in American industry are analyzed to ascertain methods employed to determine the percentage of net profits distributed; the eligibility requirements and the relative number of workers that participate under the plans; the frequency with which distributions are made and the form they take, whether stock, cash, or other; and what proportion of annual wages the allocated profit share represents.

The report furnishes a means by which the American manufacturer operating a profit-sharing plan can measure the accomplishments of his particular plan over against the accomplishments of many others. It likewise provides a basis upon which a manufacturer contemplating the introduction of a profit-sharing plan can determine, through an examination of American experience both past and present, whether to introduce profit sharing and how to proceed.

Experience with true profit-sharing plans, as outlined in the report, points toward two main conclusions: (1) Judged purely on the basis of their longevity, profit-sharing plans are a doubtful expedient, since but few of the many plans put in operation have survived a long period of trial; (2) a critical examination of individual experiences, however, indicates an encouraging degree of temporary success. The reasons for abandonment of true profit-sharing plans is found both in circumstances having nothing to do with profit sharing, such as a change in management or ownership, and in those connected with an unsatisfactory working of the plans themselves. Of the latter, apathy, dissatisfaction, and open hostility on the part of the workers loom large and were found in 50 per cent of the cases noted. Labor unions seem to be uniformly opposed to profit sharing, and difficulties are encountered particularly with unskilled and unintelligent workers. This experience would indicate that efforts at establishing permanently satisfactory relations between worker and employer might better be turned in other directions than that of profit sharing.

A study of the history of aban-

Digitized by Google

The Chicago Herald and Examiner

Has the Largest Three Cent Morning Circulation in the United States

Only one other Chicago newspaper (an afternoon paper) sells at three cents. All others are two cents.

Consistent circulation gains show that Herald and Examiner readers will not buy other newspapers even at a lower price!

You can't beat that for reader influence.

It proves indisputably that you cannot reach Herald and Examiner families except through the columns of the Herald and Examiner.

John A. Dickson
General Manager

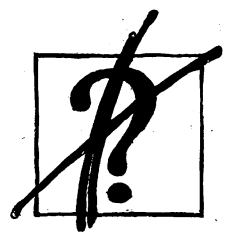
CHICAGO HERALD AND EXAMINER

Largest 3c Morning Circulation in America

Digitized by Google

Street &

Take the *Guess* out



Street & Finney, *Inc.* (Est. 1902) Advertising Agents

Digitized by Google

Finney
of *Advertising*

News:

Our installation of an improved system for the scheduling and routing of mechanical production has just been completed. Agency men interested in this phase of advertising service are cordially invited to inspect it.

171 Madison Avenue, New York

Digitized by Google

Johnston Overseas Service

Exclusively Foreign Advertising
277 Broadway, New York, U.S.A.

Speaking of

Palm Beach
REG. U.S. PAT. OFF.
THE GENUINE CLOTH
MFD. ONLY BY GOODALL WORSTED CO.

National campaigns in twenty-two different countries are included in this year's campaign of the Palm Beach Mills.

This makes the fourth consecutive year that the Johnston Overseas Service has spread abroad the name of "Palm Beach" in co-operation with the L. S. Goldsmith Advertising Agency.

Digitized by Google

doned plans, moreover, strongly suggests the thought that plans now in operation, which have inspired enthusiastic testimonials of success, are only at one of the stages of the usual course of a profit-sharing plan, that their real test has not come, and that eventually they may fall into disuse.

Each plan of supplemental wage payment is shown in the report to have disadvantages as well as advantages. As regards true profit sharing in particular, there is much adverse experience to set against many successful attempts. Whether one form will serve better than another to secure the cooperation and interest aimed at, depends very largely upon such factors as the stability and profitableness of the enterprise, the intelligence and types of workers dealt with, whether or not they are unionized, and the nature of the product manufactured.

The two chief obstacles to a clear understanding and a full appreciation of profit sharing and its allied forms by the rank and file of workers are shown in the report to be the difficulty which the worker has in seeing the tenuous relationship between the efforts of individual workmen and the profits that accrue at the end of the fiscal period, and a confusion in the minds of the workers of the share of profits received with the wages paid. Those forms of supplemental wage payment which most clearly distinguish profits from wages are therefore most likely to avoid these difficulties.

Much valuable information is brought together to indicate to the American manufacturer what results may be expected and what should not be expected from true profit sharing plans. A number of interesting questions such as loss sharing, the promotion of thrift, trade union opposition, the relation of profit sharing to the prevailing wage rate, and why the worker's share in profits is so often confused with wages, are likewise discussed. — *The Iron Age.*

Indiana's Blue Sky Law

The State of Indiana has a Blue Sky law, which will go into effect upon the publication of the Acts of the recent special session of the Legislature.

In the opinion of G. F. Alwin, manager of the Indianapolis Better Business Bureau, "this is not such a Blue Sky law as the people of the State of Indiana have been demanding nor such a law as they had a right to expect their representatives in the Senate and House to give them.

"To our mind it is an ideal stock salesmen's Blue Sky law.

"The bill as it passed the 1919 Legislature and first passed the House at this special session was a very good bill and designed to protect the public. However, the amendments made in the Senate and accepted by the House transforms it into a monstrosity so far as a really effective law is concerned.

"As the law stands it still has some good features if they can be enforced against the 'issuer.' We are hoping that the working of this law may be better than it now looks to us and that at the next regular session of the Legislature the law may be amended so as to restore the provisions striken out by the Senate."

Hoyt's Service Trains College Graduates

Hoyt's Service, Inc., New York, has enlarged the plans for the yearly school which it began last summer, for the training of young college men in advertising. After intensive inside work, the men this year have been sent out on the road selling merchandise as part of their experience.

The following have been added to the staff of Hoyt's Service since June 1: W. K. Dingledine, R. F. Sheddon, S. R. M. Hoye, R. H. Liefeld, Henry Wanger, L. C. Higgins, J. W Welch, E H. Bean, W. G. Pollock, W. H. Ensign, A. L. Brayden. These men are graduates of large universities in the East.

Square Donut Company Expands

The Square Donut Company of America, Washington, D. C., inventor of Dono, the square doughtnut, is seeking national distribution by leasing rights of manufacture to bakers throughout the country. A national advertising campaign is planned to popularize the product.

Goes With Worcester "Telegram"

B. L. Woodbury, local advertising manager of the Manchester, N. H. *Union-Leader,* will assume similar duties with the Worcester, Mass. *Telegram* on August 16.

Digitized by Google

Old Memories Revived in Beverage Copy

A Campaign That Almost, but Not Quite, Says "Beer"

WHEN the news was flashed forth that beer, in common with its stronger brother, was "persona non grata," an avalanche of near-beers flooded the market. Some of the "nears" were surprisingly like the real thing—but the advertising—what a difference!

The copy was charmingly ladylike; the drink itself was called a beverage; such phrases as "made for the best family trade" and "A pleasing non-alcoholic drink" made poor substitutes for the familiar beer signs of pre-Prohibition days.

The Bis-Mac Company is now running a campaign in the Baltimore and Washington papers that doesn't do any pussyfooting at all. It is after the old beer market—and says so openly and all according to law.

Its appeal is directly to the chap who misses the brass rail; it plainly says that Bis-Mac isn't beer—but it's the closest thing to beer the law allows. It makes the reader think beer, it conjures up old memories; its very illustrations include pictures of saloon bars, winking men, and the dry Sahara.

The law doesn't allow the word beer to appear in the copy. But that wasn't any insurmountable obstacle to Bis-Mac.

The campaign began with a teaser:

"I'LL SAY IT IS."

It was followed by another:

"IF IT ISN'T IT CERTAINLY TASTES LIKE IT."

Then followed two ads with similar headings to connect with the teasers.

One of the advertisements with real "he" copy went this way:

NO FOOLING ANYBODY BY THIS COPY

Digitized by Google

7½% don't like Drug Topics

The Blumauer-Frank Drug Company, probably the greatest wholesale druggists in the Pacific Northwest, are one of the members of the Drug Topics subscription syndicate. These wholesalers have paid for the subscriptions of *all* the druggists in their territories.

The Blumauer-Frank Drug Company wanted to find out how the druggists liked Drug Topics, so they sent a questionnaire and got 287 replies.

	Yes	*No*	*Perhaps*
Do you like Drug Topics?	185	15	
Do you read it each month?	165	4	
Does it help you in your business?	216	10	17

Drug Topics has three times the circulation, half the rate per thousand and greater reader interest than any other drug trade publication.

Send for rate card and further information.

Drug Topics

The National Magazine of the Drug Trade

25 City Hall Place, New York

Jerry McAnade, *Editor*

VERNEUR E. PRATT, *Publisher* — MARVIN S. SMALL, *Business Manager*

FRANK C. THOMAS, Eastern Adv. Mgr., 116 W. 39th St., New York
W. B. CONANT, Western Adv. Mgr., State-Lake Bldg., Chicago
GEORGE M. KOHN, Southern Adv. Mgr., Candler Bldg., Atlanta
ROY M. EDMONDS, Southwestern Adv. Mgr. Arcade Bldg., St. Louis
BERT BUTTERWORTH, Pacific Coast Adv. Mgr.
Citizen's Bank Bldg., Los Angeles

Digitized by Google

"I'LL SAY IT IS"

But it isn't!

It looks just like it, tastes just like it, foams and sparkles just like it—but it isn't. It's Bis-Mac.

So reminiscent of old-time days that we even fooled an expert brewer. So much like it that many a man can hardly believe that it's the year 1920. Find out for yourself. Ask for

BIS-MAC
Special
Extra Dark

Eight years of painstaking work—that's how long it took to make Bis-Mac taste the way it does. Selected malt and hops—a secret process—Bis-Mac can't be imitated.

So when you're hot and thirsty or you want a real drink with your food, try Bis-Mac.

Bis-Mac is served almost everywhere.

Order it by the case.
Phone Wolfe 1223.
THE BIS-MAC COMPANY,
Baltimore, Md.

Through all the copy the intent was to stir up old memories—to make the boys "feel bad"—but at once restore the old smile with the promise that things are not so bad after all—that Bis-Mac isn't what it looks like—but that the taste will put the "wink" in the eye.

The campaign proves that Prohibition might have prohibited beer—but not beer copy.

Britisher Tells of State Control and Advertising

TO the man who knows the import of advertising there are several glaring instances in contemporary events that demonstrate a lack of elementary business sense in the administration of the Government's policy of State control. One is in the telephones; another in the railways. All who are in any way conversant with American conditions are aware of the enormous growth of the telephone facilities in the U.S.A. The American Telephone & Telegraph Company, with its many subsidiary concerns, is a business enterprise, and its aim has been to popularize and cheapen telephone facilities the length and breadth of the continent. To-day the telephone in America is everybody's first aid. Compare this twelve million telephone service with our own State controlled department—the last word in business inefficiency, and whose idea of making profits is based on raising prices and lessening production instead of increasing production and lowering prices. The American Telephone Company advertises for the latter in every publication of any consequence. Our State control department does not.

Then take the movement to raise railway fares. As a preliminary the "grandiose" transport ministry arranges working schemes between our various railways, conserving railway stock, but stifling competition. Before the war, the railways gave cheap facilities and advertised them. Now, under State control, the various monopolies come to the same thing as the telephone department—no advertising, but lessened facilities and higher rates. Thus we are presented with the spectacle of empty trains and an irate public. A backward step.

In this latter case, however, there may come relief from road transport. This year has seen a new impetus to road usage in motor char-a-bancs and lorries—in many cases cheaper than the rail. As this develops—and advertising is already being used to help it—the railway control may find that pre-war methods of publicity-made traffic are the best after all. —*The Advertiser's Weekly* (London).

J. P. Dods in New Work

John P. Dods has resigned as vice-president and western manager of the Automobile Blue Book Publishing Company, Chicago. He is now located at the Chicago office of the Sun Company, Philadelphia, lubricating oils, being connected with the sales department.

S. B. Harrison with Silberstein Agency

Samuel B. Harrison, who has been with the L. S. Goldsmith Advertising Agency, New York, has joined the organization of Alfred J. Silberstein, also of New York.

Digitized by Google

DES MOINES FACTS

Population within city limits . . . 126,468
(46% increase in 10 years)

City Circulation Daily Register and Tribune 41,972
(30,010 Evening—11,962 Morning)

City Circulation Sunday Register 29,486

Population of Des Moines trading territory . . . . . over 1,000,000

Circulation Daily Register and Tribune 111,970
(50,948 Evening—61,022 Morning)

Sunday Register 82,251
(Circulation figures are paid averages for 6 months ending March 31, 1920. Member A. B. C.)

The Register and Tribune and The Sunday Register have the largest circulations in the Des Moines trade territory of any newspaper or other advertising medium.

REPRESENTATIVES

I. A. KLEIN
Metropolitan Tower
New York

JOHN GLASS
Peoples Gas Bldg.
Chicago

W. R. BARANGER CO.
San Francisco
Los Angeles
Seattle

Digitized by Google

To a Certain Advertising Man

You sit up there in your office giving wise counsel.

Under your direction there speed forth, up and down the land, those magic messages that make a million buy.

Because you are there, giving the best that is in you to that inexorable God that men call Service, out in Indiana a woman walks into a store and asks for a product that your words have burned into her buying consciousness. With a pencil and a yellow pad you start belts whirling and engines drumming in factories East and West: Because of you, men and women are rearing better Americans in better American homes. You are blazing the trails of civilization.

Because you are not bound by any chains of convention; because you are not afraid to come down from your office and walk among the crowds on the street; because anything that goes straight to the heart of America is of

Digitized by Google

the keenest interest to you; consider an advertising force that today demands the attention of the leaders of your profession.

This force is the vital attraction that the moving picture screen exercises over the best part of our people. Can you think off-hand of any national institution that rivals the moving picture as far as human interest is concerned?

Now you may put this force to work today to help spread the thoughtful message of your products. At your disposal is a magazine that gathers up in its pages this far-flung interest in all that has to do with the world of the screen.

It's name? Photoplay, the leading Moving Picture Magazine.

Let the name stick in your mind, it's imitated

PHOTOPLAY

The Magazine of the Fifth Estate

JAMES R. QUIRK, PUBLISHER

W. M. HART
ADVERTISING MANAGER
350 NORTH CLARK ST.
CHICAGO

NEW YORK OFFICE, 25 WEST 45TH ST.

Digitized by Google

A CERTAIN WAY OF IMPARTING AN ATMOSPHERE OF DISTINCTION TO THE CATALOG

WHEN an advertising manager or other user of printed publicity wishes to get something extraordinarily fine in the way of a catalog or booklet, the first choice is a leather cover. But leather covers are too expensive. Levant, the cover paper simulating leather, offers a compromise between the prohibitive cost of real leather and any ordinary cover stock. The colors are those naturally associated with leather—green, gray, blue, coffee, yellow, red and black.

Levant Cover Paper is made in a light and heavy weight —allowing for binding in pamphlet form, or over board covers. Box makers will find the lightweight Levant especially desirable for a wide range of products, such as jewelry, perfumery, and stationery boxes. Levant Cover Paper is so expressive of richness and quality that only the simplest of printing or embossing is needed to complete a beautiful and distinctive cover.

Send for a sample book of Levant Cover Paper made to fit in your letter file. Also ask for a copy of XTRA, the "different" house organ edited by "Marcus."

C. H. DEXTER & SONS

Incorporated

Windsor Locks - Connecticut

Digitized by Google

Compulsory Arbitration Aggravates Unrest

Public Sentiment and Existing Laws Sufficient

By Dorr E. Felt

President, Felt & Tarrant Manufacturing Company

WAGES and the price of goods have changed so rapidly and irregularly that to-day there does not seem to be an equilibrium as to cost of labor in different crafts, or commodities of different kinds. It will take some time to arrive at a stable condition of values. There will probably be as much irregularity when prices go down as there was during the process of elevation, and a great deal more complaint and acute labor unrest than has developed during the rapid upward movement.

I do not look for much harm being done by the radicals in any part of society in America. In the long run they cannot procure enough followers to control. It is those who are indifferent to the rigid enforcement of the laws, and those who think they are conservative and impartial yet are actuated by feelings of envy and desire to get into the limelight, while lacking in knowledge of sound economic principles, who do the most harm.

I am not in sympathy with any person or group which is complaining under present conditions. The dealer, the employer and the worker can save more under present conditions than the average during any decade in the past forty years. An increase of 100 per cent on necessities consumed does not necessarily mean an increase of 100 per cent in the cost of living.

It was my privilege to examine the results of a very careful and minute investigation of the cost of living in fourteen cities in France, a year ago, made by the General Electric Company of France. It showed an average of about 190 per cent increase over pre-war costs—in other words, three to one. The workman's wages in most industries, of practically every skilled craft, had increased exactly 100 per cent, or two to one; yet the workmen had more "free money" than they had enjoyed prior to the war, and were living just as well as before the war, in many cases much better. In this computation the cost of rent had not gone up, nor the cost of bread.

The stress and unrest which we are now experiencing in this country is not as great as that in most of the European countries; nor are the manifestations of unrest as acute as they have been in past times.

THE IGNORANT TOOLS OF AGITATORS

Periods like the present afford opportunity for the demagogue and agitator. He finds the worker's mind disturbed by unaccustomed conditions and his spirit emboldened by feelings of power which he is not trained to exercise with moderation. As a matter of fact, the workman does not comprehend the forces which placed this power in his hands and, as always under similar circumstances, abuses his opportunities. The consumer, also, has no comprehension of the economic laws which regulate prices and rails at the profiteer the same as in times past they cried out against the so-called "extortionists" and "hoarders."

Men having no sound understanding of social and economic questions advance all sorts of impractical ideas, nearly all of which have been tried out time and time again and resulted in failure—like the quack doctor who prescribes all sorts of palliatives for social ills. Many of them seem to work

Portion of address before the Western Efficiency Society, Chicago.

Digitized by Google

Keeping Up With The Times

A FACT A DAY

Washington's Population

(Latest Census Figures)

City	437,571
Suburban ...	90,628
Total	528,199

Get out your A. B. C. statements — all Washington newspapers are A. B. C. papers. You will find that you cannot cover this field without The Washington TIMES. You can cover this field with The TIMES and one other Washington newspaper.

The Washington Times

WASHINGTON, D. C.

well on a rising tide of prosperity but only add to the distress and friction when the tide turns. Among these quack remedies are, price-fixing regulations; participation in profits and voice in management by employees; laws inflicting penalties on the striker and profiteer; mutually constituted shop councils; courts of arbitration and conciliation; minimum wage laws, and numerous other plans.

In Kansas, Governor Allen has rendered a marked service in exposing the methods of certain classes of labor leaders; but I am afraid that even though he may make his labor laws effective in a community which is mainly agricultural, they would not work at all in a community largely industrial.

Similar laws have been in operation in the province of New South Wales, Australia, for twenty years and have been changed almost every year during that time. The result has not been a reduction in friction between employer and employee, but on the other hand, has increased the friction several hundred per cent. In the province of Victoria, Australia, during the same period, elaborate systems of boards of arbitration and conciliation have been in operation without visible benefit.

I am very well acquainted with the Minister of Labor for New South Wales, George W. Beeby, who was the author of the last two compulsory arbitration laws in force in that province. He frankly admits that their labor boards and courts are completely congested; that strikes have increased, and that he believes that it is the desire of the people to get back to the old-fashioned system.

In France, last spring, with the assistance of several of the staff of Director of Labor Fontaine, I investigated the results of a law forbidding the organization of labor, which was passed in 1791, and amended in 1884, so as to permit merely craft organizations, but not federations of workers, and I

Digitized by Google

THE ST. LOUIS STAR FIRST IN AMERICA

AMONG EVENING NEWSPAPERS

IN PERCENTAGE OF LOCAL DISPLAY ADVERTISING GAIN

ACCORDING to an advertising analysis of daily newspapers for the first six months of 1920 published in the July issue of "The Advertising Age and Mail Order Journal," *The St. Louis Star led all evening newspapers in the United States* in percentage of local display advertising gains. During this period The Star gained 96.8% while its closest competitor in St. Louis—the Post-Dispatch—gained but 3.1%.

The only newspaper, morning or evening in America, to show a greater percentage of gain in local display advertising was the New York Times with 110.3%.

The same analysis shows that in cities of half million population or more The St. Louis Star led all morning and all other evening newspapers in percentage of total advertising gain with 70.5%—while its closest St. Louis competitor—the Post-Dispatch—gained but 8.1%.

Again we say—no advertising list is complete unless it includes at the TOP

THE ST. LOUIS STAR

Member Audit Bureau of Circulations

—don't Say "Paper"—Say "STAR"

Trade Mark Registered

National Advertising Representatives

STORY, BROOKS & FINLEY

Chicago New York Philadelphia

Digitized by Google

In America's 4th Largest City

IT is, of course, a fact that the paper which leads in circulation in its field is the paper which has greatest value for the advertiser. Only that paper has *more* value which constantly shows an increase in circulation and a greater rate of growth than any of its competitors, for then it proves that it is living not only on its past achievements but also on its present qualities. In Detroit, such a paper is The Detroit Sunday News.

In one year, as shown by A. B. C. statements for March 31, 1919. and March 31, 1920, The Detroit Sunday News increased its circulation by 37,655 copies or nearly five times the increase of its only Sunday competitor. The Sunday Free Press.

The Sunday News

Has More Total Circulation By 53,000

More Local Trading Territory Circulation By 74,000

More City Circulation By 67,000

found that the law had never been effective. In fact, Jouhaux, head of the French Federation of Labor, represented the French Government at the Peace Conference, on the Labor Committee—the Federation occupying a whole block of buildings in Paris. Under the law, all of its members were outlaws and subject to imprisonment. An attempt to repeal that law was made a year ago, but it failed. That attempt was inspired by fear of revolution, the same as the amendment in 1884.

It seems that in industrial countries, about every generation tries to enact some radical legislation to prevent labor conflicts and, as far as I know, it has always resulted in much greater conflict than it was intended to cure.

There isn't any question in the world but that a law forbidding strikes on the part of workers engaged in the key industries, such as coal mining, transportation, etc., would be morally right, but in the end public sentiment would make it impossible to enforce it in large industrial communities.

I have little faith in permanent boards of arbitration or conciliation as means for reducing industrial conflict. In the conception of such plans, little or insufficient weight is given to the major factors to be considered in devising any plan for reducing strife.

It is a mistake to assume, as the public usually does, that the granting of demands made by labor will bring peace. As a rule, concessions encourage greater demands pressed with more vigor because of the first successes.

The type of a man who profits by stirring up industrial strife will find ways of bringing on strikes under any system of conciliation or even compulsory arbitration.

When conflict between employer and employed is eliminated, either by absolute union control on the part of employees, or by the employers adopting the policy of conceding all labor demands and passing the expense on to the public, conflicts and strikes will still be brought about by agitators, because there is no great profit or

Digitized by Google

Housekeeping vs. Electri-keeping!

HOUSEKEEPING is fast becoming the art of electri-keeping. Women are "doing their own work" more and more—and naturally doing it more fastidiously.

Electric appliances are on the eve of undreamed-of expansion—more devices to intrigue Madame's attention, greater improvements in old devices are on the way.

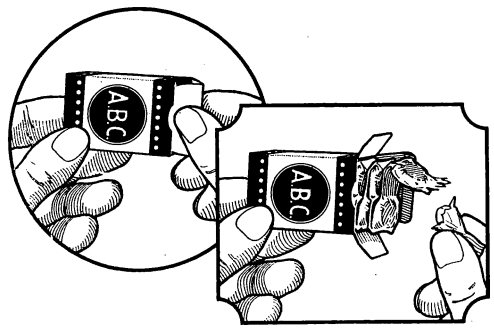
Service has overcome price, price in due time will succumb to volume—and the miracle of the automobile industry's development will be duplicated. Why should it not be surpassed? Hail to the coming American industry—Electric Appliances!

We want the most alert manufacturer in this line—regardless of whether he is little or big—to get in touch with us on merchandising plans.

The International Displays Company

Cleveland, Ohio

Digitized by Google



Sanitape seals each tablet in an air-tight, moisture-proof compartment.

A new copy appeal to increase tablet sales

"We couldn't improve the product so we improved the package" was one manufacturer's expression of a principle which many advertisers have endorsed. When adopted, the new and improved package has furnished a copy appeal that has renewed interest in the product and increased its sales permanently and consistently.

A sanitape-packed tablet

1. Is individually sealed air-tight and moisture-proof until the instant of use.
2. Remains untouched by human hands even when taken by the patient.
3. Is protected against chipping and breaking until used.
4. Is identified and protected against substitution by the printing on the "tape," when desired.

Sanitape is adaptable to units of few or many tablets.

The perfection of the Ivers-Lee automatic packing machine presents an unusual advertising opportunity to makers and packers of tablets and to their advertising agents. This machine is doubly appreciated because it meets a long felt, but, until now, unanswered need.

SANITAPE PRESERVES PERFECTION BY AIR-TIGHT PROTECTION

Digitized by Google

The importance of tablet containers

Careful analysis proves that even slight exposure to air and moisture causes many pharmaceutical tablets to undergo chemical or physical change. It shows that although the first few tablets taken from the container may be pure and effective, the last few, due to exposure as the package is reopened again and again, have deteriorated, become contaminated or have broken down into powdered form. This has resulted in consumer dissatisfaction and loss of repeat sales.

Sanitape permanently protects each tablet

The sanitape packing protects each individual tablet in an airtight and moisture-proof fold of waxed paper, maintaining its full goodness and effectiveness under all conditions of time and climate.

Sanitape increases sales and reduces costs

Sanitape eliminates the chief causes of consumer dissatisfaction, and therefore stimulates repeat sales. Sanitape further increases net profits because, in the great majority of cases, it reduces packing and shipping costs. This saving is accomplished by the reduction of material, time and labor costs and by the reduction of weight.

Advertising Agents should send for samples and data sheets

We shall be pleased to send a package of sanitape packed tablets to advertising agents and manufacturers who are interested in the maintenance of quality and in the sales and advertising opportunity this packing offers. Upon receipt of samples of your tablets, we will prepare data sheets showing weights, bulk and costs of the sanitape packing as compared with your present method.

IVERS-LEE COMPANY
NEWARK, - N. J.

Contract Department

Where the quantity of tablets to be packed does not warrant the installation of one or more machines in the manufacturer's plant, our contract department will pack tablets in sanitape in units of desired sizes.

Since this department operates on an advance schedule it is suggested that manufacturers desiring to use its facilities make known their requirements at the earliest possible date.

SANITAPE PRESERVES PERFECTION BY AIR-TIGHT PROTECTION

Digitized by Google

Oratory such as the ancients never dreamed of—word-power of a new sort! In the politics of today the Mimeograph is performing many remarkable functions. From out of its flying wheels are coming the hot messages of the hour—to conventions, to delegates, helpers, voters. Because it is the speediest and most expedient means of getting important communications into the hands of many, it commands a multitude such as no Demosthenes ever swayed. Within an hour it delivers five thousand well printed copies of any typewritten sheet. Diagrams, drawings, etc., are easily duplicated in the same operation. Throughout the world, business and educational institutions are finding it a quick means of cutting costs and increasing efficiency. Why not get our booklet "Q-8" today? A. B. Dick Company, Chicago—and New York.

MIMEOGRAPH

Digitized by Google

glory for them except in times of conflict.

A large percentage of strikes in industries which are completely organized are jurisdictional strikes, or strikes which are the result of aspirations for office of rival labor leaders.

When demand for labor is abnormal, more or less strikes will occur in spite of any plan of arbitration. When there are not enough jobs to go round, the workman is disinclined to strike from fear that he will not have the means to buy bread and potatoes for his family; he will not restrict production from fear that under the operation of the weeding out process he will be the one to lose his job. When there are more jobs than there are workmen, the worker becomes easy prey for the agitator.

The impartial and rigid enforcement of existing laws, which have been evolved by centuries of experience to protect every man in his liberty and just rights, would do more to reduce industrial friction than any new laws or institutions which could be devised.

Public sentiment controls in the matter of law enforcement; and public sentiment is affected less by reports of investigating bodies than by practical, personal experiences of individuals in their daily life.

Just at present sentiment is averse to the disturber and the danger is that radical and unenforcible laws will be enacted, resulting in a reversal of healthy public sentiment.

Most of the new plans suggested seem to be more destructive than constructive. Like all similar plans, in their conception there seems to have been a total disregard for the practical conditions and motives which actuate both parties directly involved in labor controversies.

Complaints on the part of the public are not justified as long as it tolerates intimidation and violence on the part of either party to disputes.

As long as employees on strike are allowed to prevent others, by intimidation and slugging, from going to work, there is no limit to the height to which labor and the cost of living may mount. The result of arbitration is usually a compromise involving a wage increase.

Sympathetic strikes and boycott of materials produced by the members of some other union, or by non-union workers is, I believe, an evil that can be stopped by a law backed up by public sentiment.

No matter how much we sympathize with the worker and desire to see him and his family enjoy the good things of life at someone else's expense, we cannot in the long run overcome fundamental economic principles by enacting new and radical laws, or by decisions of arbitration boards.

A forehanded and thrifty family will prosper, living in comfort and cleanliness on a given wage, while a shiftless and improvident family will always be in distress and live like pigs, on a much larger wage; hence the futility of trying to determine what is a "living wage," or more properly speaking, a fair wage, except by the operation of a free competitive market.

In the long run and in a broad sense, there is no way to benefit the worker, who is the principal consumer, by the arbitrary fixing of wages by conciliation boards, which are prone to concede wages which are above the normal.

The idea that, in the broad sense, additional compensation to the worker can be taken out of the profits, is superficial and fallacious; because profits are regulated by competition, and when not sufficient to attract capital and the services of the capable entrepreneur to assume the risk of any particular industry, production is curtailed or ceases, so that the price to the consumer rises and offsets the increased wage, while opportunity for employment diminishes.

Arbitration tribunals seldom look beyond the particular industry, craft or country directly

Digitized by Google

DISPLAY Advertising Situation

(Local and Foreign)

in Worcester Mass.

For First SIX Months of 1920

Six days against six—"**Gazette** has no Sunday"—and we refer to DISPLAY (not including classified advertising) the

"GAZETTE"

(Evening)

carried more DISPLAY advertising than any other Worcester daily.

LOCAL DISPLAY

The "**Gazette**" (Evening) carried **2,500,918** lines—a clear LEAD over the "Telegram" (Morning) of **160,160** lines.

NATIONAL DISPLAY

The "**Gazette**" (Evening) carried **863,058** lines—a clear LEAD over the "Telegram" (Morning) of **192,822** lines.

Total LEAD of the "GAZETTE"

in DISPLAY advg., national and local combined,

352,968 Lines

Thus establishing the fact that the "Gazette" is the leading display advertising medium of Worcester, Mass.

And by no process of figuring Display advertising for six week-days can any **other** results be shown.

WORCESTER GAZETTE

Circulation: June average.....32,709
Net Press Run: July average...32,483

The Julius Mathews Special Agency
Boston——New York——Chicago

under consideration, hence lend themselves to a continuous circle of wage increases in one craft after another until industrial depression results from impossible domestic conditions or foreign competition.

If compulsory arbitration could reduce, in some degree, the friction between employer and employee, it would be more than offset by increased friction between crafts, each of which, exaggerating the comparative value of its own services, would, on account of dissatisfaction, bring on interruption to production and service to a greater extent than we are now experiencing.

Observe the present dispute between the railway switchmen and the other railway crafts in which each side sincerely believes itself receiving less than the other in proportion to its deserts, and both believe that the railway worker who, by forcing the Adamson law through Congress started this vicious circle of wage and living cost increases, is at a disadvantage with respect to other workers.

Observe the so-called "carpenter" strike in Chicago in the summer of 1919, which was simply a question of whether or not the bricklayers were entitled to a higher wage than the carpenters, because the former cannot work so many days in the year as the latter. If the builders conceded the carpenters' demands for same wages as the bricklayers, the latter would strike; if they did not, the carpenters would and did strike after successive wage increases of each had been agreed to in rapid succession.

Observe the coal strike last winter, which was due partly to labor politics; partly to the idea that public necessity would compel the granting of almost anything demanded; and partly to the miners exaggerating the handicap of intermittent employment and the hazards of their occupation.

Observe the prevalence of jurisdictional strikes in the building trades since those crafts have been so completely organized that they have been able to dictate to their

Digitized by Google

What They Say About Multicolor Press

"Our Multicolor Press has been used for about three years and has given us great satisfaction. It is a real printing press capable of high-class work and in good volume. Its principal advantages have been the time-saving and the ability to get out a lot of material that would be worth using if it could be printed to-day, but of no use if we had to wait a few days for it. It produces the work just as we want it and just when we want it."
PARKE, DAVIS & COMPANY, INC., Detroit, Mich.

"We purchased the Multicolor Press about two years ago and it has been giving us splendid service since, with the minimum of trouble. It is in operation about five hours daily and the amount of work it turns out is large enough to pay for the machine within a short time."
DAVIDSON BROS. CO., Sioux City, Ia.

"In regard to our Multicolor Press. Since we installed it, more than three years ago, we can speak very highly of it. It has greatly reduced the cost of our printing, especialy since wages in the trade rose so high."
AUSTIN, NICHOLS & CO., New York City.

Write for Booklet C telling about this remarkable time and money-saving device. It is just what you need in YOUR office.

Lisenby Manufacturing Co.
417 S. Dearborn Street, Chicago, Ill.

Digitized by Google

R. W. Crompton

is now a member of this organization.

Mr. Crompton has had long experience in the field of art, and his appointment to our staff of counselors is the natural outcome of the splendid reputation he has acquired through his activities as advisor on many well-remembered campaigns.

As a matter of fact, it takes a mighty good man to keep up with the service our clients expect from us.

Louis C. Pedlar, Inc.
Counselors in Art
246 Fifth Avenue
N. Y. City

employers their own wages and working conditions.

In war times, palliatives like enforced arbitration are fully justified and under the extraordinary powers of a government at war, achieve a degree of success which is impossible in normal times.

When industrial disputes are arbitrated the loser—especially if it be the employee—is almost always dissatisfied. When he does not get an increase he considers himself a loser. We cannot go on forever increasing wages and prices; if we could, it would only lead to a corresponding increase in living costs while stimulating extravagant expenditures.

Under the Soviet régime in ignorant Russia the pursuit of living costs by arbitrary wage increases, progressed with rapid speed; but wages never caught up with commodity prices, and it has ended in a despotism applied to the remaining railroad and industrial workers which is simply human slavery.

We are progressing slowly along the same path, but in America, before we reach the stage where the despot steps in and slavery is inaugurated, enlightened sentiment will put a stop to boycotting and slugging methods through the impartial and rigid enforcement of the laws, and we will escape the horrors suffered by the deluded people of Russia.

Compulsory arbitration and laws forbidding strikes during peace time, even in the matter of municipal employees and the employees of public utilities and key industries like coal mining, will only aggravate the industrial unrest.

Official conciliation and arbitration boards are among the necessary war expedients, like price fixing, which we can with advantage discard during peace times.

Lieber Leaves Van Patten Agency

J. R. Lieber has resigned as office manager for Van Patten, Inc., Chicago. His plans for the immediate future have not yet been announced.

Digitized by Google

Announcement

With the October 2nd, 1920 issues, the following rates will be effective in COOK'S WEEKLY TRIO:

THE BOYS' WORLD
$2.00 per agate line; $1,300 per page

THE GIRLS' COMPANION
$1.70 per agate line; $1.100 per page

YOUNG PEOPLE'S WEEKLY
$ .80 per agate line; $650 per page

COOK'S WEEKLY TRIO
(Combination Rate)
$4.00 per agate line; $2,700 per page

It is of course understood that existing contracts will be completed and that present rates are still available on definite bona fide orders accepted and booked on or before September 11 (final closing date); under all other conditions the new rates apply, effective with the issues of October 2nd, 1920.

THE NEW RATE CARDS
ARE NOW IN THE MAILS

David C. Cook Publishing Co., Elgin, Ill.
WESLEY E. FARMILOE, Advertising Manager
Edward P. Boyce, 95 Madison Ave., New York
Chas. H. Shattuck, People's Gas Building, Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

COOK'S WEEKLY TRIO: A MILLION BOYS AND GIRLS
THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

Digitized by Google

Why KELLY Export

THE successful exporter recognizes that people of other lands have different buying habits from ours. He shapes his advertising policy to meet these fundamental differences between American and foreign buyers:

1. Foreign buyers are more conservative. In buying "sight unseen" at great distances, considerable importance is attached to the character of the medium bearing the sales message.

2. As larger areas must be covered, manufacturers and merchants cannot maintain a sufficient foreign sales force to make frequent personal calls.

3. Therefore buyers abroad must depend more upon the printed word in purchasing American products.

4. And they must do much of their buying by correspondence instead of handing an order to a frequent appearing salesman.

5. Foreigners are strong on precedent and tradition. Once they find a reliable source of buying information they stick to it.

Meeting these very vital points **Kelly's Directory of Merchants, Manufacturers and Shippers of the World** is pre-eminent; as the following facts show:

1. Established in 1878, this publication has the confidence of buyers everywhere because of its long-standing high character. **Kelly's** has the largest paid circulation of any export publication.

2. It is always before the buyer's eyes. It carries the sales message more surely and with greater permanence than publications of more frequent issue.

3. It offers purchasers the widest range of information as to where to buy. In the U. S. A. Section alone there are over 500 pages of descriptive advertising.

4. Leading firms use **Kelly's** to secure information as to products and sources of supply in placing their orders by mail.

5. The oldest and most important houses throughout the world have used this publication as their sole buying guide for over 30 years.

Digitized by Google

Dominates the Field

The name of **Kelly** has been identified with the publication of foreign directories for one hundred and twenty years. addition to the **World Directory** there are:

KELLY'S POST OFFICE LONDON DIRECTORY, now in its 121st Edition. The circulation extends to the principal cities of the world.

KELLY'S CUSTOMS TARIFFS OF THE WORLD, the most complete work ever published giving the various customs tariffs in force throughout the world.

KELLY'S TRADE DIRECTORIES, covering the Building, Furniture, Chemical, Engineering, Leather, Textile, Stationery, Paper, Printing, Grocery, Jewelry, and other industries of England, Scotland, Ireland and Wales.

KELLY'S COUNTY AND TOWN DIRECTORIES, including Liverpool, Manchester, Birmingham and others.

With our offices in America, England, France, Spain, Germany, Norway, Sweden, Japan, South America, Australia and agencies in other countries, we are in a position to serve our advertisers in solving their foreign trade problems.

Ask our representative to call. Learn what KELLY can do for you.

Kelly Publishing Company

HENRY H. BURDICK, Treas. and Manager

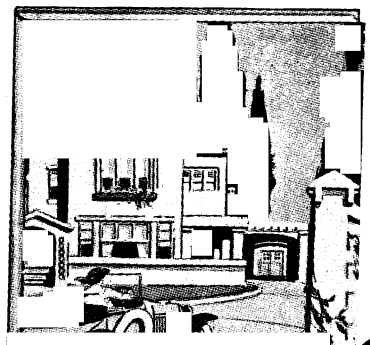
70 Fifth Avenue New York City

SAN FRANCISCO
Hearst Building

TORONTO
160 Bay Street

CHICAGO
508 So. Dearborn Street

Digitized by Google



Another booklet bound in INTERLAKEN

Bound by Murphy-Parker Co., Philadelphia.

The Alpha Portland Cement Co., of Easton, Pa., bound their booklet, "Alpha Cement: How to Use It," in INTERLAKEN Book Cloth. They realized this valuable instruction book would be a constant source of reference in all engineering and contracting establishments, and they selected INTERLAKEN to cover it because, in service, INTERLAKEN best reflects the preeminent durability of their product.

THE difference between binding your booklet or catalog in paper and binding it in cloth is the difference between HOPING it will receive a favorable consideration and KNOWING that it will.

Let our cloth-bound booklet, "Getting Your Booklet Across," explain the true value and real economy of cloth covers. Send for a copy today.

INTERLAKEN MILLS, Providence, R. I.

Interlaken Book Cloth *The standard since 1883*

Digitized by Google

Patent Office Stiffens Practice in the Registration of Slogans

Simonds Manufacturing Company Denied Registry of "The Saw Makers," in Spite of Precedent

Special Washington Correspondence

UNDER the present administration, the whole trend at the U. S. Patent Office has been distinctly in the direction of greater leniency toward ambitions for commercial individuality. It will come as something of a shock to advertisers, therefore, to learn that in one respect practice is stiffening instead of relaxing. The quarter in which this new attitude is discernable is in the field of business slogans. The idea of registering a slogan as a trade-mark is comparatively new, but advertisers in all lines have been "following the crowd" since it became the fashion.

A recent experience of the Simonds Manufacturing Company has brought disillusionment to those who considered that almost anything in the nature of a slogan could gain recognition at the Patent Office if only it be applied to the goods or their containers and not merely employed in advertising. When the Simonds company was refused exclusive ownership of the slogan "The Saw Makers," and when that refusal was confirmed by the Commissioner of Patents, it amounted almost to a reversal of form at the Federal clearing house.

No wonder Simonds was nonplused, for it had entered its slogan at the Patent Office with all the confidence in the world. Credentials had already been issued to other exactly parallel designations, notably "The Tag Makers" of the Dennison Manufacturing Company. In intimating, in the final disposition of the case, that time and circumstances alter cases, the head of the Patent Office confessed embarrassment that the new policy of his office will not square with the old, but he did not weaken.

In rejecting the application of the Simonds company the Examiner of Trade-Marks characterized "The Saw Makers" as "merely a descriptive advertising phrase" that was not used to indicate the origin of the goods in accordance with the required function of a trade-mark. The slogan, as it appeared on the labels filed at the Patent Office, was displayed in close conjunction with the corporate name "Simonds Manufacturing Company." No separate use having been shown, there lodged in the mind of the trade-mark censor the suspicion that the slogan had been requisitioned not as a fanciful or arbitrary device to distinguish goods, but rather as merely a parenthesis, qualifying the name Simonds Manufacturing Company, and designed primarily to distinguish this corporation from other corporations of a like or similar name—notably the Simmons Hardware Company.

THE EXAMINER STANDS FIRM

The Simonds company strongly resented the imputation that the slogan had been adopted in order to set the owner apart, in the minds of consumers and tradesmen, from the St. Louis concern. One of the representatives of the company declared that inasmuch as the Simmons Hardware Company is a large manufacturer and distributor of saws, the use of the words "The Saw Makers" by the other concern "would be about as ineffective a way to distinguish the two companies as could well be imagined." However this indignant refutation did not shake the Examiner. Indeed, he said that he found confirmation for his belief that every possible effort was being made to draw a line of distinction between Simonds and Simmons in the circumstance that the Simonds company has lately put out a label showing a country carpenter of the "Si Perkins" type with the words "Simonds

Digitized by Google

Saw" and below the slogan "Pronounced Si-monds."

Sponsors of "The Saw Makers" had precedents enough to confound a less determined arbiter. In addition to "The Tag Makers" (for adhesives, paper and stationery supplies) "The Brasscrafters" (for bath tub seats and shelf rails) and "Drugcraft" (for medicinal preparations there were brought forward as examples of phrases that had been passed without question, such catch lines as "A Delicacy From Dixie," "Watch-It-Grow," "Dol-Em-Up" and "Pick-Me-Up."

The Trade-Mark Examiner countered by citing cases where, in days gone by, such cherished slogans as "The Player That's Different" of the Krell Autogrand Piano Company; "The Machine You Will Eventually Buy," of the Underwood Typewriter Company; "Hurts Only Dirt" of Fitzpatrick Bros.; "Stop-a-Leke-Styck" of the Philip Carey Manufacturing Company; and "Cream of Ice Creams" of the Chapin-Sacks Manufacturing Company had been refused trade-mark privileges. In the course of the debate within the Patent Office, the Examiner also made much of the principles laid down in the Crew Levick case that resulted in the denial to one firm of sole proprietary rights in the slogan "As Old as the Industry" on the ground that it was a phrase which others might wish to use and had a right to use.

It was in vain that the spokesmen for the Simonds company argued that "The Saw Makers" is merely a normal, everyday example of a type of the slogan trade-mark that is now in common use, such marks having their origin, as they expressed it, "in a search by traders for something really distinctive." Such a mark, it was insisted, if it describes anything, describes the maker of goods and not the goods. Trade-Mark Examiner R. L. Mead remained obdurate, however. Finally, he summed up his survey of the slogan rejections above cited with the following comment: "It

Digitized by Google

The AMERICAN LEGION *Weekly*

Official Publication of The American Legion

reaches, with its August issues a circulation of over ¾ of a million each week.

The 4th largest national weekly circulation.

Absolutely first in reader interest and responsiveness.

Did you ever hear a group of ex-service men speak of "Our Outfit?"

That's the same spirit our reader-owners have for "Our Magazine."

The AMERICAN LEGION *Weekly*

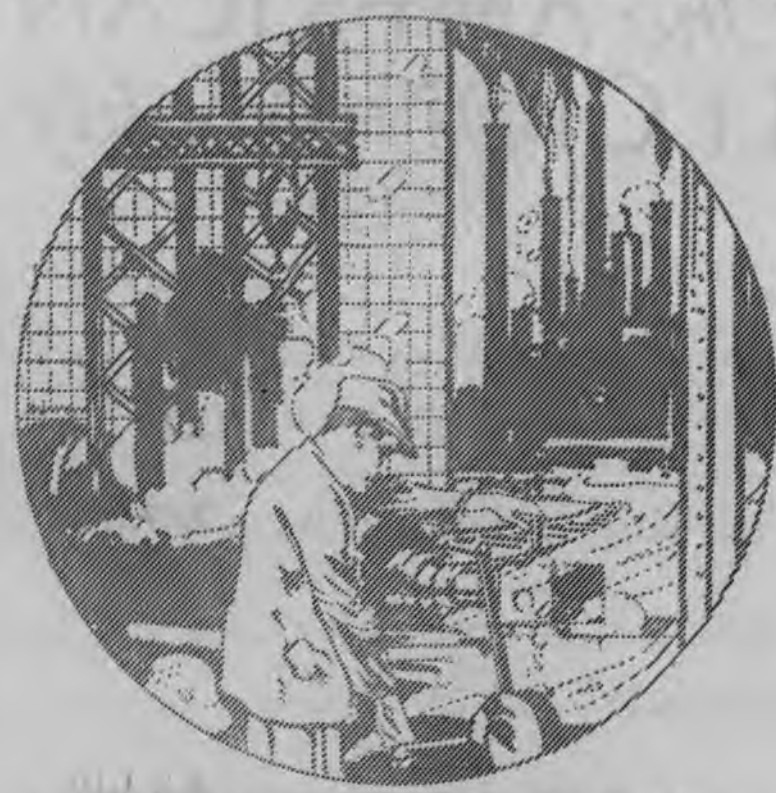
627 WEST 43D STREET
NEW YORK CITY

C. R. BAINES, Business Manager H. D. CUSHING, Advertising Manager

Digitized by Google

THE BUSY WORKSHOP OF THE WORLD.

THE CENTRE OF A THOUSAND TRADES



Birmingham and the Midlands have a Population of 3½ Millions all of whom are undoubtedly influenced by press publicity.

Fix on the paper which can
. . give you circulation . .

THE BIRMINGHAM GAZETTE,
the Popular Morning Paper, ***has 5 times the daily sales*** of any other morning paper printed or published within its area.

You cannot come to England
. . . and miss Birmingham . . .
You cannot come to Birmingham
and leave out the "Gazette."

London Offices:—The Newspaper House,
169 & 170, Fleet Street, E.C.4.

Digitized by Google

is believed that these decisions blaze out a clear path, the guide post of which is this: a slogan should not be registered where that slogan is one that is such an accurate description of a firm or its products that anyone engaged in like business would be hampered in the full use of our language in advertising and selling its wares."

STRICT INTERPRETATION OF TRADE-MARK DEFINITION

Then the case was carried up, on appeal, to the Commissioner, the Simonds company contending that its slogan describes no character, property, or quality of saws. In upholding the Trade-Mark Examiner the Commissioner said: "'The Saw Makers' of course is not descriptive of saws or any quality of a saw, but the trade-mark statute only provides for the registration of trade-marks. It did not attempt to define a trade-mark. It left that to be determined from prior adjudications. The Supreme Court in McLean v. Fleming has given the most generally accepted definition of a trade-mark in the formula: 'No one has a right to appropriate a sign or symbol which from the nature of the fact it is used to signify, others may employ with equal truth and therefore have an equal right to employ for the same purpose.' Anyone who makes saws has the right to advertise himself or itself as 'The Saw Makers' and applicant therefore cannot monopolize that slogan."

Especially indicative of the stiffened practice was the conclusion of the opinion with this declaration by the Commissioner: "As to having registered 'The Tag Makers,' etc., it is humiliating for the office to find it has registered a mark to one applicant and cannot see its way clear to register a similar mark to another applicant and in doubtful cases the office should follow its own precedent, but where, as in the present case, the mark is clearly incapable of exclusive appropriation there is nothing left for me to do except refuse to follow erroneous precedents, especially where the Com-

PERSONNEL INKLINGS

is a service for business organizations that obtains men to fill important positions.

By performing a function for many companies it affords advantages for each which would not result from acting individually.

It is broad in scope.
It is efficient.
It is economical.

This service offers also the facilities for working confidentially without loss of dignity.

PERSONNEL INKLINGS
INC.
340 Madison Avenue
New York City

Digitized by Google

Can You Edit a Live Retail Publication?

We want a man to take hold of the editorial end of one of our publications for retail merchants. It is ready to start off with several times the circulation of any other paper in the field.

The man we want has first hand knowledge of the problems that confront the grocer, the hardware man, the druggist, etc.; he knows how to write with a vigorous style; he knows something about art work, printing, make-up, etc. that would naturally be necessary equipment of an editor; and he has a mind that deals in facts rather than beautiful theories; that will enable him to keep the publication bright and original and head and shoulders above everything else in its line.

This is a chance to get in on the ground floor with a big organization on a project that will grow and develop every week and every month.

Give complete details regarding past experience, salary expected, etc., in first letter.

Address L. T.
Box 95, Printers' Ink

missioner has refused to allow similar slogans as 'We Won't Forget You' of the National Papeterie Co., 'The Eggs Pay For It,' Consolidated Rendering Co., and 'Happiness In Every Box,' Fuerst & Kraemer." While the Commissioner made no mention of this inspiration, there is good authority for the belief that the new policy whereby the Patent Office will "tighten up" on the acceptance of slogans for registration under the Act of 1905 is due to the appearance of the new trade-mark law. Inasmuch as almost any slogan that cannot be admitted under the old law can have the consolation of a certificate under the Act of 1920 it is felt that the letter as well as the spirit of the law of 1905 must be rigidly regarded when a slogan seeks standing under the time-tried law.

Three New Accounts of Richmond Agency

The Blue Ridge Overalls Company, Roanoke, Va., has appointed Cecil, Barreto & Cecil Inc., Richmond, Va., to handle its advertising account. A newspaper campaign in the Southeast will be undertaken.

The Duplex Envelope Company, Richmond, and the Eject-O-File Company, High Point, N. C., maker of Eject-O-File Record Cabinets have also placed their advertising accounts with the Cecil, Barreto & Cecil agency. National periodicals will be employed for the former and national weeklies for the latter.

R. T. Cassell With "American Magazine"

Robert T. Cassell, formerly of the Ferry-Hanly Advertising Company, Inc., Kansas City, and later of the Steel Fabricating Company, Chicago, has joined the Western advertising staff of the *American Magazine*.

Last New York Evening Paper to Go to Three Cents

The New York *Evening World* has increased its price from two to three cents in the city. All the other evening papers in New York had previously gone to three cents.

Fresno Has a New Agency

Beaumont & Aubrey, a new advertising agency, have opened offices in Fresno, Calif.

Digitized by Google

The Golden Rule of Business
Simpson Advertising Service Co
Honest Merchandise
Truthfully Advertised

The ability assets of this company are unusually large. In every campaign undertaken by us we have consistently made good.

Besides delivering the goods, according to our agreements, we have done some very acceptable things which the advertiser did not expect from an advertising agency.

ROY B. SIMPSON, President
915 Olive St.
SAINT LOUIS

Ask the Canadian Pacific about Canada
CANADIAN PACIFIC RAILWAY

Bureau of Canadian Information

THE Canadian Pacific Railway, through its Bureau of Canadian Information, will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In the complete Reference Libraries maintained at Chicago, New York and Montreal are complete data on natural resources, climate, labor, transportation, business openings, etc., in Canada. Additional data is constantly being added.

No charge or obligation attaches to this service. Business organizations are invited to make use of it.

Department of Colonization and Development

165 E. Ontario St. Chicago | 335 Windsor Station Montreal | 1270 Broadway New York

Digitized by Google

Paul B. Talbot and The Corn Belt Farmer

Twenty-four years ago Paul B. Talbot was driving a cultivator on a farm near DeKalb, Illinois. You advertising men probably don't know that a farmer never drives a cultivator, as it does not need a driver, but Paul Talbot was so persistent in wanting to be of help and learn about farming that they just had to make a job for him.

So when in 1913 Paul Talbot had a chance to go to work for The Corn Belt Farmer (then The Corn Magazine), he took it. Here was a chance to learn more about farming and to help, not merely one, but thousands of farmers. For seven years Paul Talbot has been working with this magazine and successively filling the positions of office boy, circulation manager, business manager, advertising manager, and then until July, 1920, as publisher-in-charge.

After all these years of painstaking and tireless effort to help the farmer and improve farming conditions, Paul Talbot is now in a position where he can complete some of the tasks that have necessarily been visions up until now, because on July 1st, 1920, he assumed the ownership and became the publisher of The Corn Belt Farmer.

Paul Talbot is still on the sunny side of forty, but he has gathered together a splendid organization, one of the most recent additions being M. A. Coverdell as Editor.

This is just an interesting story of how a young fellow with an ideal could not be denied his goal.

CONE & WOODMAN, Inc.

New York Chicago Detroit Atlanta Kansas City

Representatives for The Corn Belt Farmer, Des Moines, Iowa

P. S. There will be some helpful information for every advertising man in our advertisement next week.

Digitized by Google

The Letter Which Acknowledges Receipt

Psychologically It May Have a Bad Effect on the Sender—Other Considerations Than Courtesy Decide Its Value

By John T. Bartlett

IN one of Charles Dickens' books an unbalanced character makes love to the lady in the next yard—or so the lady thinks—by throwing freshly uprooted vegetables over the high garden wall. I have a friend in Western Canada whose letters are sometimes equally unconventional.

He is the editor, and in the absence of the managing director, who is a member of Parliament, the acting head, of a daily newspaper business. His unusual correspondence habit consists in sending the office boy to the mailing department for a wrapped but unaddressed copy of the day's issue, addressing it, and on the white margin of the newspaper scribbling a message—maybe three or four words. "How are you?" or anything else that suggests or is more pertinent. Sometimes he puts nothing on at all. Anyway, it's an answer. It lets you know he is on the map.

I wrote this man a few months ago a long letter, the first in two or three years. It was purely personal. I concluded by telling him not to feel that he'd got to write me. I said I didn't care a continental if he didn't write for twelve months—and then only a postcard, or a copy of the paper. "Write when you feel like it, Jim," I said. I don't want friends to write me under any other circumstances.

About ten days later I received an acknowledgment. Jim had sent the office boy for a wrapped paper. Then he addressed it, and wrote in pencil, "Letter recd, and will write." He underlined the word will.

I grinned at that answer, for, without claiming to be a prophet, I knew what would happen. Jim would not write. He might have thought that his prompt acknowledgment in which he committed himself to a letter and underlined the word will, would bolster up his decision and make certain the indicated act, but it wouldn't. To the average person an acknowledgment and a promise to write doesn't have that affect. Make him remember the obligation? Yes, in most cases. Make him write eventually? Only possibly, and then most likely a mediocre or a very poor letter.

It has been six months, and Jim hasn't written me. I have had several papers at scattered intervals, indicating his prompt acknowledgment and promises give him periodical spells of mental discomfort, but the promised letter hasn't materialized, and won't.

Jim is just like you or me.

A CHRONIC PROCRASTINATOR

I wrote a letter last February to a near relative who lives in New York. The occasion was his birthday. I hadn't written him for a long time. If it is easy to write passing well any sort of letter, it is such voluntary spontaneous letters as this. In fact, I boastfully told a member of the family that that letter would make him write me if anything would.

Whether the environment is New York City or Western Canada doesn't matter; men are all alike. This close relative made a roundabout acknowledgment of receipt—through another relative writing me. He was clever, all right. He sent word that he had received my letter; it was a fine letter; it was so good that he wasn't going to answer it until he "had time" to answer it as it deserved.

I am sure this young fellow hasn't forgotten my letter, and his promise. But answer? He hasn't, and moreover, he won't.

Digitized by Google

WANTED

A Thoroughly Capable Advertising Man

The man we seek is at present the advertising manager or assistant in a large manufacturing company doing a considerable amount of dealer service work or is a service man with a good agency. His experience has given him an insight into the manufacturer's advertising problems and also, perhaps more important, into the dealer's problems. He knows the technique of advertising and also of the production of lithographed and printed products. He knows how to meet advertising managers and sales executives on their own ground. He is old enough to be well rounded and well seasoned, but not too old to be adaptable.

To this man we offer a permanent connection on a generous salary with a fast-growing New York organization engaged exclusively in the planning and manufacture of window displays and other dealer helps for national advertisers. It is an organization large enough to give ample scope, yet not so large as to be impersonal. We sell our products principally on the strength of the advertising service rendered and the man for this job must be capable both of handling and developing our present accounts, and later of getting new accounts, on that basis. Write fully, freely and in confidence. Address A. W., Box 96, care P. I.

He is the victim of one of the greatest, and most subtle, perils in all correspondence. I say subtle, because the acknowledgment, in personal or business correspondence, is properly held up as not good, but best, practice. In many cases it is.

THE DANGER THAT LURKS

The reasoning is absolutely sound. "Be courteous. Don't keep your correspondent in suspense. Let him know you have received his letter and will answer."

All perfectly true, yet vitally deficient. It lacks what it vastly needs, a "Handle with Care" label, a skull and cross-bones, or something in red ink. We might appropriately use an italicized warning from Riley—*"The goblins will git yer ef y' don't watch out."* The goblins in this case are little psychological devils—mighty active ones—hidden away in the acknowledgment of receipt and the promise to write.

The instances I have narrated are both personal, but exactly the same principles apply in business correspondence. This article is intended to be suggestive, and I hope every reader will check up my observation with his own. Here are some further data out of my experience.

I had occasion to write a particular type of business letter calling for something unusual in the way of answer. I wrote a great many of these letters, and developed ideas, as one will, from my experience with them. The purpose of the correspondence was such that the answer demanded much more in the way of mental effort than the average business letter. The man at the other end had to concentrate. He had to do some work. As the writer of the stimulating letter, it was up to me to instil an urge in him, to give him a strong impulse to write, to strike a spark which would produce in the answer thoughts well put and in detail.

I got a surprise in connection with these letters. I started out with the idea that quick, prompt replies would average high, and

Digitized by Google

Announcing Our New Name—

Science and Invention

With the August issue, now on the news-stands, the name of

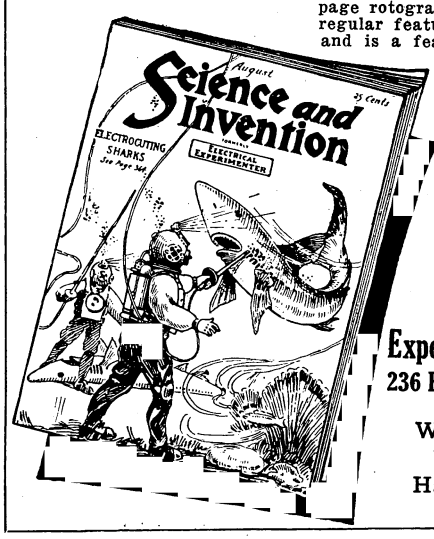
ELECTRICAL EXPERIMENTER
SCIENCE AND INVENTION

becomes "Science and Invention."

The new name involves no change of editorial policy, whatever, but simply conforms to the broad field which the magazine has covered for the past two and a half years.

First Technical Magazine to Adopt Rotogravure

The August issue inaugurates a sixteen-page rotogravure section. This will be a regular feature of Science and Invention and is a feature no other popular technical magazine has ever attempted. The constant additions and improvements such as this and the other new departments also added in August indicate the liberal editorial policy behind Science and Invention. They also explain why it is the fastest-growing popular technical magazine in print.



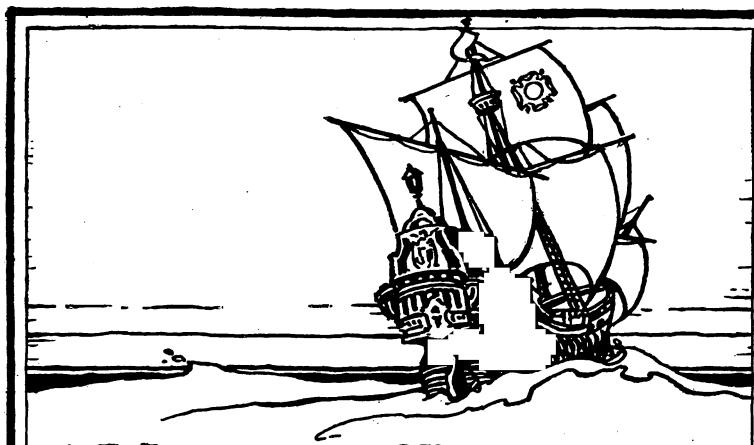
Net Paid Circulation 150,000

(Rate only 80c a line)

Experimenter Publishing Co.
236 Fulton St. New York City

Western Representative
J. B. FINUCAN,
Hartford Bldg., Chicago

Digitized by Google



A Voyage of Discovery

Some of the Publications of the ODHAMS PRESS

JOHN BULL
IDEAL HOME
PAN
PASSING SHOW
LONDON MAIL
PICTURES
EVERY WOMAN'S
NATIONAL NEWS
SUNDAY EV. TELEGRAM
SPORTING LIFE
ETC., ETC.

THE Advertiser who contemplates exploring the British Market will find the advice of a qualified pilot a big help in getting his barque through the shoal-waters and reefs into the Harbour of Prosperity.

Philip Emanuel, Advertisement Manager, of Odhams Press, Ltd., has written in the May number of "Odds & Ends" a special message to American business men on opportunities for American enterprise in Britain.

"Odds & Ends" is the monthly House Organ of Odhams Press. A copy will be sent free to any American Advertiser who applies for it on his business note-paper. Specify "May Number" when writing.

Odds & Ends

A Monthly Journal from Odhams

Published by

ODHAMS PRESS, LTD.

85-94, Long Acre, London, W. C. 2., England

Digitized by Google

delayed replies low. Writing the prompt letter, the man at the other end would be in a stimulated condition. He would write spontaneously and well, and at sufficient length to cover the ground.

Here I ran smash into the letter which acknowledged receipt and promised a reply. Often these were couched in courteous, even cordial, terms. The writer, you got the idea, would be tickled to pieces to attend to the matter—"in a day or two," as he wrote, or, "a little later," or "as soon as I am not so rushed."

Here, you might reason, was a business-like fellow. He believed in system in his correspondence. He was a shark for work, and did things right. He made you a clean-cut promise to write a real, honest-to-goodness reply to your letter. Fine!

Only it wasn't fine. Many of these courteous, systematic ones who promised attention to what was a matter of some consequence never got around to it. Most of the others eventually writing letters in compliance with a promise, wrote poor ones. Occasionally there would be a good letter. As a class these correspondents who made acknowledgments the effect of which was to raise one's hopes, were anti-climaxes.

And I didn't hold it against them a bit, because I am built that way myself. I did a task the other day which I had particularly promised to do, and gosh, how it hurt! I didn't have steam or punch. It was just hard work, though of a kind I usually enjoy, and to my personal interest, too. I'd promised to do it!

DELAYED LETTERS INDICATED THOUGHT

To return to the correspondence experience. I found that belated replies, dropping in after a month or six weeks or in some cases even later, were vastly more prolific of really good business letters than the class of concerns which promptly acknowledged receipt. And I figured out why. These belated, slow, answers were

What States are Least Affected by General Economic Conditions?

Only Those That Are Rich in Their Own Right.

KANSAS

depends on her own agriculture, stock raising, coal mines and oil fields for a steady income. Kansas as a State is entirely out of debt, a most remarkable thing in state history.

Is it any wonder that the local newspapers bring results for national advertisers.

These listed dailies cover the richest section of the State:

Arkansas City News
Concordia Blade-Empire
Dodge City Globe
El Dorado Times
Fort Scott Tribune-Monitor
Galena Times
Hiwatha World
Iola Register
Junction City Union
Lawrence Gazette
Lyons News
Manhattan Nationalist
Newton Kansas-Republican
Norton Telegram
Parsons Sun
Pittsburg Sun
Pratt Tribune
Salina Journal
Wellington News

A combined circulation of over 51,000. If you have no distribution in Kansas the publisher will co-operate in securing adequate distribution.

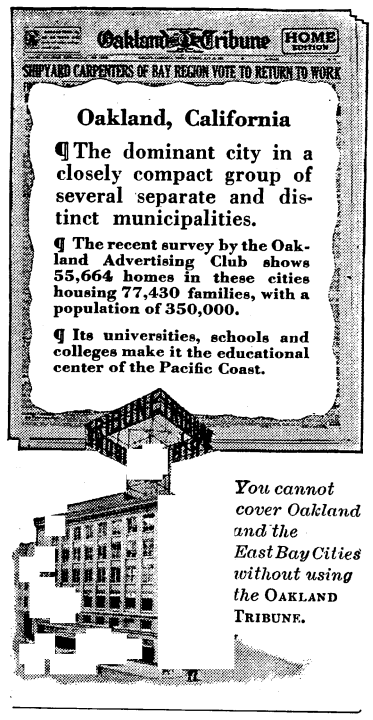
S. C. THEIS COMPANY

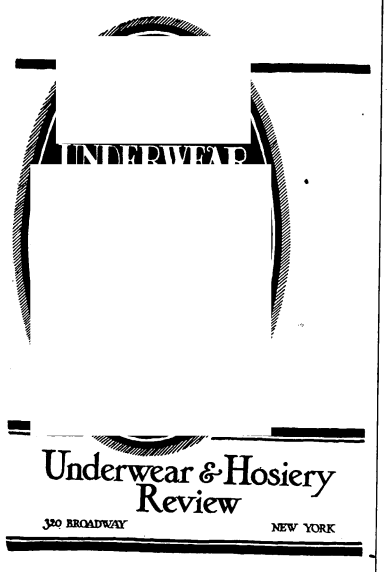
Special Representative

NEW YORK
366 Fifth Avenue

CHICAGO
837 Marquette Bldg.

Digitized by Google





from men in whom my letter had stirred a real desire and determination to answer. There was a good reaction, a reaction strong enough to survive a period of time during which the recipient was getting round to answer right. These men didn't "spoil it all" by getting a part of it out of them in a letter of acknowledgment, and making a promise which in its nature started them on a course of delay. The "slow" correspondents actually wrote better letters than the "prompt" ones.

The principles involved are simple. The letter which acknowledges receipt and promises attention substitutes for the normal emotions surrounding the receipt and reply to a letter a new set of an undesirable kind. There is a quick fading out of the feelings the received letter aroused, and the onset of the psychology surrounding an act which we have promised to do and must.

Study it a little closer. Correspondents who write letters of acknowledgment elevate the idea of obligation to undue prominence. The idea of obligation is disagreeable to the average person. We learn to get along with it in everyday life because we have to, but let it be elevated, made prominent, and it pinches hard. We shy at it. In the case of letters an obligation voluntarily assumed stifles positive feeling and substitutes a negative mental state. When we acknowledged the letter, the idea of answering appealed to us likely as not.

Now the thought of the same act repels. We fall under a baneful influence, and don't do a thing simply because we must do it. Or when we do write, we write a poor letter. The goblins have got us.

Of course this doesn't always happen, nor does it even necessarily happen. Letters of acknowledgment have an important place in business correspondence which is not disputed.

But they have got to be watched. I have had experience after experience with business correspondents whose prompt letter of acknowledgment held out the prom-

Digitized by Google

Save On Typewriter Supplies

More than a year ago we published a modest announcement in Printers' Ink regarding a new product. Many advertising agencies, publishers and copywriters ordered from us. Today every one of these purchasers is still buying from us, not a single one has dropped out. Here is the reason.

Waxed Carbon Paper and Typewriter Ribbons

increase the efficiency of your typing and save money. Waxed Typewriter Ribbons will not fill the type or dry out. The colors are sharp and pronounced; the fabric will not ravel. Waxed Carbon Paper will not smut or wrinkle. Does not soil the stationery or the hands. It is an unequalled manifolder. The result of these superior features is clear, legible and superior work, better satisfied and more efficient typewriter operators; better records and more permanent records.

Clear Work
Distinctive Work
Legible Work
Wears Long
Non-Smut
Low Cost

Read This You-Take-No-Risk Offer

We could fill Printers' Ink with facts that mean better service to you about Waxed Typewriter Ribbons and Waxed Carbon Paper, but here is our proposition. We will mail you one dozen Waxed Typewriter Ribbons and 100 sheets of Waxed Carbon Paper (neither of which will dry out for three years' time) strictly on approval, with the understanding that you are to use one of the ribbons for one month and during the same time 25 sheets of carbon paper. If you are then convinced of the great superiority of our goods and feel that our claims are substantiated you can remit $7.00 for the ribbons and $2.50 for the carbon paper. If you are not satisfied return the unused portion to us and pay nothing.

Mail your order today stating name and model number of your machine, color or colors of ribbons desired, color of carbon paper, whether light, medium or heavy weight. Waxed ribbons are supplied in record, copy and hectograph. Please write your order on your business or professional stationery.

The Ribbon Works
Galveston, Tex.

Digitized by Google

Cecil, Barreto & Cecil

ANNOUNCE

THE OPENING OF THEIR OFFICE IN THE MARLIN-ROCKWELL BUILDING,
366 MADISON AVENUE
NEW YORK CITY

IN CHARGE OF

Mr. Montgomery Wilcox

FORMERLY OF

The Literary Digest

CECIL, BARRETO & CECIL
INCORPORATED
New York **Richmond, Va.**

Digitized by Google

ise of better than average letter. And time after time these same men have proved seemingly utterly incapable of producing a genuinely good business letter, no matter how hard I tried to get them to. Something had happened to them, psychologically antipathetic to a good business letter. Something was taken out of them which they needed in dictating the actual answer. And they never wrote better than average business letters, though I felt they had it in them.

A letter of importance to another, written right, should ignite a mental fire in the recipient. The letter of acknowledgment is as water that puts that fire out.

THE SOLUTION

There is a practical way of solving this problem. Some correspondents and concerns who haven't analyzed as I have here have such a solution in operation.

First, we can eliminate letters of acknowledgements which are a form of procrastination. Many such are written every day. The real answer could be written, but isn't.

In many routine matters where there is unavoidable delay and where the actual answer is routine and of a sort so frequently written as to have become a type, the impression of promptness and system created by the acknowledgment will outweigh in value what the final answer might otherwise gain.

In important matters all the factors, including the effect on the letter-writer must be studied before sending an acknowledgment. Two or three considerations enter here, and the individual must exercise judgment. It is a question, first of all, whether, considering the business matter in hand, he can afford to impair the strength and effectiveness of his reply by performing a courtesy. There is, next, the effect of the acknowledgment on the person addressed. Even if the individual letter-writer is able to dictate an acknowledgment, and then later write the actual answer as well as he would have otherwise, ought

"The National Magazine of Medicine"
used by National Advertisers

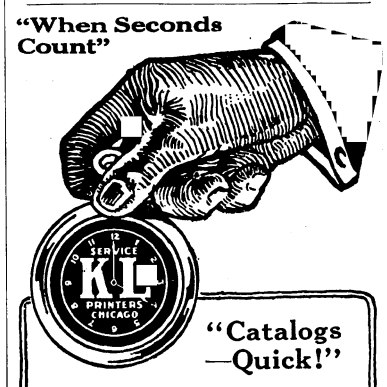
WANTED

One National Advertiser of a satisfactory shaving soap for doctors.

Write for Rates

The American Journal of
CLINICAL MEDICINE
S. DeWitt Clough, Advertising Manager
4753 Ravenswood Ave., Chicago
H. R. Saunders, Eastern Representative
17 W. 42nd St., New York City
Telephone Vanderbilt 6759

"When Seconds Count"



"Catalogs —Quick!"

Give us the plates and copy, and whether it's a million run or not, we'll give *you* a delivery date that the entire K-L organization will stand back of. Many large national advertisers and mail order houses bank on K-L service.

Kenfield - Leach Company
"Chicago's Leading Printers"
610 Federal Street, Chicago

Digitized by Google

We know a man

who is exceptionally well qualified as a Production Manager or Typographic Specialist. He has had a well rounded practical mechanical experience of several years. He is thoroughly familiar with agency routine and methods. His selling experience would also enable him to act as account representative. We wish that we could use him, but at present we cannot. He will be available Sept. 1st. We will be glad to tell you what we know about him by 'phone, Vanderbilt 7558 or letter.

***The* Manternach Company**
171 Madison Avenue New York

You Can Keep Cool

mentally and physically while getting data from your card files if they are equipped with

Graffco TRADE MARK REG. U.S. PAT. OFF.

SIGNALS

Their brilliant colors flash the message to you. Instantly you know where to look. In the twinkling of an eye, you find the card you need. So easy! so sure! so simple and inexpensive! Graffco Signals are wonderful assistants in busy offices. Unlimitedly useful. Practically indispensable. Have you ever read our booklet? It's yours for the asking.

Sample Signals Free

GEORGE B. GRAFF COMPANY
18 Beacon St., Somerville, Boston 42, Mass
Mfrs. of Time-Saving Office Devices.

he to send a letter which will be opened in the expectation of reply, found otherwise, and productive of a set of reactions of its own? Ought, that is, the normal mental attitude of the other man to be disturbed?

When there is little likelihood of undue delay, the acknowledgment is here much better omitted. And even at the risk of a delay which the other party may wonder at, I believe that under average circumstances it is a gain.

I think of a certain well-known company head who adheres to this policy, and he is a man noted among his business associates for the clean-cut management, characterized by snap and despatch, of his large business. Promptness in letters is an outstanding feature of the company's correspondence; letters of acknowledgment are freely used as a courtesy; yet in an important matter this man and his executives will forego an acknowledgment and delay a reply to an extent which might be called undue. The larger ends of correspondence make this policy the best.

Crapo to Leave Gray & Davis

Because of the sales consolidation between Gray & Davis, Inc., Boston, and the American Bosch Magneto Company, Springfield, Mass., A. R. Crapo, advertising manager of Gray & Davis, has resigned, to take effect September 1.

Berkowitz Transferred to New York "American"

Mortimer Berkowitz, Western representative of the Boston *American*, has been appointed manager of the national advertising department of the New York *American*.

W. B. Stark With Porter Agency

W. B. Stark, formerly of The Philip Ritter Company, Inc., New York, has joined The Harry Porter Company, New York advertising agency, as an executive.

Directs Advertising of Clothing Chain

Newton R. Barrett has joined J. C. Brownstone & Co., New York, and will conduct the advertising of the company's thirty retail clothing stores.

Digitized by Google

First In Kansas City, Missouri

THE KANSAS CITY POST

Circulation week days exceeding 150,000 paid, Sunday 160,000 paid—A. B. C.

THE POST is first in the hearts and minds of the people of Kansas City, first in reader value, first in prestige and first in advertising value.

During the first six months of 1920 The KANSAS CITY POST gained in national advertising sixty per cent over the same period in 1919, and one hundred and forty-five per cent over the same period in 1918. The gains in the local field have been equally as good, but the big gain The Post has made during the last two years is in local prestige and the good will of the people. Everybody worth while in Kansas City and its trading territory reads The Kansas City Post and know and respect its Editor, Dr. Burris Jenkins.

The Kansas City Post has proved to the people of Kansas City that it is always working for their best interests and for the betterment of Kansas City as a place to live.

Kansas City has a population of about 450,000, the city circulation of The Kansas City Post exceeds 82,000, the balance of the circulation is in the suburbs of Kansas City and its close-in buying district. Figure for yourself the number of homes and you can readily realize that you can completely cover Kansas City by using The Post alone. Flat rate 20c per line daily, 22½c per line Sunday.

Put The Kansas City Post first on every list that you make for advertising to cover Kansas City, Mo., and its trading territory.

CONE AND WOODMAN, INC

New York Chicago Detroit Atlanta Kansas City

Digitized by Google

How The International Harvester Gets the Good Will of the Child

What It Is Doing to Make the Boy and the Girl Like Farming

* * * But now the International people are going even further. They realize that the educational effort must be started on the children, or in other words, on those who will be prospects for machinery twenty years from now. In this way the drift from the farm to the city can be stopped. Instil in boys and girls a love for agriculture and they won't desire to leave the farm. The International is, therefore, encouraging the teaching of agriculture in schools. Its latest book shows how the study of the subject can be vitalized. For some time agriculture has been taught in many schools, but the attempt was not entirely successful, simply because there has been too much book work and not enough practical experiments. This new publication shows how these conditions may be overcome. It suggests a plan whereby the subjects are rotated and tells what has been accomplished in a few States by these methods. The book is filled with cartoons and pictures, which visualize the tragedy of wrong methods of instruction and show how interesting the study is when practical methods are followed. The company has available over a dozen publications suited to the needs of schools, such as "A Pig for Every Boy," "Fly Catechism," "Binder Twine Industry," etc. It also furnishes charts and slides for lectures, patterns for a fly-trap, a "rag doll" for testing seed corn, stencil patterns on various subjects and other helps to encourage the child to stay on the farm.

The whole effort is a splendid example of the business institution that is not so bent on getting to-day's orders that it forgets about building for the future.—"Printers' Ink," August 16, 1917.

For several years The International Harvester Company has used large space in

NORMAL·INSTRUCTOR AND PRIMARY·PLANS

The Leading Educational Journal

As a result, this Company now has the co-operation of teachers and the endorsement of the schools throughout the United States in its campaign of education.

Half the Teachers of the United States

Are Readers of This Great Educational Journal

Ten Million School Children Are Under the Direct Influence of These Teachers

What Normal Instructor-Primary Plans has done for International, it can do for you. Let us tell you how.

F. A. OWEN PUBLISHING COMPANY
DANSVILLE, N.Y.

WESTERN OFFICE
708-10 Republic Building
Telephone Harrison 5844
CHICAGO, ILL.

CHARLES E. GARDNER
Advertising Manager

EASTERN OFFICE
110 West 34th Street
Telephone Greeley 3269
NEW YORK CITY

Digitized by Google

When the Competitor's Man Tries to Demoralize Your Young Salesman

New Men Should Be Warned of a Possible Danger—Morale Upbuilding

By Richard Walsh

"I TELL you, if I had your ability to sell goods, plus my line, I'd make ten thousand a year!"

The man who said that was an old timer, selling pickles and condiments on a three-week territory. The youngster to whom he made the remark was a new man, just starting with a competing brand and working the same territory.

The youngster had a good line and the house with which he was connected enjoyed the largest business in that territory. For years, the line had been carried by an extremely efficient salesman who had recently retired from the road to go into business for himself. With him out of the way, competing men were trying to grab up as much of his trade as possible while the successor was getting acquainted.

The old men on the territory were hoping, none too charitably, that the newcomer would be a weak individual who could not hold the business together. But realizing that just hoping would not suffice, one or two of their number took it upon themselves to break down the morale of the newcomer. That is why the interesting little conversation was taking place in the smoking car of the night train.

"Yes," the old timer went on, "I don't think I ever saw a young chap with more stuff than you've got. But you're in the same fix as some of these star ball players who get onto a ball team like this year's Phillies or Detroit. You're in with a losing aggregation and don't get a chance to show what you can really do.

"Of course, when I'm up against the trade, I don't knock your line, because it isn't good business, and I wouldn't try to get an order by knocking a competitor. But all the same, between you and me, you know and I know that your line can't hold a candle to ours."

And then he continued to show the youngster where his product was weak, where it did not compare with competition and how hard it really was for a man to make a good showing with it.

"And then you've got another drawback. That credit man of yours has done more to play my house's game than anybody I know. He is certainly a tough proposition. You'll find out pretty soon. Every time you get a man where he is really coming good, that credit man will figure he is letting him in too deep and will hold up an order. And you know what that means when you've got a customer going good.

"Yes, sir," he settled back to puff his black cigar. "If you, with your natural qualifications as a salesman, had a line like mine to sell, you'd certainly show this territory some business. I hate to see you go to waste, and it is too bad that our house didn't hear of you first. Well, when you get next, let me know and I'll put in a boost for you with my chief."

TEMPTED AND FELL

Three months later, the youngster was off the territory. He had gone to pieces. In spite of his failure, he had good stuff in him, but he was young and inexperienced and took too much to heart all that he heard. It was not long until he began to excuse his inability to sell a certain dealer by recalling that his house was not behind him. Naturally enough, some of his business was turned down by the credit man, while

Digitized by Google

An *Unusual* Advertising Man Is Available

"Unusual" is the word—a man with over 15 years' experience in advertising and sales management. A thorough training as a New York newspaper and magazine man laid the foundation for this man's success as an advertising executive in the agency field. It is not a "job" that this man seeks, so much as a chance to expand and to naturally receive the commensurate remuneration.

His present agency says of him: "An able executive, keen business analyst, brilliant in sales promotion, can plan campaigns, write good copy, knows advertising mechanics and media; a pleasing personality with high attainments and ability."

This man is available *only* for an *unusual* opportunity as advertising and sales manager for a large manufacturer, or in an agency where possibilities are unlimited. Otherwise, his present agency and he will continue their mutually agreeable relations.

Propositions preferred from New York or immediate vicinity.

Address "Unusual," Box 92, PRINTERS' INK.

some of his customers got collection letters from the same individual. When he heard about those instances, he immediately recalled the talk he had with the old timer and began to feel sorry for himself. Then he began to criticise the house. Instead of looking to himself to improve his position, he became disgruntled, and from there on the downward path is plain, clearly defined and exceptionally well oiled.

Breaking the spirit of the new man is a favorite pastime with many salesmen who make a regular territory and work the same trade over and over again and come into competition with the same salesmen, week after week.

There is a certain territory I have in mind, which is worked every two weeks by eight different salesmen, representing eight different competing manufacturers. Competition is fierce. Each man knows all the trade and each man knows his competitor. The competition is purely personal. Each man is getting the business away from another man. The salesmen have been on the territory so long that the conflict and competition has become a personal issue. When one of these men succeeds in getting a customer away from another, he is not aware of the fact that his house has succeeded in getting a customer away from a competing house. All he appreciates is that he personally has triumphed over a competing salesman. That is joy and satisfaction enough.

THE COMMUNION OF SALESMEN

The only time these men have anything at all in common is when one of their number leaves the territory. Then those who remain combine for a few months against the new man. The older men feel that the trade which formerly belonged to the other old man should first of all come to them. They fight for it among themselves while they are all combining to keep the newcomer out. Some of their methods are perfectly fair and polite. Some of them are not. But the

Digitized by Google

The Public Confidence

An important part of the management of the Bell System is to keep the public informed concerning all matters relating to the telephone.

We consider this an essential part of our stewardship in the operation of this public utility. It is due not only the 130,000 shareholders, but it is due the whole citizenship of the country.

We have told you of new inventions to improve service, of the growth of service, of problems involved in securing materials, employing and training workers, of financing new developments, and of rates necessary to maintain service.

You have been taken into our confidence as to what we are doing, how we do it, why we do it. You have been told of our efforts to meet unusual conditions; of how we have bent every energy to provide service in the face of storms, floods, fires.

It is an enormous task today to provide adequate service in the face of shortage of workers, raw materials, manufacturing production and transportation.

Nevertheless the service of the Bell System has been improved and extended this year. Over 350,000 new stations have been put into operation. And the loyal workers of the Bell System are establishing new records for efficiency and will establish new records for service.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy *One System* *Universal Service*

Digitized by Google

Publishers Representative
in NEW ENGLAND

A national publishing house limited to special fields has decided to discontinue New England Branch.

Our New England Manager, a trained newspaper, publicity and advertising man—who made a success for us as an advertising salesman in that territory—cannot join our New York selling organization owing to his family conditions.

There undoubtedly is a publisher or several publishers who can use part or all of his time as New England manager, advertising salesman or editorial representative. He has an office in best building in Boston, used largely by advertising interests and has the organization and executive ability ready to carry on for you.

Best of all, he has the ambition, energy, determination, ability and integrity that you demand. Served in war and earned a Lieutenancy. Married, age thirty. At liberty September 1.

A get-together personally, or by correspondence may be arranged through us.

Write H.J.M., Box 90, Printers' Ink.

Art Director

As an artist of reputation, layout and Ideaman, I have given evidence of versatility, distinction and originality.

With proven merchandising and selling ability, I combine thoro experience in reproduction processes, printing, typefaces and paper.

I know the art market—individual artists and art organizations.

I can organize my time and the time of others.

I can give concise and understandable instructions.

I am 35 years old, married,

Address T. M., care PRINTERS' INK, 833 Peoples' Gas Building, Chicago, Ill.

big thing is to get the business, and if they can reach out for new orders with one hand while with the other they can keep the newcomer out of the running, that is regarded as perfectly all right.

Now, this interesting little game may be enjoyable from a spectator's standpoint, but it is very, very expensive to the house that is putting out the new man, and is often especially annoying when the house doesn't realize what is being done.

FALSE PREMISE LED TO FALSE CONCLUSION

"I certainly was disappointed in young Jones," a sales manager said to me. "He had all the qualifications to make a success. We put him into a territory where we always got the volume of business, and he should have held it. Yet he went all to pieces. He started out nicely and displayed a first-class confidence, but he weakened. I guess he was one of those chaps who are swell headed and not really confident. He got to feeling too good for the job, and when things began to slip, instead of taking our instructions to heart he got cocky. Finally we had to fire him."

Right here this manager was doing an injustice to young Jones and to himself. Jones was all right then and is all right now, but he got a rude hit on that job which not only spoiled his chances for making good with that line, but spoiled a lot of good business for his house. What happened was that the sales manager never worked the road himself and didn't appreciate the fine points of the interesting little game of breaking down the young competitor. So he didn't know the symptoms of the disease. Of course, the youngster didn't recognize them because they were unknown to him. So he just went to pieces.

Marion Johnson, sales manager for a Western firm, a grizzled veteran of the type which it is said was brought up on raw meat and rusty nails, is making it a practice of explaining this danger

Digitized by Google

The Stability of British Markets

IN all Europe there is no country which has weathered the Storm of War with such unshaken stability as Great Britain. In spite of the drain upon her national resources Great Britain is proving once again her remarkable stamina and powers of rapid recuperation. Britain is like a great boxing champion emerging victorious from a gruelling fight of many rounds, with a punch or two remaining in each hand for the new battle of reconstruction.

The inference which shrewd Americans will draw from this fact is that now is the time to make a strong bid for a British market for American goods.

Britain is a Big Buyer

Britain is a big buyer—and during the next few months she is going to be a yet bigger buyer of many things which America can supply.

Get to work upon this rich field. Your advance guard must be your Advertising, and here is where we can help you. Our organization is at your service from the word "go." We are organized to render complete Service, from the planning of a campaign to the drafting and right placing of every kind of Advertisement.

Write us fully about your proposition and we will give it immediate individual attention.

W·S·CRAWFORD LTD

Advertising Agents and Consultants

CRAVEN HOUSE, KINGSWAY, LONDON, W. C. 2

Telegrams: "Rofwar, Westcent"
Telephones: Regent 5067, 5068, 5069

AND AT 55, FETTER LANE, LONDON, E. C. 4

Telegrams: "Printadsag, Fleet" *Telephone: Holborn 3120*

Digitized by Google

Confidential

For Publishers Only

If you desire to get in touch with a man competent to handle the business management of your publication or publications, I wish you would write to me.

Six years ago I joined one of the leading publishing organizations in this country. During the past year I have managed, successfully, one of that concern's publications. Within six months that periodical was an assured success.

I have good reasons for changing. My best reference is the president of the concern I am leaving.

If you have a proposition which will pay $10,000 or more, tell me about it. Communications strictly confidential. New York concern preferred.

Address, "C. P.," Box 97, care of Printers' Ink.

The Atlanta Journal

Atlanta, Ga.

Associated Press, exclusive day service and Sunday morning service.

The Atlanta Journal is one of a very few Associated Press afternoon papers which also has Associated Press service for its Sunday morning edition.

Sunday circulation over 80,000.

Advertising in The Journal Sells the Goods

to every youngster he puts out. In his own selling days, Johnson made it his business to cultivate the friendship of every non-competing salesman and have him boosting for his line. So far as competing men were concerned, he didn't believe a word they told him.

They tell a good story on Johnson in his early days:

Johnson was making his first trip over a territory, and an old timer picked him up on the train.

"You and I might as well be friends," the old timer said. "There are only ten stores in the next town, and suppose we each take five of them and we can clean up and get out by two o'clock and each of us will have made a good showing."

Johnson didn't comment.

When they reached the town and were in the hotel lobby, the old timer said: "We might as well take a room together. We won't be here to-night, anyway, and all we want is a bath." So they went to their joint room and the old timer started to enjoy a smoke and a bath. When he had closed the bathroom door, Johnson took the key, locked the bedroom door from the outside, went out and worked all ten stores rapidly, got eight orders, and was ready to leave town. He unlocked his wily competitor just before he went on to the next town by auto with a hardware man who was just leaving town.

"Why didn't the guy call the clerk and get him to unlock the door?" another salesman asked when he heard the story.

"Well, there were too many salesmen who knew that boy and the clerk wouldn't have kept still," was the answer.

There is a great deal more to this business of selling goods than carrying around a price list and a quality talk and a portfolio showing the "dominant advertising campaign my house," etc.

Salesmen don't knock competing lines these days. That is old stuff and crude, and doesn't get them any business. But the strategy of competition is as keen to-day

Digitized by Google

as it ever was. Only it is played along different lines.

Morale is still the big, deciding factor. Given a line which is about on a par and a price list which is somewhere within sight of the market, or at any rate is based on value of the article, and one man will get the business while another one will fail.

Technique in selling is an interesting and engrossing study. The sales manager who permits himself to dwell in the past, when he was on the road, is apt to overlook the "inside stuff" that is being pulled to-day. But in any case, a little preachment on not letting the competitor "get his goat" is good medicine for the youngster to take out with him. It sort of stiffens up his backbone and puts him on his toes for "funny business."

To Advertise the Year Round Now

The Botanical Manufacturing Company, Philadelphia, maker of insecticides, will advertise "Red Wing Powder" and "Rat Corn" throughout the year, instead of confining the campaign to the warm months, as the result of a trade investigation made by the Donovan-Armstrong advertising agency, of Philadelphia. The campaign will be centred in publications of general circulation.

Theological Seminary Teaches Advertising

Church advertising was in the curriculum of the summer school of theology of Auburn Theological Seminary, Auburn, N. Y., for the first time this July. Herbert H. Smith, in charge of the promotion of church advertising under the Presbyterian Department of Publicity, was the instructor for five weeks.

Hercules Powder Earnings Increase

The Hercules Powder Company, for the six months ended June 30, 1920, reports net earnings after charges and federal taxes of $1,265,285, compared with $488,421 for the corresponding 1919 period.

"World Outlook" Ceases Publication

The *World Outlook*, which was the official organ of the Interchurch World Movement, ceases publication with this month.

Big Circulation

Is Not Always

GOOD Circulation

But—

Meriden Morning Record

Circulation

Is BOTH Big and Good

QUALITY circulation is what pays advertisers.

For 60 years Meriden Connecticut's one, strong, FAMILY paper has been the RECORD.

BEST FAMILIES here take the Record and always have. It's QUALITY circulation!

Digitized by Google

NEW ENGLAND

for trial campaigns—for regular campaigns

Savings Deposits
40 per cent of the entire
country are in these six
New England States

ABILITY TO PURCHASE

Circulation means simply an audience to whom the advertiser may talk. The character of the audience has much to do with their value to him. Where there is intelligence, education, receptivity to advertising and ability to buy—in such an audience you will find the greatest result.

Fifteen Fine New England Home Newspapers

TAUNTON, MASS. DAILY GAZETTE
Daily Circulation 7,909 A. B. C.
Population 38,000, with suburbs 53,000

WORCESTER, MASS., GAZETTE
Daily Cir. Six Mos. 30,155; Mar. 31,783
Population 190,000, with suburbs 250,000

PAWTUCKET, R. I., TIMES
Net Paid Circulation 23,369 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT. POST-TELEGRAM
Daily Circulation 46,730 P. O.
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER
Daily and Sunday Cir. 28,334 P. O.
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)
Daily Cir. over 10,647 A. B. C.—3c copy
Population 25,688, with suburbs 60,000

WATERBURY, CT., REPUBLICAN
Daily 10,992 A.B.C.; Sun. 11,425 A.B.C.
Population 91,410, with suburbs 100,000

PORTLAND, ME., EXPRESS
Daily Circulation 24,300
Population 69,169, with suburbs 75,000

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,552 A. B. C.
Population 22,000, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER
Daily Circulation 25,375 A. B. C.
Population 78,200, with suburbs 150,000

FITCHBURG, MASS., SENTINEL
Net Paid Circulation now 9,000
Population 41,013, with suburbs 150,000

LOWELL, MASS. COURIER-CITIZEN
Daily Circulation 16,975 P. O.
Population 114,366, with suburbs 150,000

LYNN, MASS., ITEM
Daily Circulation 15,504 P. O.
Population 89,336, with suburbs 100,000

SALEM, MASS., NEWS
Daily Circulation, 18,811 P. O.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 49,692 A. B. C.
Population 129,338, with suburbs 425,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

Digitized by Google

Anti-Theft Association Would Expand

A national advertising campaign to acquaint the public with the work of the organization since it was founded in 1915 will be conducted during the next few months by the Anti-Automobile Thief Association, which has headquarters at Wichita, Kan. The campaign was launched through newspapers in Kansas and Missouri the first week in August and will later be run in eastern papers. The purpose of the association is to recover cars and also to punish the thief.

W. V. Hall, general manager, stated that the national advertising campaign is expected to result in the opening of many branch offices in both the Eastern and Western coast cities.

H. B. Joseph Joins Cusack

H. Belden Joseph, for seven years assistant advertising manager of the E. A. Strout Farm Agency and later with the Kelly-Springeld Tire Co., New York, where he was assistant advertising manager for six years, has resigned to join the sales organization of the Thomas Cusack Co., in New York.

Death of Frank Buckhout

Frank Buckhout, advertising manager for the *Arizona Daily Star*, of Tucson, died July 31. Mr. Buckhout was at one time business manager of the New York *Evening Mail* and was also connected with the New York *Sun* and *New York Commercial*.

A. H. Barker With Conant

A. H. Barker, formerly in the advertising department of the Chicago *News*, and also at one time with the McJunkin Advertising Company, Chicago, has joined the sales staff of W. B. Conant, publishers' representative, Chicago.

Wm. R. Wright With Kansas City "Journal"

William R. Wright, formerly manager of foreign advertising with the Denver *Rocky Mountain News* and the Denver *Times*, has become advertising manager for the Kansas City *Journal*.

To Advertise Karpen Furniture

S. Karpen & Bros., Chicago, manufacturers of furniture, have placed their advertising account with the Stavrum & Shafer agency of that city. General periodicals will be used.

How Many Ten-Cent Sales?

Sales of the F. W. Woolworth Company for the six months ending June 30 were $60,395,262, an increase of $9,336,192, compared with the first half of 1919.

PORTLAND
MAINE
EXPRESS

—only evening paper in Portland.

—largest circulation in Portland.

—larger than both others in Portland.

and
of course

it is the great advertising medium of Portland.

The Julius Mathews Special Agency
Boston——New York——Chicago

Merchandise Moves Rapidly in Bridgeport, Connecticut

It moves rapidly because everybody has money to buy.

It moves rapidly because new people are coming in and making more money than they ever did before in their life, and now they want many of the good things heretofore beyond them.

It moves rapidly because the merchants and the foreign advertisers tell of their merchandise in the

POST and TELEGRAM
Evening **Morning**

Largest Connecticut Circulation

Representatives
I. A. Klein, 254 Metropolitan Tower, New York, N. Y.
John Glass, Peoples Gas Bldg., Chicago, Ill.

Digitized by Google

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31 bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year. $1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, $100; half page, $50; quarter page, $25; one inch, minimum $7.70. Classified 55 cents a line, Minimum order $2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:
C. P. Russell — Albert E. Haase
Roland Cole — C. H. Claudy

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, August 12, 1920

Cleverness versus Consistency

The president of a well known advertising agency said to us recently:

"In looking through various periodicals covering a period of more than fifteen years, we find those concerns that have not turned hand springs, nor put red paint on the end of their nose, so to speak, to attract attention, but have plugged away in a safe and sane manner, carrying on their advertising along the same lines that they do their business in general—these are the concerns that have pyramided the results of their advertising expenditures."

The question of consistency in copy as shown through the constant repetition of a name or trademark over a long period of years as against spasmodic cleverness has often been discussed in the columns of PRINTERS' INK. The agency man, however, takes the question away from the copy writer and puts it back where it belongs—up to the manufacturer who has the money to spend for an advertising campaign. In carrying over to the buying mind of the public the kind of a firm back of the copy, the advertising as it is presented to the public in various periodicals, it would seem, should avoid two opposite extremes. Somewhere between the Scylla of deadly dullness and the Charybdis of mere cleverness in putting over "something different" there is the middle ground of forcefulness, coupled with sincerity.

It is manifestly unfair for the reader of advertisements to blame the agency representative or the copy writer for either of the two extremes. When either deadly dullness or extreme cleverness is the kind of copy the man at the head of the concern wants, he usually insists upon getting it. A careful study of advertising successes should prove that continuous consistent advertising, with sincere, readable and believable copy, comes near being a solution for the average concern.

Closer co-operation between the advertiser and the man who actually puts down what the advertiser wants to say could result in better copy, and a greater number of firms who project their actual personality for the attention of the buying public.

Banking Is an Open Field

At the foundation of all business expansion is the question of credit. No business can increase its sales or advertise consistently unless it is properly financed. As PRINTERS' INK has pointed out recently, advertising

Digitized by Google

by farmers has in the past often been held down, because of insufficient financing.

Now comes news that a charter has been taken out for "The Brotherhood of Locomotive Engineers Co-operative National Bank of Cleveland, Ohio," which it is said, is to be established with a capital of one million dollars. Reports state that the railroad brotherhoods and other labor organizations are resolved to have their own bank and keep their money where it "will not longer be used against them," and that the proposed institution will loan money to workers and farmers and not to "speculators and manipulators." This is a mighty interesting development in co-operative banking, and even more interesting is the attitude of some of the biggest bankers in America toward it.

In the report of general business conditions for August, released by the National City Bank of New York, is a statement on the subject, presumably written by George E. Roberts, vice-president of that institution. He says in effect that if the brotherhood feels that money in other banks has been used against them, they are certainly taking the right course in organizing a bank of their own, and everybody will be glad to see them do it. He points out that no argument to the contrary would ever convince them. And that the most practical way to dispose of criticisms and complaints against banks is to have their critics themselves get into the banking business.

This great metropolitan bank, through its spokesman, takes the attitude that the demonstration made by the locomotive brotherhoods showing the banking field open to everybody, and that the business is not a monopoly will be a valuable piece of information. Banking, like any other business, is one which is highly competitive and dependent in the long run upon the favor and good will of the public. Any group of people that is willing to put up the necessary amount of paid-in capital can start a bank. Men who think that the present banks are not serving the community, that they put profits ahead of community service, can very well watch with interest the Brotherhood of Locomotive Engineers' attempt.

Farmers, also, who feel they have been inadequately served in the past in proportion to their economic importance can deal with the Brotherhood Bank, or start one of their own. Competition and experiment are good for everybody, especially in so fundamental a question as that of credit and one which is so little understood. As Mr. Roberts says: "If the Brotherhood Bank helps to assure people who are doubtful on the subject that there is free entrance, actual competition and fair play in the banking field, it will serve an excellent purpose, and we are confident that it will have an influence to this end.

"The more everybody knows about the services of the entire business organization, the better, and the more widely the ownership of banking corporations and all other corporations can be distributed, the better."

If the leaders in the banking business generally agree with Mr. Roberts in his attitude, the Brotherhood Bank will be watched with friendly interest. Moreover, if Mr. Roberts can get enough men to agree with him in his statement that the more everybody knows about the services of banks, the better, why not a co-operative campaign by a group of big banks to show in understandable English what function the banks serve, why a bank exists and what it does? Is there not a fine chance for a co-operative advertising campaign here?

Local Advertising and the Higher Railroad Rates

What effect will the increased freight and passenger charges have upon "trading at home"?

Some far-sighted manufacturers and jobbers maintaining service depart-

Digitized by Google

ments for retailers see in the recent order of the Interstate Commerce Commission an opportunity that can be capitalized upon in an advertising way. Their idea is that with higher freight rates goods bought from retail mail-order houses will have a higher laid down cost—also that the increased passenger fare will tend to prevent people from going so much to the nearby cities to trade.

If the retailers will jump right in now and make the most out of this situation in an advertising way they think some forceful work can be done in behalf of the local dealer.

From what has been said to PRINTERS' INK by representatives of two large concerns during the last week it is reasonable to expect that the new rates will very soon figure quite largely in an advertising way.

Of course increased freight charges are bound to be reflected in the cost of goods in the retail store. And it is to be doubted, according to the opinions of some advertising authorities, that people will not be able to discern this quickly. People analyze such things much more closely now than they did a few years ago. Even though it may cost more from now on to get an article home from the mail-order house, the buyer has the advantage of knowing just how much he is paying for the thing and how much for freight. The transportation charges will be higher but it will not be hidden as in the case of a purchase made in a retail store. Nevertheless a fairly effective advertising presentation in behalf of the local retailer can be made along this line even though it might not be able to stand the strictest analytical test.

Suburban retailers who are up against big city competition are the ones who will benefit most. The 20 per cent increase in passenger fares is large enough to wipe out most if not all of the price advantage that can be gained by going to the city to trade. As a matter of fact this price advantage has not been nearly so great as some people imagine. People have taken it for granted that the city retailer could undersell their local dealer. They have not applied their usual comparative analysis of local prices and city prices because of a certain distrust of the local retailer.

The local retailer now has something concrete upon which to base his presentation of the advantages of trading in the home town and the home neighborhood. If he is helped to the extent that he may make the most of this opportunity he ought to have a pretty fair chance to set himself right with his customers—something he sadly needs.

In this connection it is interesting to note that some of the mail-order houses are upsetting their traditions to the extent of going boldly out and advertising for local business. Montgomery Ward & Company is using newspaper space in towns where it has branches to induce people to come direct to the store and buy groceries. An offer is made to deliver the goods for "a small cartage charge."

The National Cloak & Suit Company has opened a big retail store in Kansas City, where it offers its mail-order garments for sale in competition with all other concerns. It is a heavy advertiser in the Kansas City newspapers.

Retailers—with the possible exception of those in the towns where the mail-order houses are located—ought to be pleased at this development. It indicates concrete recognition of what the mail-order firms always have been ready to admit in private, namely: that buying at a retail store is the natural way after all.

To disinterested observers the advertising benefits to be gained from the new freight and passenger rates, while having elements of benefit to both sides, seem in a general sense to favor the retailer. Anyway there is reasonably good psychology in some forceful and immediate advertising of the kind contemplated, and the service departments may be counted upon to make the best of it.

Digitized by Google

·LIFE·

Another Paper Advance

Effective with September 1st we are compelled to meet another increase in cost of paper, nor have we any assurance that this will be the final advance.

We announce that we will continue our current rates on LIFE until the last gasp, preferring, temporarily, to run our business without profit rather than put ourselves in a position where we will have to reduce our advertising rate when paper costs recede. Furthermore, we believe it a moral duty to perform our part and not be a party to price raising, which practice we believe should cease and NOW.

How long we can continue our current rate, frankly, we don't know. We do know LIFE'S rate per page per thousand at present is remarkably low compared even with mass circulation mediums.

We do know that live advertisers are appreciating LIFE'S value as never in its 37 years. *Gee. Bee. Are.*

LIFE'S Advertising Manager, 31st St., West, No. 17, New York.
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago.

Digitized by Google

Here Is a Valuable Man for Manufacturer or Advertising Agency

A man of middle age having, in addition to a thoroughly rounded out experience, the sort of temperament and personality that has made him a successful executive in dealing with men of the high spirited and efficient type.

Experienced in merchandising many products and organizing sales forces.

Seeking connection with manufacturer as sales manager or as account executive with agency.

Details and references by mail or interview.

Address O. T., Box 93, care of PRINTERS' INK.

DO YOU WANT TO GROW WITH A GROWING CONCERN?

A CHANCE TO SELL

A Nationally Advertised Work Garment. It is the Leader in Quality, Prestige and Sales.

OUR REQUIREMENTS:

1. One or two real salesmen not over 35.
2. Young men of ability and persistency.
3. To travel in country territory by car.
4. To call on retail merchants.
5. Experience in selling with a proven record.
6. Retail merchandising experience preferred.

Our salesmen are backed up by a comprehensive national advertising campaign, a complete dealer service department, and a sales promotion department.

REMUNERATION:

Straight commission on all orders, mail orders included, with a liberal weekly drawing account.

This is a real opportunity—and we offer you this chance to grow with a good thing.

Don't hesitate to let us know all about you in your letter. Write to

H. A. RIDDICK, SALES MANAGER, BOX 165, TRENTON, N. J.

A CHANCE TO SELL——AND GROW

American Advertising in Canada

The Baker Advertising Agency, Toronto, has been placed in charge of the Canadian advertising for Armour & Co., Chicago and Hamilton, and is now placing a campaign in Canadian newspapers. This agency has also been appointed by the Paige-Detroit Motor Car Co., Detroit, to handle its Canadian advertising.

The joint campaign for "Kum-a-part" cuff buttons now being put on for C. H. Westwood & Co. and Baer & Wilde, Attleboro, Mass., is being handled by the Baker agency.

C. B. Whitney Has Charge of Corset Advertising

C. B. Whitney, who has been assistant advertising manager of the Royal Worcester Corset Company, Worcester, Mass., has been put in charge of the department.

W. P. Frye, the former advertising manager, whose resignation was announced in PRINTERS' INK last month, has become advertising manager of the Pneuvac Company, Worcester, maker of sweeper vacuum cleaners.

Van Beynum Leaves Publication Field

C. W. Van Beynum, for nine years connected with the *National Underwriter*, Chicago, has gone to Hartford, Conn., where he is connected with the publicity department of the Travelers' Insurance Company.

Clough Agency Incorporates

The John L. Clough Advertising Agency, of Indianapolis, has been incorporated, with John L. Clough, president; Irving W. Ridge, vice-president; George A. Pennock, secretary and treasurer.

Sales Engineer

A technical education, plus a course of business training, and twelve years' exceptional experience have won rapid promotion and management of important engineering work in various parts of the country.

I now desire to take up sales engineering with a concern which wants to push its product and give real service to its customers.

Have you a mechanical or electrical line over which I can be genuinely enthusiastic?

C. E. G., care of Printers' Ink
833 Peoples Gas Bldg., Chicago, Ill.

Digitized by Google

Here's What I Want and Here's What I Can Do

I want a job and a certain type of job needs me.

ALL my training has been devoted to advertising and sales—nearly ten years of it all told.

I am ripe for a job that involves or will lead to sales-management of a company that demands sales from its advertising and is determined upon getting them.

I have been trained in a school that has taught me how to make advertising work with the salesmen and for them—not in spite of or independent of them.

I believe I know how to get the last full measure of value from an advertising appropriation. I believe I know the importance of tying up the campaign all down the line and selling it to every factor in the merchandising chain.

I can get along with men.

My experience has been five years in an advertising agency, in the work of developing new markets and strengthening old ones. I handled accounts and had a part in determining sales policies and in executing them.

For four years I have been, and now am, advertising manager of a large and prosperous manufacturing organization, in full charge of the advertising plans, administration and liason work with jobbers, dealers and sales-force.

Princeton graduate. Married. Twenty-nine years old. I need not say that any communications will be held confidentially.

Address: "W. B.," Box 98, care Printers' Ink.

Digitized by Google

After

I go through the hell of selecting a real advertising agent who produces good copy—well illustrated—and after paying higher prices than ever for halftones and plates, and bend every energy I possess to bring forth a satisfactory magazine ad—it's like going through another

Hell

to realize that most of the money is lost, most of the space wasted and most of the readers unacquainted with the message I tried so hard to get across. Such is the attitude of mind of most advertisers. As to the money lost there can be

No Redemption

But it need not be so henceforth if you follow the plan of arranging copy as devised by us for Magazine Advertisers. We printed 800 little books last month telling how to eliminate waste—bring down cost—center the reader's attention on your ad.

Nearly five hundred are gone now. If you want one, you may have it free, while they last, provided you are the advertising man of any firm using the National Monthlies or Weeklies. Simply write

F. W. HARVEY, Jr.
180 North Wabash Ave., Chicago, Ill.

Digitized by Google

AUGUST MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES
(Exclusive of publishers' own advertising)

Standard Size

	Pages	Lines
Review of Reviews	105	23,520
World's Work	105	23,520
Harper's Magazine	100	22,568
Scribner's	78	17,668
Atlantic Monthly	75	16,968
Century	56	12,572
Munsey's	25	5,712
St. Nicholas	24	5,440
†Current Opinion	10	2,420
Bookman	10	2,397
*Wide World		

*July-Aug. issue given in July Summary. †Reverted to standard size.

Flat Size

	Columns	Lines
American Magazine	347	49,750
Red Book	239	34,225
Cosmopolitan	230	32,923
*Metropolitan	151	25,682
Sunset	156	22,381
McClure's	113	19,321
Physical Culture	130	18,644
Photoplay	127	18,282
Motion Picture Magazine	118	16,987
American Boy	82	16,528
Hearst's	73	12,440
Boys' Life	68	11,620
Everybody's	67	9,603
Success	56	8,070
Boys' Magazine	31	5,356

*July-August issue.

WOMEN'S MAGAZINES
(Exclusive of publishers' own advertising)

	Columns	Lines
Ladies' Home Journal	434	86,986
Vogue (2 issues)	553	85,815
*Good Housekeeping	359	51,338
*Delineator	253	50,658
Harper's Bazar	265	44,550
*Designer	200	40,137
Woman's Home Companion	205	41,132
Fashion Art	153	25,726
McCall's	102	20,423
Holland's	97	18,519
*Woman's World	105	17,900
Modern Priscilla	75	12,800
People's Popular Monthly	58	11,108
Mother's Magazine	54	9,180
Fashionable Dress	52	8,916

20,000

new American Millionaires were made during the past five years.

Hundreds of Thousands of others accumulated from $50,000 to $100,000.

These men are progressive and will continue to forge ahead in world reconstruction. To do so they must keep in touch with events of the world politically, economically and socially.

CURRENT OPINION meets the imperative need of these men. Thousands of them have already become subscribers in their quest for reliable information on world affairs. And thousands more will be added to our list this year.

A schedule advertising contract NOW will protect you for a year at prevailing low rates and open up to you a path to this fountain of newly developed purchasing power.

Circulation Guarantee, 65,000 Net. $120 Per Page. 60c Per Line.

CURRENT OPINION
48-50 W. 47th St., New York
Chicago Office, Peoples Gas Building

Digitized by Google

With Its Steadily Mounting Circulation The

New Haven Register

has an Evening circulation just about equal to that of any TWO other New Haven papers COMBINED—and several thousands larger than Both other evening papers Combined.

And the buying power, thousand for thousand, of the Register's circulation is, admittedly, "head and shoulders above!"

Conservatively, we should say that the Register's circulation represents over seventy-five per cent of the purchasing public whose wants are supplied by New Haven stores. Possibly ninety per cent would be nearer correct.

Largest circulation! Best equipment! Leads the nearest paper by more than Five Million lines in total advertising carried annually.

New Haven Register

The Julius Mathews Special Agency
Boston——New York——Chicago

	Columns	Lines
Green Book	52	7,516
Needlecraft	34	6.505
‡*People's Home Journal.		
‡*Pictorial Review		
†Today's Housewife		

*July-August issue. ‡Given in July summary. †August-September issue.

MONTHLY MAGAZINES CARRYING GENERAL AND CLASS ADVERTISING

	Columns	Lines
Motor	550	92,484
Motor Life	520	82,160
System	298	42,715
Country Life	227	38,136
Popular Mechanics	166	37,296
Vanity Fair	228	36,180
House & Garden	182	28,744
Arts & Decoration	166	27,947
Popular Science Monthly	165	25,121
Field & Stream	121	17,361
Science and Invention	114	16,772
House Beautiful	103	15,848
National Sportsman	91	13,093
Outers'-Recreation	80	11,453
Asia	74	10,212
Forest & Stream	64	9,167
Outdoor Life	64	9,049
Association Men	58	8,154
‡Rotarian	49	7,203
†International Studio	49	6,860
Extension Magazine	27	4,590
*Illustrated World		
*Outing		
*Theatre		

†July issue. ‡New page size. *July-August issue listed in July.

VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

	Columns	Lines
MacLean's (2 July)	292	51,122
Canadian Home Journal	115	23,062
Western Home Mo. (July)	124	22,390
Canadian Courier (2 July)	87	16,010
Everywoman's World	89	17,979
Canadian Magazine	64	14,336
La Canadienne	56	11,254

VOLUME OF ADVERTISING IN JULY WEEKLIES

July 1-7	Columns	Lines
Saturday Evening Post	452	76,995
Literary Digest	221	33,602
Town & Country	128	21,639
Collier's	106	18,076
Life	84	11,895
Scientific American	52	8,882
Leslie's	38	6,424
Outlook	39	5,823

Digitized by Google

The Pulling Power of PHYSICAL CULTURE

As Viewed By Senator Harding

"That interview in PHYSICAL CULTURE literally flooded my mail with inquiries from all parts of the world. If I got one letter there were at least three bushel baskets full.

"Letters came from every State in the Union and every province in Canada; from Mexico; the West Indies, Central and South America, Great Britain, Europe, Africa, Asia, India, Japan, East Indies, Australia, Hawaii and Samoa.

"There were such stacks of letters it was utterly impossible to read them all, much less answer them. So, I shifted the burden to my wife. They filled the library almost to my seclusion for days, while my wife carefully read each letter and separated them into classifications for reply.

"After such a siege you can see why I never again can be tempted to give an interview—*at least not for such a far reaching magazine as PHYSICAL CULTURE on any subject about which there is the remotest possibility of there ever being any inquiries made.*"

PHYSICAL CULTURE

"The Magazine That Makes Good on Keyed Advertising"

119 West Fortieth Street, New York City

O. J. ELDER, Business Manager

Sam. M. White, Advertising Manager

Western Representative
CHARLES H. SHATTUCK
770 Peoples Gas Bldg., Chicago, Ill.

New England Representative
METZ B. HAYES
Little Building, Boston, Mass.

Digitized by Google

	Columns	Lines
Christian Herald	30	5,103
Independent	18	2,673
Churchman	16	2,266
Youth's Companion	10	2,084
Nation	12	1,764
Judge	12	1,728
American Legion	11	1,691
July 8-14		
Saturday Evening Post	445	75,812
Literary Digest	234	35,691
Town & Country	111	18,808
Collier's	74	12,605
Forbes	62	10,694
Scientific American	39	6,651
Leslie's	38	6,525
Christian Herald	32	5,548
Outlook	36	5,395
Life	32	4,609
Independent	23	3,415
American Legion	19	2,770
Youth's Companion	12	2,460
Judge	12	1,800
Churchman	11	1,612
Nation	6	910
July 15-21		
Saturday Evening Post	452	76,982
Literary Digest	234	35,685
Collier's	102	17,392
Town & Country	90	15,187
Leslie's	44	7,586
Scientific American	40	6,945
Life	49	6,937
Christian Herald	33	5,750
Youth's Companion	21	4,200
Independent	27	3,986
Outlook	23	3,478
Nation	14	2,080
Churchman	13	1,907
American Legion	8	1,262
Judge	5	716
July 22-28		
Saturday Evening Post	443	75,372
Literary Digest	180	27,480
Collier's	68	11,655
Forbes	51	8,778
Leslie's	44	7,500
Outlook	34	5,131
Scientific American	29	4,973
Life	33	4,540
*Independent	26	3,748
Christian Herald	21	3,597
American Legion	12	1,814
Youth's Companion	8	1,655
Churchman	9	1,385
Judge	9	1,372
Nation	6	840

*July 24-31 issue.

	Columns	Lines
July 29-31		
Saturday Evening Post	418	71,201
Literary Digest	114	17,423
Collier's	60	10,228
Scientific American	31	5,345
Life	29	4,112
Christian Herald	20	3,471
Youth's Companion	12	2,525
Churchman	11	1,558
Nation	10	1,450
American Legion	9	1,323
Judge	7	1,016
Totals for July		
Saturday Evening Post	2,213	376,362
Literary Digest	986	149,881
Collier's	411	69,956
Town & Country	331	55,634
Scientific American	192	32,796
Life	229	32,093
Leslie's	165	28,035
Christian Herald	149	25,441
Outlook	134	19,827
Forbes	114	19,472
Independent	96	13,822
Youth's Companion	64	12,924
American Legion	61	8,860
Churchman	62	8,728
Nation	50	7,044
Judge	47	6,632

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

1. Motor	550	92,484
2. Ladies' Home Journal	434	86,986
3. Motor Life	520	82,160
*4. Good Housekeeping	359	51,338
*5. Delineator	253	50,658
6. American Magazine	347	49,750
7. Harper's Bazar	265	44,550
8. System	298	42,715
*9. Designer	200	40,137
10. Woman's Home Comp.	205	41,132
11. Country Life	227	38,136
12. Pop. Mechanics (Pg.)	166	37,296
13. Vanity Fair	228	36,180
14. Red Book	239	34,225
15. Cosmopolitan	230	32,923
16. House & Garden	182	28,744
17. Arts & Decoration	166	27,947
18. Fashion Art	153	25,726
*19. Metropolitan	151	25,682
20. Popular Science	165	25,121
21. Rev. of Reviews (Pg.)	105	23,520
22. World's Work (pages)	105	23,520
23. Can. Home Journal	115	23,062
24. Harper's Mag. (pages)	100	22,568
25. Sunset	156	22,381

*July-August issue.

Digitized by Google

BOYS' LIFE—

What it is
What it stands for

BOYS' LIFE is the official magazine of the Boy Scouts of America, but it is in no sense a house organ or trade publication; and its general all around excellence has drawn to it thousands of readers who are not Scouts.

BOYS' LIFE is an out-of-doors, adventure magazine for boys; edited by Scout men who have made their life work the study of boys and who know what a boy likes, how a boy thinks and what a boy wants to do. It is conducted on the principle that has made possible the Boy Scout Movement's splendid effect on the character of boys.

An Editorial Board of eminent men, having a sincere interest in work for boys, examines the magazine, passing not only on the editorial matter, but all the advertisements. No fraudulent or deceptive advertisements are accepted.

Every issue of BOYS' LIFE is packed full of the finest stories for boys—stories that have plenty of excitement in them, plenty of fun of the right sort, plenty of uplift. Articles and stories on camping, woodcraft, handicraft, scouting, natural history and nature study; hiking, photography, baseball, football, and field athletics; in fact, every sport, recreation or activity in a boy's life presented for the entertainment of all boys.

Finally, BOYS' LIFE is published by the National Council of the Boy Scouts of America not as a commercial enterprise, but as an influence for good among all boys.

BOYS' LIFE

THE BOY SCOUTS' MAGAZINE

BOY SCOUTS OF AMERICA, Publishers

Member A. B. C.

200 FIFTH AVENUE
NEW YORK

203 SO. DEARBORN ST.
CHICAGO

Digitized by Google

"PRINTERS' INK'S" FOUR-YEAR RECORD OF AUGUST ADVERTISING

GENERAL MAGAZINES

	1920	1919	1918	1917	Totals
American	49,750	37,853	21,401	19,380	128,384
Cosmopolitan	32,923	30,947	20,694	22,951	107,515
Harper's Magazine	22,568	23,464	15,429	20,980	82,441
Red Book	‡34,225	‡25,183	‡15,025	7,090	81,523
Review of Reviews	23,520	21,840	13,508	16,401	75,269
†Metropolitan	25,682	20,667	11,475	15,593	73,417
World's Work	23,520	23,072	11,319	13,889	71,800
McClure's	19,321	19,126	9,443	16,240	64,130
Scribner's	17,668	19,369	11,401	14,371	62,809
Sunset	22,381	19,453	9,167	11,777	62,778
Physical Culture	‡18,644	‡15,986	‡10,585	7,672	52,887
Atlantic Monthly	16,968	16,045	8,849	7,806	49,668
Motion Picture Magazine	‡16,987	‡14,731	‡11,006	4,614	47,338
American Boy	16,528	12,740	7,700	8,715	45,683
Century	12,572	13,030	7,461	11,223	44,286
Photoplay	‡18,282	‡14,111	‡7,554	3,827	43,774
Hearst's	12,440	13,001	5,729	8,250	39,420
Everybody's	‡9,603	‡10,095	‡6,481	8,741	34,920
Boys' Life	11,620	8,550	4,927	6,389	31,486
St. Nicholas	5,440	5,753	5,362	6,531	23,086
Boys' Magazine	5,356	5,356	5,175	5,781	21,668
Munsey's	5,712	6,203	3,729	4,240	19,884
Current Opinion	*2,420	2,606	2,174	6,065	13,265
	424,130	379,181	225,594	248,526	1,277,431

‡Changed from standard to flat size. *Reverted to standard size. †July-August issue.

WOMEN'S MAGAZINES

Vogue (2 issues)	85,815	71,655	54,370	56,932	268,772
Ladies' Home Journal	86,986	46,046	33,332	29,034	195,398
Harper's Bazar	44,550	36,989	26,588	26,830	134,957
†Good Housekeeping	51,338	31,622	22,359	21,845	127,164
Woman's Home Companion	41,132	31,032	15,531	18,572	106,267
†Delineator	50,658	24,458	17,082	11,811	104,009
††‡Designer & Woman's Magazine	40,137	18,822	14,683	10,325	83,967
†**Pictorial Review	.....	34,768	17,010	17,987	*69,765
McCall's Magazine	x20,423	x14,956	x17,600	7,036	60,015
Modern Priscilla	12,800	11,374	7,005	4,958	36,137
†**People's Home Journal	.....	11,420	8,082	7,043	*26,545
‡Mother's Magazine & Home Life	9,180	8,500	4,022	4,635	26,337
Needlecraft Magazine	6,505	5,952	1,592	2,103	16,152
	449,524	347,594	239,256	219,111	1,255,485

xNew page size. ‡The 2 magazines now combined. *3-year total. †July-August issue. **Listed in July.

CLASS MAGAZINES

System	42,715	42,004	32,032	28,176	144,927
Popular Mechanics	37,296	29,632	20,824	24,311	112,063
Vanity Fair	36,180	24,828	17,255	24,561	102,824
Country Life	38,136	26,208	16,812	21,049	102,205
Popular Science Monthly	‡25,121	‡16,525	14,070	16,093	71,809
Field & Stream	17,361	14,436	12,309	15,207	59,313
House & Garden	28,744	12,456	7,373	9,839	58,412
National Sportsman	‡13,093	‡13,682	8,028	9,170	43,973
House Beautiful	15,848	6,773	5,343	5,131	33,095
†Theatre	.....	12,027	7,818	8,358	*28,203
†Outing	.....	‡7,749	‡7,733	6,818	*22,300
*International Studio	.....	3,881	4,798	4,223	*12,902
	254,494	210,201	154,395	172,936	792,026

†July-August issue—listed in July. *3-year total. ‡Changed from standard to flat size. xJuly issue.

WEEKLIES (4 JULY ISSUES)

Saturday Evening Post	*376,362	244,754	138,546	120,935	880,597
Literary Digest	*149,881	112,162	74,854	66,288	403,185
Collier's	*‡69,956	‡54,377	38,071	53,681	216,085
Town & Country	†55,634	†55,032	†34,145	†40,494	185,305
Leslie's	28,035	37,098	26,983	25,365	117,481
Scientific American	*‡32,796	‡30,219	26,013	19,994	109,022
Life	*32,093	*27,711	15,955	17,521	93,280
Outlook	19,827	*20,758	*17,855	24,314	82,654
Christian Herald	*25,441	19,105	*12,837	11,671	69,054
	790,025	601,216	385,259	380,163	2,156,663
GRAND TOTALS	1,918,173	1,538,192	1,004,504	1,020,736	5,481,605

†3 issues.
*5 issues.
‡Smaller page size.

Digitized by Google

NOW READY

No. 11 Issue of

AGENCY LIST

OF THE STANDARD ADVERTISING REGISTER

CONTAINS

Names, addresses and executives of over 1500 Advertising Agencies in United States and Canada.

Names of Agencies "recognized" by principal Associations of United States and Canada.

Names of accounts handled by over 500 leading Agencies.

Names of 3500 advertisers placing their advertising direct.

Names of Advertising Agencies geographically listed.

Issued three times per year.

Single Copy $5 **Yearly Subscription $12.50**

Order Now and Get After Fall Business

NATIONAL REGISTER PUBLISHING CO., Inc.
R. W. FERREL, Manager
1901 TIMES BUILDING NEW YORK CITY

Digitized by Google

The Little Schoolmaster's Classroom

THE Schoolmaster happened in recently on a crowd of friends who were gathered at the small suburban garage, tinkering with their cars. Of course, it is apparent to all that automobilists have a true affection for their "boats." It is the strongest tie imaginable, a human tie. One chap lovingly refers to his roadster as "Kate," and talks to it, as a man might talk to a horse.

One of the men drew a piece of a newspaper from his pocket. It was an advertisement for the Jordan car.

"Listen, fellows," he said, "I want you to listen to this. It comes nearer selling me a car than anything I've seen in many a day. This is what I call *real* advertising." And he proceeded to read aloud:

" 'The Jordan Playboy is ready. A spirited companion for a wonderful girl and a wonderful boy. It's a shame to call it a Roadster, so full is this brawny, graceful thing with the vigor of boyhood and morning. It carries two passengers — three if they're friendly—to the plaee you have always longed to go. It revels along with the wandering wind and roars like a Caproni biplane. It's a car for a man's man, that's certain. Or for a girl who loves the out-of-doors. It's true—there's some of the tang of that rare old English ale that was brewed from the smiles of youth and old boxing gloves. How did we happen to think of it? Why a girl who can swim and paddle and shoot described it to a boy who loves the roar of the cut-out. We built one and slipped away from the quiet zone. And stepped on it. And the dogs barked—and boys stopped to cheer. And people we passed stopped and looked back—and we were boys again. The Playboy is built in limited numbers—frankly, because we love to do it."

* * *

Eight men—who had stood in silence, in that garage—spontaneously cried, "Great stuff!"

Here is a portion of a later Jordan advertisement, which the Schoolmaster can't resist quoting:

"THE BLUEBIRD PLAYBOY WITH IVORY WHEELS

"The Playboy with ivory wheels, in the plumage of a bluebird—distinctive—different—has a little touch of something that only women can describe. A dash of devil-may-care for the man who plays as hard as he works—a promise to the woman who loves the range of the open road, yet practical as any doctor's car must be.

"DAWN GRAY WITH SHAMROCK WHEELS

"A woman said, 'Why don't you paint a car in snappy gray that doesn't show the dust—and start it on its way with wheels from old Killarney'—so we finished one and drove it down the avenue. Dawn Gray, with wheels of Shamrock Green—a knockout of course—even the Flivver owners showed respect. Only three for this town—for August.

"THE JORDAN BROUGHAM IN SARABAND GREEN

"Alive, modern and superb, with all the ease and splendid poise that charming women prize, the Jordan Brougham in Saraband Green, is the special for August.

"Men to whom the world is never dull, turn on their heel to pay the fleeting tribute of a glance to this trig, tailor-made, bewitching thing."

And so on—Playboys in Coventry Blue, Maxfield Blue, Arabian Red and at the last this description of the "Burgundy Old Wine Silhouette":

"It is a car of muscle and brawn — quick, responsive, with balance that is superb.

"The spacious Jordan Silhouette

Digitized by Google

Signs Will Give
to Your Branches

stinctive mark for the store
the red of a United Cigar
white of a Childs' restaur-
to each branch the strength
ganization, it "ties" the ad-
up to the place where the
d.

many large advertisers use
Signs of exactly similar
eir branches or dealers'
tter where they see it people
sign. It's like an old friend.

O x Signs are best for this
k is because any trademark
ctly reproduced in raised,
characters. There is also the
hat Oplex Signs are day signs
illuminated electric night signs
snow-white letters on a dark back-
Moreover they have greatest read-
nce, lowest upkeep cost and most
designs.

Let us send you a sketch showing how
our Oplex Sign will look.

Flexlume Sign Co. ELECTRICAL ADVERTISING
1439-46 Niagara St., Buffalo

Pacific Coast Distributors
Electrical Products Corp.
Los Angeles, Cal.

Canadian Factory
The Flexlume Sign Co., Ltd.
Toronto, Ont.

Digitized by Google

SHIPPING EXECUTIVE
FOR FASTEST GROWING MAIL ORDER HOUSE IN THE EAST. MUST BE RESPONSIBLE FOR LARGE STOCK, ACCURATE ORDER FILLING AND EFFICIENT MANAGEMENT OF SHIPPING ROOM. STATE EXPERIENCE FULLY. ADDRESS GENERAL MANAGER—
BOSTON MAIL ORDER HOUSE
BOSTON, MASS.

More Than 4,600 Grocers
in the Philadelphia territory subscribe to the
RETAIL LEDGER
Twice a Month; Sub. $1.00 a Year

ARTISTS WANTED
Several strictly first-class mechanical photo-retouchers.
ADDA & KUENSTLER STUDIOS
37 East 28th Street New York City

YOU CANNOT BUY OUR IDEA UNLESS IT WILL SELL YOUR GOODS
B & B SIGN CO. INC.
341-347 Fifth Ave. N.Y.
Advertising Signs Window Displays
Counter Display Cases

Advertising Electros
Ask for Prices
General Plate Co.
Terre Haute, Ind.
Marquette Bldg. Chicago

Seven is finished for August in Burgundy old wine and Saraband Green, just for those who like to look like individuals instead of appearing on the Avenue in ordinary garb."

* * *

A drug store in Rochester, the Paine Drug Company, has adopted an advertising policy that interests the Schoolmaster, for it is an elaboration of a pet theory. In other words, is there any good reason why the small local advertiser, using newspaper space, should not employ some of the cleverness of the great national campaign? Much of the country paper, and even the larger city newspaper advertising, is painfully primitive.

This concern, using three-column space, has put its copy in serial form, with a basic thought running through, to give continuity. First comes a distinctive border and name plate, used uniformly. Then the picture of the store has been mortised into a grinding jar. Each advertisement takes up one idea and one article only, giving its history in brief. Here is a fragment of copy from one advertisement on sponges:

"Something about sponges worth knowing. The largest sponge market in the Western hemisphere is at Tarpon Springs, Florida. Here, when the sponges are brought up by the divers, they bear no resemblance whatever to the sponges you buy, for the com-

Effective printed sales letters in colors are result - bringing direct advertising
GEORGE SETON THOMPSON CO.
608 So. Dearborn St., Chicago

CANADIAN ADVERTISING
CALL IN
SMITH, DENNE & LIMITED
TORONTO MONTREAL

Digitized by Google

One ad produced thousands of dollars in orders

PHILLIPS & WIENES
Typographic Servants
160 East 25th St.
New York

August 3, 1920.

Printers' Ink,
185 Madison Avenue, New York.

Dear Sirs:—

Believing you are sincerely interested in the result of your clients' advertising in your publications, we wish to give you an idea of how valuable your space has been to us.

We placed in Printers' Ink Weekly, of June 24, 1920, an advertisement announcing the fact that we had increased the price of our little type book "from nothing to $2.00 the copy."

If you will remember we told you at the time that it was not replies we wanted, but rather to curtail the inflow of demands and requests for booklets from all sorts of people not in any way connected with advertising.

It will probably surprise you to learn, that even today, more than a month since the publication of this advertisement, we received an order from England.

Nearly every day since the publication of the advertisement we have received orders, not only from almost every state in the union, but also from Canada.

To say that we are pleased with the result is putting it too mildly, for in reality we are more than pleased—we are delighted.

With each booklet sold, we sent a letter stating, that if the recipient was not thoroughly satisfied, or felt that he had been over-charged for this little book, he had the privilege of returning it and getting his money back. Instead of returning the booklet we usually received a letter full of compliments. In one instance only was the booklet returned. This came from a feather renovating company in Tennessee.

The actual business in dollars, directly traceable to this one advertisement, runs into the thousands with prospects of no limit to the amount.

Assuring you that we are now doubly sold on Printers' Ink Weekly for our business, we are

Very truly yours,
PHILLIPS & WIENES,
Per Fred N. Phillips.

P. S.—Just this minute received second order from Europe.

Digitized by Google

WORLD SALESMAN
182 West 4th St. New York

A Monthly Journal of International Trade
Representative U. S. advrs.: Amer. Foreign Banking Corp., Amer. Express Co., Funsten Bros., Monsanto Chemical Works, many others. Sample copy, 10c.

Market News
A Monthly Trade Paper
FEATURING 5¢ TO $5.00 MERCHANDISE
What have you to market that can be retailed from 5c to $5.00?
Glad to work with you on merchandising and advertising possibilities. We reach only well-rated merchants.
458 BROADWAY, NEW YORK CITY

The Peptimist
314 New Telegraph Bldg., Detroit, Mich.
Reaches, interests, impresses
10,000 Retail Building Supply Dealers
every month. It's a different kind of trade paper—ask for a copy.

AMERICAN CUTLER
Official Organ of American Cutlery Mfrs., 6,500 copies monthly, reaching hardware dealers and jobbers. Sample on request.
15 Park Row New York

POSTAGE
The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. $1; 1 year $2.
POSTAGE 18 East 18th St., New York City

Mail Order ADVERTISING
For one client we are successfully selling coal in carload lots by mail-order process. There is almost no limit to the possibilities of mail-order trade wherein postage stamps often save the usually heavy expenses of salesmen. Consult us. No charge. We may surprise you. 220 West 42nd St., New York City. Bryant 5907.
SCOTT & SCOTT

mercial sponge is merely the skeleton of an animal. In the natural state it is covered with a thick mucus. This is pounded and washed out, the roots are cut off with sheep shears, and the sponges assorted according to variety, of which there is a large number.

"Unlike all other farming, sponges require no labor for cultivation, other than outlined above, but it does require a bit of labor for us to select from the immense sponge harvest, those sponges most suitable for our customers."

It has been found that this style of copy is read eagerly by the public, and the concentration of subject sells certain merchandise in far greater volume.

* * *

It is a safe bet that there are not a whole lot of people who pay their bills very cheerfully. In these days when the high cost of living takes all that almost anybody earns, bill paying at the first of the month is scarcely a work of intense joy or satisfaction. Few people have adopted such a fine little good will builder as that used by a prominent Cleveland firm of lithographers and engravers. Enclosed in each envelope, containing the check and the bill, is a little extra slip: "Glad to do it," says the top of this little, neatly-printed envelope stuffer, and then it goes on to say, "We take pleasure in paying your bill.

IN LOS ANGELES IT IS THE
EVENING HERALD
MEMBER A. B. C.
Government Circulation Statement April 1, 1920
134,686
Largest Daily Circulation in the West
REPRESENTATIVES
New York: Lester J. Clarke, 604 Times Bldg.
Chicago: G. Logan Payne Co., 432 Marquette Bldg.

Digitized by Google

It's as much satisfaction to pay our bills as it is to receive payment for our accounts.

"The real transaction, in any business deal, is the passing of the final check in settlement for goods or services received.

"The next time you are required to send a check for advertising services, printing, lithographing or stationery, remember you will then have an opportunity to show a spirit of reciprocity toward," and then follows the firm's name.

The Schoolmaster thinks it is a safe hazard that this little emissary of good will, in an unusual method, is the means of making a great many friends for the firm which utilizes it.

Will Advertise New Ford Accessory

The American Metals Corporation, Indianapolis, manufacturer of the Amco Shutter, a new accessory for Ford cars, has placed its account with the John L. Clough Advertising Agency of Indianapolis. A national campaign has been planned, contemplating the use of space in magazines, newspapers, trade and farm journals.

Sears Roebuck Sell Less in July

The sales of Sears Roebuck & Co. in July amounted to $16,743,264, which was a decrease of $1,255,644, as compared with the corresponding month a year ago.

No. 10 ENVELOPES No. 10
For Immediate Delivery
While They Last, Printed or Plain.
Telephone Cortlandt 3725.
Alert Multigraphing Service Corporation
74 Cortlandt Street. New York

Opening for Engineer-Advertising Man

The man we want to join us has had engineering schooling and perhaps some practical training. He knows marketing as well as advertising. He combines the qualifications of an executive with those of a rounded-out copy man.

He has a pleasing personality; an open mind. His ideals are balanced by sound business judgment.

To a man of this type we offer a happy and permanent connection.

Address, in confidence, of course, R. I., Box 94, care of Printers' Ink.

A Leading Agency Will Want This Man

He is at present solicitor and account executive with a small agency of high repute. Successful? Yes, and his reasons for changing are excellent.

His experience is broad. It covers 12 years as salesman, advertising manager and sales manager. These past employers will extend him a vote of confidence.

He knows advertising: analysis, planning, art, copy, and dealer work. **This he is prepared to prove.**

He seeks a **permanent** connection with a group of team-workers, where he may be one of the team, but it **must** be an able organization that places service-to-the-client first, for he knows the importance of sincere, intelligent attention to the advertisers' interests.

By hard work he will prove himself worthy of membership in such an organization, the while asking but a fair living income.

Address: C. O. M., 833 Peoples Gas Bldg., Chicago, Ill.

GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000	4-page Folders, 3¼x6¼ in.	**$10.00**
	Each additional thousand	**3.50**
1000	4-page Folders, 4x9 in...	**12.50**
	Each additional thousand	**4.50**
1000	4-page Folders, 6x9 in...	**16.00**
	Each additional thousand	**6.00**

FREE—our large package of samples
ERNEST A. FANTUS CO., Printers
525 So. Dearborn St., Chicago

RAPID ELECTROTYPE CO. OF CANADA, LIMITED
CHARLES J. HIRT, Managing Director
ELECTROTYPES, STEREOTYPES and MATRICES
Save Duty, Time and Expense
Head Office: 185 RICHMOND ST. WEST - TORONTO, ONT.
Plants at: MONTREAL, TORONTO, LONDON, WINDSOR

"GIBBONS Knows CANADA"
TORONTO MONT WINNIPEG

Digitized by Google

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Copy and layout man with sound agency experience. Give full details in first letter; send samples and state salary. Wilson H. Lee Advertising Service, 6 Church St., New Haven, Conn.

Opportunity for partnership offered to woman with editorial or advertising experience who would be interested in helping to develop a well-established literary agency of highest standing. Box 622, P. I.

WANTED—An experienced advertising agency solicitor on moderate salary at first; bright future for Atlantic States. Apply stating experience. Address "Recognized," Box 617, Printers' Ink.

SALESMEN—The rapid growth of our business makes necessary the addition of salesmen to represent a nationally known manufacturer of paints, varnishes and specialties in Indiana, Ohio and New York. Young, hustling, live-wire men with energy and proud records wanted. In replying state age, qualifications and salary desired. Box 588, Printers' Ink.

Interest in Agency. Wanted an all-round advertising Agency Man, experienced in soliciting, broad, knows merchandising plans, capable of signing-up business and holding it. To such a man, fully recognized agency doing good business will consider selling interest in the agency. Capital required from $10,000 to $15,000. Address "Confidential A. B. C.," Box 587, care of Printers' Ink.

Wanted an Enterprising Young Man for Circulation Manager of a national monthly magazine published in New York City. A good education, at least equivalent to a college course, is essential. This magazine is devoted to art and literature, emphasizing modern and unconventional forms. An appreciation of this field will be helpful. Experience in circulation work will also be valuable. State age, education, present salary and minimum salary required. Box 633, Printers' Ink.

Circulation Manager

A long-established business paper serving a leading manufacturing industry would engage for circulation manager a man with experience in minor positions in circulation department of a large publication serving a similar field. Home office is in a modern southern city. Experience with addressograph system desirable. A. B. C. publication. Applicants please make first letter complete, including salary rate. Box 604, care of Printers' Ink.

Local advertising representatives throughout the country wanted by New York House rated AAAA, on a brand new advertising proposition that's a winner; virgin territory, leads, and every help given. Minimum order pays $50.00 commission. Address Box 612, care of Printers' Ink.

Solicitor Wanted

an agency wants a young man to work on Commission; must be well educated, with thorough knowledge of English. Monthly settlements. Write, giving full particulars. Box 615, Printers' Ink.

Wanted--Sales Executive

Opportunity offered in Philadelphia to man who can produce satisfactory results on a line of high-grade cigars, backed by advertising campaign. Must possess executive qualifications and supervise advertising, write concise, convincing letters and handle salesmen. State experience and salary expected. Box 602, Printers' Ink.

ADVERTISING MANAGER

For a national well known article handled extensively by the drug and hardware trade; we are not seeking a copy writer but a combination sales and advertising manager who can increase present output with new ideas in selling and advertising campaigns; an exceptional opportunity for the right man; communications treated confidentially. State age, previous experience in detail and salary expected. Box 600, Printers' Ink.

Agency Copy Writers, opening in Middle West, another west of Rockies. Must be able to produce above-the-average copy. Accounts handled include machinery, building construction, auto accessories, tools and rubber goods. Adequate salaries offered.

Farm Journal Subscription Managers, one for Eastern position, another in South. Require executive ability, men who can write advertising for promotion purposes; should be familiar with premiums.

No charge for registration.

FERNALD'S EXCHANGE, Inc., Third National Bank Bldg., Springfield, Mass.

Digitized by Google

Commercial Artist

designer and figure man in line and wash. An excellent opportunity for substantial high grade man with old established Eastern Photo Engraving concern doing highest grade of work. Give full particulars in reply. Address Box 608, P. I.

WANTED—An alert and experienced Solicitor with a few active accounts. He will be backed by our Agency with an exceptional service organization. We are securing a great many good leads, which we turn over to our men. A worth-while opportunity for a capable man. Apply in person or with fully written details to Mr. George S. Dyer.
THE BROWN ADV. AGENCY,
25th Floor, World's Tower Building,
110 West 40th Street, New York City.

Advertising Agency Associate—a small but progressive advertising agency, operating their own plant, is seeking a man who is a live factor in the creating and closing of representative business. We are not seriously interested in any accounts this man may control—but what we want is a man who can take the initiative—get out in the open, meet competition and get results. This man must know modern merchandising—agency service and the fundamental details of Direct Mail Advertising. Write us in confidence, giving full details in your first letter. Simmonds & Simmonds, 422 So. Dearborn Street, Chicago, Ill.

WE CONNECT THE WIRES
bringing into quick communication the position seeker and the employer in the Advertising and Publishing field. We can place immediately with Eastern dailies classified advertising managers at $35-50; display solicitors and copy writers, $35-$50; advertising manager, $70; also opening for advertising man with New England manufacturer, $60; house-organ editor and copy writer for Middle-Western manufacturing concern; copy writer, also layout man, experienced in direct-by-mail work. Registration free. Established 1898. FERNALD'S EXCHANGE, Inc., Third National Bank Bldg., Springfield, Mass.

An unusual opportunity for one or two high-class young men who can control advertising accounts to become interested in one of the old and well-established agencies of excellent reputation. Box 605, P. I.

MISCELLANEOUS

Advertising Agency for Sale in western city, Rocky Mountain region. Same ownership 15 years. Multigraph letter-shop included. Practically no competition. My ill health opens this rare opportunity. $3,000 required. Box 601, Printers' Ink.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

Printing Machinery for Sale

Campbell Book and Job, Two-Revolution Cylinder Press, bed 37x48, sheet 36x48. (Seven-column quarto size.)

Comment

In our estimation this is by far the best all-around Newspaper Book, and Job Press that can be installed in the average country newspaper plant, being capable of producing in an exceptionally good manner all classes of printing that will come into the office.

We have installed over one hundred similar machines during the past twenty years, and can refer you to many of the users.

Trip

It possesses all the essential improvements, such as trip upon impression cylinder, which prevents offset when sheet is misfed, or when color is being worked up.

Distribution

Has four large form rollers with vibrators and four angle rollers, which insures even distribution on cut forms.

Sheet Delivery

The sheet is delivered on the front of the press and at no time comes in contact with any other part of the machine, preventing smearing and offsetting.

Maximum Output

Can be speeded up to 1200 per hour on newspaper work and 1000 per hour on the better grades.

Simple to Operate

It is as simple to operate as an ordinary Drum Cylinder Press, there being no occasion to employ high-class pressman.

Space Required

Occupies a floor spare of 10x15 feet, requires a work space of 15x20 feet, weighs 10,500 pounds, which is equivalent to 70 pounds to the square foot.

Equipment

Will be provided with a counter, slitter (to divide sheet when necessary), set of wrenches, power fixtures, or pulley for motor drive, rubber blanket for newspaper work, and hard packing for the better grades of printing.

Terms of Sale

It is easily worth $1800 erected in first-class condition upon your floor. We will accept, however (for two week-delivery) $1350, and allow 5% for cash or will extend liberal terms, if desired.

CONNER, FENDLER & CO.
Ninety-Six Beekman Street
New York City

Digitized by Google

A contributor to leading technical publications of the United States and Europe is prepared to furnish short articles of popular character on applied science to newspaper syndicates. Box 626, care Printers' Ink.

Three Live Wires

Offer

Copy, layout and photographic service can handle large or small accounts, catalogues and booklets. Box 625, care of Printers' Ink.

"Copy" for sales letters by an experienced specialist who both understands and *feels* the human element essential to the success of direct advertising. Proof furnished to any up and going concern on request. Jed Scarboro, 557A Halsey St., Brooklyn, N. Y.

POSITIONS WANTED

ADVERTISING AND EDITORIAL

Representative in New York City open for two or three good out-of-town class publications. Address Box 603, care of Printers' Ink.

Advertising Solicitor—Trade Paper— desires to represent trade paper in New York and Eastern Territory. Details past and present work given in interview. Box 631, Printers' Ink.

ADVERTISING. Young man studying advertising at New York University desires part-time position in advertising office. Can write copy and assist in make-up department. Box 630, P. I.

HE KNOWS A LOT

about advertising and knows he has a lot to learn. Twenty-five years old; two years selling advertising space and service. Wants an inside JOB assisting an advertising executive. Willing to WORK. Address New Yorker, Box 620, Printers' Ink.

The Qualities You Want

in one who becomes a permanent member of your business family will be found in this man. Ten years with one house, now with his second business connection, a $100,000,000 company. Seeking opportunity with smaller concern. Advertising manager plus business executive. Age 36, family. No objection to small town. Moderate salary to start if there is a big future. S. F. E., Box 611, Printers' Ink, Chicago Office.

EXECUTIVE with Advertising Ability Wants Position

31 years old; demonstrated executive ability; ten years' experience with large chain furniture stores; experienced in all details of buying, selling and collections, as well as copy writer and direct mail in all its branches. Unquestioned references as to ability, character and energy. Address Box 627, P. I.

LAYOUT-IDEA-MAN would like to hear from New York advertising agency needing "VISUALIZER." Can show successful creative record. Also writes copy. Box 597, Printers' Ink.

FREE LANCE COPY

man now preparing and directing big accounts, will write letters, folders, jingles, house organ material, general copy or consult. Box 610, Printers' Ink.

Young woman (29); A.M. degree; seven years' experience teaching higher classes in English composition and literature—seeks a career in the advertising or publishing field. Box 586, Printers' Ink.

SUCCESSFUL INTERNAL HOUSE-ORGAN EDITOR

seeks larger place. Cleveland district preferred, but not demanded. $4000 considered. Age 31. (University graduate). Box 621, Printers' Ink.

SALESMAN, broad experience in advertising and commercial work, with office, desires to represent publisher or manufacturer in New York and Eastern territory; reliable producer; best references; letters confidential. Box 616, P. I.

ARTIST

Capable designer, letterer and poster man; varied agency experience. Effective layouts in black and white or color. New connection desired. Salary moderate. Box 607, Printers' Ink.

Agency—Mfrs.—Distributors

Crack copy writer—with big, practical business—inventing and developing IDEAS—seven years' advertising and publicity experience. Wants permanent connection as foundation for future. Address Box 619, Printers' Ink.

Thorough-going, hard-working advertising man experienced in all phases of advertising and their relation to sales volume is equipped to take over the advertising, sales promotion and other executive duties of a manufacturer, or to assist an overburdened advertising and sales executive. Box 623, P. I.

Young woman, experienced in layout and editorial work, now in charge of publication office of magazine, desires offers from advertising agency, magazine or publisher. Good stenographer; thoroughly capable of editing and preparing copy. Address Box 629, Printers' Ink.

CIRCULATION MANAGER

20 years' experience on daily newspapers, knows circulation from A to Z, now employed where opportunity is too limited, desires connection with live daily newspaper, farm or trade paper where circulation building is wanted. Thoroughly trained in management and organization. Hard, energetic worker. Best of references. Write Box 585, Printers' Ink.

Sales Promotion Man

available at once. Can take entire charge of sales promotion department, sell your advertising to distributors and dealers and produce real results in dealer loyalty and co-operation. Thoroughly versed in national and local advertising; agency experience. A human, forceful and prolific writer. A big man looking for a big job. $6,000 a year. Box 589, Printers' Ink.

Digitized by Google

Young woman of exceptional initiative and ability seeks change to a position of responsibility either inside or outside, where her varied advertising experience could be used to full advantage. If prospects are good will start at $50 a week. Box 598, Printers' Ink.

I want a position in the advertising department of a manufacturer. I am 23, good education, executive ability and a successful record back of me. When may I call for an interview? Address Box 595, Printers' Ink.

A thoroughly experienced agency service executive, now successfully handling the service of a Philadelphia agency, wishes to change for purely personal reasons. Would welcome a position of promise with an aggressive agency or manufacturer—preferably in Philadelphia. Box 606, P. I.

ADVERTISING MANAGER, practical printer, now employed on largest daily in city of 125,000, desires change. Would like to obtain interest with services or management or assistant to manager of daily paper, north, east, or west. Can furnish best of reference. Address Box 584, Printers' Ink.

ADVERTISING executive and writer of proven ability—six years' experience planning and directing house-organ, magazine, direct-by-mail publicity and sales promotion campaigns in the automotive, electrical supply and pneumatic tool industries—desires responsible connection with New York manufacturer or agency. Address Box 624, Printers' Ink.

AGENCY EXECUTIVE

Skilled copywriter and account manager; has recently and successfully handled a half-million dollar account. Familiar with agency methods. Possesses a knack of getting things over without argument. Desires to connect at once with an agency. Salary wanted, $6,000. Box 590, Printers' Ink.

AN EXECUTIVE

With a clean record and sixteen years' experience will connect with manufacturer as advertising and sales manager; with live newspaper as advertising or service manager or with agency as copy or service director. I know the business, can handle people, have good personality, good health. Salary $5,000. Would go West or to Canada. Address R. J. X., Box 599, Printers' Ink.

COPY-BUILDER

My work is known from coast to coast. My copy has filled five million dollars' worth of advertising space. My idea layouts and written copy must "pull"—for customers come back for more. I have the broad view and the right grasp of advertising copy. I am a veteran—an all-around professional copy-builder. I turn the work out quickly—because, first of all, I am a business man. I'm employed at present, but seek a new connection which will give greater opportunities. Will furnish all necessary references. Box 614, Printers' Ink.

AGENCIES, LOOKIT!

Can you use contact man with initiative? Can talk big campaigns. Approach Board of Directors and Commitees and present a 100% human-being front, and sell the agency institutional idea. Box 609, Printers' Ink, Chicago office.

Wanted—Position as make-up man in advertising department. Experience in one of largest technical publication houses in New York. Good references. Salary must be sufficient to live but opportunity to grow after demonstrating ability is paramount. Box 594, Printers' Ink.

Assistant to Advertising or Sales Manager.—Promotion Service Manager of large publishing house wants new connection. Know advertising, dealer helps, typography, copy writing, printing details, costs, etc. College graduate; 4 years teacher high and normal schools; Captain 1st Division Infantry A. F. F.; American; age 29. Box 628, P. I.

ATTENTION MANUFACTURERS

Three live business-getters of highest standing, 35 years of age, with wide selling and executive experience, have organized their own selling agency. Are open for proposition to handle factory output on mutually satisfactory basis. Ready immediately. Box 613, care of Printers' Ink.

Designer-Letterer

Wishes position as layout man or assistant to art director with agency in or near New York. Age 24. Single. Three years of art training; four years of practical experience. At present I am conducting business of my own. Available September 1. For interview address Box [illegible], Printers' Ink.

Secretary-stenographer available to some busy advertising man Sept. 1. Woman with twelve years' experience in printing and advertising wants to become associated with executive who appreciates intelligent, faithful service; someone who wants a secretary always on deck, ready for any emergency, able to relieve him of all thought of detail in his department. Exceptional references. Box 632, P. I.

ADVERTISING ADVISORY SERVICE

Experienced advertising man, desirous of starting "on his own" offers his services in planning campaigns, arousing dealer enthusiasm, supervising copy and in aiding the formulation of larger merchandising policies. Broad visioned, logical thinker, full of pep, but levelheaded. Will work with a few non-competitive advertisers on a retainer basis. Box 591, Printers' Ink.

ACCOUNTANT, EXECUTIVE, OFFICE MANAGER

A man who has had twenty years of training, gained largely in the publishing field, desires position of responsibility; a thorough accountant and capable executive, familiar with the theory and experience in the practice of corporation accounting, finance and management; married; Christian; age 40. Box 592, Printers' Ink.

Digitized by Google

Table of Contents

PRINTERS' INK, August 12, 1920

The Farmer's Protest Against the High Cost of Distribution..... 3
An interview with J. R. Howard

Extra Service Features Help Put Over Main Business....*Edward T. Tandy* 17

Show All Pictured Equipment Up-to-Date Even Though You Don't Make It 19
Ivar Mattson

Bringing an Article of Merchandise into Dignified Company....*Roland Cole* 20

Pictures That Look the Reader Straight in the Eyes..... 33
By a Commercial Art Manager

An Advertised Slogan Teaches Men to Get What They Ask For..... 35

American People to Be Made Book Readers..... 41

Should Manufacturers Recognize the "Store on Wheels?"..... 43

Humanizing the Obvious in Technical Copy.....*R. Bigelow Lockwood* 49

Copy That Won't Translate Literally in Foreign Languages..... 57
Archibald J. Wolfe

Double-Service Advertising Builds Prestige and Develops Uses..... 65
Henry Burwen

Can Advertising Stick to Fundamental Motives?.....*Marshall Olds* 73

A New Approach to the Second-Hand Problem..... 85

Jobbers Are Driving Manufacturers to Sell Retailers Direct..... 93
Harry E. Sloan

That Added Ten Per Cent of Cleverness in Copy.....*W. Livingston Larned* 97

Mail Handling Methods Due for an Overhauling..... 103

Making the Telephone User Forswear Profanity..... 109

Profit Sharing Results 112

Old Memories Revived in Beverage Copy..... 118

Compulsory Arbitration Aggravates Unrest.....*Dorr E. Felt* 125

Patent Office Stiffens Practice in the Registration of Slogans..... 141

The Letter Which Acknowledges Receipt.....*John T. Bartlett* 149

When the Competitor's Man Tries to Demoralize Your Young Salesman.. 161
Richard Walsh

Editorials 170
Cleverness Versus Consistency—Banking Is an Open Field—Local Advertising and the Higher Railroad Rates.

Summary of Advertising in Magazines for August..... 177

"Printers' Ink's" Four-Year Record of August Advertising..... 182

The Little Schoolmaster's Classroom..... 184

Digitized by Google

The circulation of Outdoor Advertising is the population of the city where the display is showing

Thos. Cusack Co.

CHICAGO NEW YORK

Digitized by Google

THE NET PAID CIRCULATION OF

THE NEWS

New York's Picture Newspaper

NOW EXCEEDS

ONE QUARTER OF A MILLION DAILY

OF THIS 98% IS IN GREATER NEW YORK AND SUBURBS

ADVERTISING OFFICES

512 Fifth Ave., New Yoxk
Phone, Murray Hill 2785

Care The Chicago Tribune
Chicago, Illinois

Digitized by Google

GENER. AUG 23 1920 UNIV. MICH.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXII, No. 8 NEW YORK, AUGUST 19, 1920 10c A COPY

IOWA also raises APPLE TREES!

TALL CORN and STURDY YOUNGSTERS made Iowa famous. There are other fine crops, too. The rich, loamy soil of the Nishnabotna Valley is exactly suited to propagating vigorous trees, shrubs and perennial plants.

The May Seed & Nursery Co. of Shenandoah, Iowa, is a new organization, founded by men of lifelong experience as large growers in the fertile Nishnabotna Valley. Centrally located, they ship seeds and nursery stock to all parts of the country, including both seaboards.

Advertising Headquarters has the honor of starting this client advertisingly. Intimate knowledge of agricultural and horticultural fields enables us to approach our new duties with confidence.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK BOSTON CLEVELAND CHICAGO

Digitized by Google

THE POSTER WAY

STATION platform posters along the lines of the Interborough Subway and Elevated Systems offer the most effective means of keeping New York City's enormous buying public posted about your goods.

These big, brilliantly colored posters greet the eyes of 2,900,000 daily riders. At the "home" station and time and again on the journey downtown the name of your product, its big "talking point" and its full-colored picture repeatedly appeal to hundreds of thousands of prosperous household buyers.

It is "high-powered" advertising—the kind that tells in a big way the biggest thing you have to say about your goods. Tells it to the greatest multitude of free-spending people ever gotten together in a single metropolitan territory. Interborough posters *enlarge* your advertising power.

ARTEMAS WARD

Trading as Ward & Gow

50 Union Square New York City

Digitized by Google

PRINTERS' INK
Registered U. S. Patent Office

Issued weekly. Subscription $3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXII NEW YORK, AUGUST 19, 1920 No. 8

An Advertising Policy Is Not a "Thing Apart"

It Is a Mistake for Boards of Directors to Consider It Except as Woven into the Warp and Woof of House Policy

By Roy Dickinson

AT exactly five minutes past three on a summer afternoon a man went into a certain well-known bank in New York. Mr. Grimshaw, in the Loan Department, had planned to leave that afternoon to visit his cousin, George, out at a little lake in Westchester. As a consequence he was peeved when a busy looking man rushed up and asked if he could claim a few minutes of his time.

The combination of hurry on the part of the prospective customer and irritation at being delayed for a few moments on the part of the man behind the window ended finally in a fight. One of that kind of fights in which the man who should have been at least polite later states to his friends with pride that he told the other man, "Just where he could get off." In this particular case it happened that the man who was in a hurry was a wealthy manufacturer who had been slightly delayed in getting to the bank and who had an appointment with the president. The net result of the disagreeable incident was that the bank lost one of its biggest depositors to another institution whose subordinate employees carried out the policy of the house better than Mr. Grimshaw did on that particular day.

Every man who reads this article can multiply incidents like the above to the limit of his own experience. Every executive at the head of a large business realizes that it is one of his real problems that increases in direct proportion to the size of his organization.

Concerns like the Pullman Company, the Fleischmann Company, the great railroad organizations, and hundreds of others, depend very often for that tremendous asset, good will, upon the way in which their employees, who actually come in contact with the people, act toward the public.

In the case of the Pullman Company it is often a tactful dark-skinned porter who represents to the public the great company, with its millions of capital, which employs him. In the Fleischmann company, it is the driver of the wagon who, acting as personal representative of the company, is relied upon to carry out the policy of the house. The porter and the driver of the wagon thus trusted to carry over to the public the policy upon which the business has been built become guardians of a large amount of money, just as truly as if they carried a valise full of greenbacks. They are custodians of a segment of the greatest single asset their company has —good will. The importance of carrying out a policy from the president down to the place the company comes into contact with the buying public thus cannot be overestimated.

If the individual who comes in contact with the prospective cus-

Table of Contents on page 174

Digitized by Google

tomer talks and acts the way the proprietor would under similar conditions, we say that he has carried out the policy of the organization. House policy, then, as applied to a big organization is being polite, honest and decent toward the people you want to do business with. It includes also, of course, being efficient in all dealings with customers, and has for its very foundation the thought of service carried out by every department of the business. No firm surely has a policy in which impoliteness, discourtesy or indifference is a conscious part.

Under the general terms of house policy we find numerous and well-defined divisions. Sales policy, financial policy, manufacturing policy, all have their important place in the mind of the board of directors and the executives who manage any business. Speaking of sales policy, the vice-president and general manager of a concern making a product in the building material line, and the largest national advertiser in that field, said, "If our product is called unsatisfactory by any purchaser we make good his purchase price immediately. We then ask him as a matter of information to allow our engineers to look over his proposition and analyze the defect. We often find that the delicate product we make has been manhandled with a hammer. Adjustments and satisfaction usually result from this analysis and co-operation—but we always give money back first. We wouldn't think of changing this fundamental principle of sales policy, and yet I had to fight with my back to the wall against the whole board of directors to keep our advertising, the greatest good will asset of all, going when production was curtailed by a strike."

As for the financial policy, new ideas and radical changes are accepted slowly in the accounting department. Recapitalization, audits, inventories, all phases of financial policy are carefully thought out and long deliberated. Changes in manufacturing policy likewise are considered in great detail and with mature judgment before they are put into effect. The advice of experts is sought and the most careful analysis applied in advance to any suggested change in the accounting room, in the works, in the general office. Yet, as the president of a prominent agency says, "Any bit of color or a girl sitting in a new position is too often hailed as a new advertising idea and is railroaded through under the glow of warm enthusiasm. Three months later when the head of the concern who enthused at the time sees his pet idea between the covers of a periodical, he often wishes he had listened to the advice of his advertising manager and agent."

All of which leads us quite naturally to suggest that the advertising policy of an organization is not always so clearly defined in the minds of big executives as the other no more important parts of the organization policy. Regardless of how long or how often it is proved that advertising is the biggest single builder of good will which an organization can have, and no matter how often it is proved that good will is the most valuable asset upon the books of almost any corporation, advertising policy still remains in the minds of certain men something whose importance is not sufficiently well realized. When a concern is asked what its advertising policy is, it is sometimes apt to make a reply like "This year we are using the flats;" "We have decided to stop advertising for six months." Or it changes its policy overnight because the boss thought of a clever idea coming down from his farm.

And so the concern that wouldn't change a bookkeeping policy in months, or *ever* order the sales force to turn somersaults to secure attention, or be arrogant toward customers, jumps quickly into a change that is even more important to its eventual well being. Though advertising is the thing which forms permanent good will, which builds up over a long period intangible assets worth millions of dollars, Mr. Grimshaw's lack of tact is perfectly evident to the board of di-

Digitized by Google

890,000 lines gained by the weeklies

The ten leading weeklies have carried 890,000 lines more advertising during the first seven months of 1920 than in the same period of 1919.

Christian Herald's has been the largest gain of all in percentage—44%.

It has been the third largest gain in lines—81,760.

Christian Herald's steady growth

This is in keeping with Christian Herald's steady climb from *ninth* place in 1917 in total volume of advertising among the weeklies—to *seventh* place in 1918—to *sixth* place in 1919—to *fourth* place in 1920.

THE CHRISTIAN HERALD
GRAHAM PATTERSON, Publisher
New York

Digitized by Google

rectors, and he gets fired, but a certain kind of board of directors still monkeys with the firm's good will by looking at its advertising policy as something apart from the main business.

A careful analysis of the big outstanding successes in advertising, and they are almost invariably the real leaders in their industry, will indicate clearly that those concerns have looked upon their advertising policy as they would a house policy. They have considered it as one of the real foundations of their business. They have realized that their reasons for advertising are approximately the same as the reason for the firm's existence and that advertising is tied up closely with every other department of the business —not a pretty drop curtain to be raised or lowered at will. The editorial writer, who in commenting upon the recent closing down of a factory which is not advertising, makes a remark like "Manufacturers with their goods piled up have been waiting for the retailers and public to come and buy, but so far they have not come to buy," is indicative of the attitude which some bankers and executives still take toward the business of advertising.

Any large organization in which there is not to-day some need of real expression of the ideals back of the business and of its policy is not a business which will be a leader ten years from now. The men and women who buy in these days are becoming more and more interested in the kind of a firm with which they are doing business. Just as every part in the big organization where it touches the public must typify the ideals upon which the business has been built, so should the advertising, which is read by the public, carry over into the public's mind that vision of the ideals and the people behind the goods which it is asked to purchase. And it can't unless the advertising policy is built on bedrock—not shifting sands.

In not acting upon this obvious interpretation of advertising many a concern is losing out on a big opportunity. The impersonal attitude of some corporations is what antagonizes the public, and the goods do pile up. The right kind of advertising is putting a corporate soul on paper, and unless a corporation honestly wishes to serve it can't lead. It is lack of this realization which makes a firm, which down to the lowest office boy is aggressive and up to the minute in its relations with its own customers in the office, put out advertising which sounds like inscriptions in a graveyard. In the same way it is the attitude of considering advertising as something different and apart from the spirit of the business which makes a concern honest in its dealings, in the goods it manufactures and noted for the dignity and quality inherent in its product, put out copy which sounds like a man turning hand-springs to secure popular approval.

It is part of the job of every executive head of a business, of every man who is a member of the board of directors, to know that the advertising carries out the house policy, to know why an advertising campaign is essentially a basic foundation part of the business and to fight for it against any man who considers it in any other light. Otherwise he is not truly representing his stockholders, who are the real losers when the fact is forgotten.

Advertising has never been and will never be a thing for quitters. Once started it can no more be dispensed with than the front door of a retail store or a firm's letterhead. If it must be continuous to keep good will as a real asset, it should also continually represent house policy.

Until advertising is ranked at least as high as finance, production and distribution in the mind of the average business man, and is a matter of vital concern to the principals in every business, those principals are not fulfilling their duty to the stockholders.

As a permanent and constant factor in the development and success of all business there can be only one advertising policy.

Put advertising on your priority list, and keep it there.

Digitized by Google

When father was a boy–

his political activities were limited to bearing a flaring oil torch or red fire in behalf of the Hon. Peter Brady.

Nowadays boys take a more genuine though no less enthusiastic part in the day's affairs. They are more of a factor than a vociferous appendage. They play a leading part in such public movements as the campaigns for the Liberty Loans.

Where they carried the banner, boys now make able addresses and help in the executive details of organized public effort. The natural spirits of youth have simply been directed into channels where collective boyish enthusiasm has greater play than ever.

This is a mighty buying power for the advertiser to reckon with. Boys are eager readers. They read advertisements and form conclusions from what they read. When the advertiser directs his appeal to boys as a group, he starts a great sales momentum.

Such is the concentrated power of THE AMERICAN BOY'S circulation. It is the chosen boy publication of more than 500,000 active American boys. These boys average from 15½ to 16 years old. They are a mighty market, and a tremendous influence in the household budget of the nation. They are worth considering in your advertising plan.

THE AMERICAN BOY
"The Biggest, Brightest, Best Magazine for Boys in All the World"

THE SPRAGUE PUBLISHING CO., DETROIT, MICH.

(Member A. B. C.)

Branch Offices:—286 Fifth Ave., New York—1418 Lytton Building, Chicago

Digitized by Google

When the big order depends on executives who are beyond reach

How the Robert Gair Company met a difficult problem in selling to a "thin" market

FEW firms have escaped moments of uncertainty in closing a big order.

When the large account hangs in the balance, routine methods of selling necessarily break down. The decision depends upon important men who are difficult to influence—whom salesmen often cannot reach at all.

For manufacturers who distribute through a trade—whose output can be sold in small units—these crises are rare.

But for firms that produce large units—that sell equipment or supplies direct to other manufacturers—*every* order is a big order. The man who receives salesmen is often only a spokesman for executives or officers who remain in the background, but who actually have the final word in making the decision.

This was the situation that confronted the Robert Gair Company, large makers of folding boxes and package merchandising specialties.

The most profitable increases in volume for this firm could come only by closing big contracts—by winning favorable decisions from men who controlled large firms, who were often entirely inaccessible to salesmen.

To influence these men quickly and effectively it was determined to support the sales department with an advertising campaign.

Digitized by Google

For many years the Robert Gair Company has supplied the leaders in every industry with folding boxes, labels, shipping cases and window display advertising

Could *newspapers* be used profitably to reach this "thin" market, with so much of their circulation a complete loss?

It was recognized that this handicap could be offset only by making every announcement bring maximum results.

On February 3rd, 1920, the newspaper campaign was released.

Within the first week, inquiries commenced pouring in by letter and telephone. From this campaign appearing in one city, planned and prepared to influence a limited number of important men, direct replies received by the sales department ran into the hundreds. Big orders were closed.

In working out this problem of selling and advertising, it has been the privilege of the J. Walter Thompson Company to co-operate with the manufacturer.

J. WALTER THOMPSON COMPANY

NEW YORK CHICAGO BOSTON CINCINNATI LONDON

Digitized by Google

Something New in Advertising a Highly Competitive Product

Breakfast Food Introduces Itself Directly to Children

CHILDREN are rapidly coming into their own as recognized factors in the great scheme of buying. Time was when their influence in deciding purchases for the home was overlooked or minimized. But now we see a big national advertising campaign in which the whole consumer appeal is directed to children alone.

The article advertised is not a toy nor something for the exclusive use of children. It is a breakfast food intended for general consumption—Quaker Quakies, a new kind of corn flakes put out by the Quaker Oats Company.

In marketing the new food the company had the advantage of an advertising prestige that had been built up for its oats. It could proceed confidently in the knowledge that its name was familiar to almost every buyer of food for the home. Nevertheless it realized the fact that of breakfast foods there is no end and that something more than the good reputation of Quaker Oats would have to be invoked if Quaker Quakies got across in a hurry.

Then came the idea of making the appeal to the children. This has brought about a new and interesting kind of national advertising presentation.

The Quaker Quakies copy which has just started in national mediums is along the fairy-tale order. Right here we see some good advertising psychology. A fairy tale appeals to almost anybody with imagination. It is said that President McKinley when tired and worried over the hard problems of his office would find refuge and rest in reading books like "Alice in Wonderland." Most people will read a fairy story if it is short enough and if they think they won't get caught at it. Yet if advertising of this kind were addressed to grown-ups they would think it beneath their dignity and have little respect for the article advertised.

On the other hand, address the thing to the children and the grown-ups will read it. They will smile tolerantly and then call little Willie and Mary, show them the attractive picture and read them the pretty story. The net result is they have driven in upon them in a forceful way the fact that there is a new breakfast food on the market named Quaker Quakies, which of course is just what the advertiser is trying to bring about. All this is done in recognition of the principle of utilizing imagination in advertising and in allowing the powerful indirect appeal to do its work.

The advertisements have such headings as "Have the Quakies come to Your House?" The text, which is written in poetic Indian style, informs the boys and girls that Quaker Quakies can bring to them the three Good Spirits of beautiful youth.

Then the story is told of how the Quakers when they first came to America were in danger of starving one winter until friendly Indians brought them corn. The Indians told the Quakers that the corn was good because the Great Spirit had caused to dwell in it the three spirits of beautiful youth, meaning the spirit of strength, the spirit of courage and the spirit of truth. He who ate the corn, the Indians said, would become strong and brave and true because the three spirits had entered into him.

"Now, we have caught for you these good spirits of beautiful youth," the advertisement says. "We have caught them in fairy flakes of corn and have named these flakes Quaker Quakies."

There is some flowery talk also about the effects of warm spring rains, summer suns and autumn winds on the new product. The boys and girls are informed that

Digitized by Google

To Find the Family

—at their best
—in their home
—united in interest
—with a hundred wants
—with their favorite paper
—that is *opportunity!*

THE YOUTH'S COMPANION

BOSTON, MASS.

NEW YORK OFFICE: 910 Flatiron Building
CHICAGO OFFICE: 122 South Michigan Boulevard

Digitized by Google

if they have not had a chance to become strong and brave and true from the three good spirits then that is their fault, because the Quakies are "just over the way at the grocer's—waiting."

In the whole series of advertisements no direct reference is made to the conventional good qualities of Quaker Quakies.

Advertising of this kind has to be done with skill and circumspection, or great will be the fall thereof. The Quaker Oats people seem to have hit the happy medium between too much and not enough. The result is a pleasing setting forth of the new breakfast food in a way that suggests rather than specifically states its health-giving properties and deliciousness. This kind of copy when well done is so easy to read and conveys the talking points so clearly that there is no question about it being good advertising.

The biggest business proposition sometimes can be advertised in a chatty unconventional way without the least letting down in dignity or effectiveness. A leading wholesale firm once devoted the first four pages of its monthly catalogue to a story written in the first person in which the catalogue was invested with a personality and made to talk direct to the retailer as an introduction to the merchandising offerings in the book. There were plenty of thumb-nail sketches of a semi-comical kind that served to give more life and lightness to the story. The man who wrote that insert was seldom permitted to write the heavier editorials in the catalogue. He had an easy, flowing, talky style which was just the thing for that kind of advertising, but which would be out of place in the more ponderous, sledge-hammer stuff. The thing brought forth a surprisingly large number of commendatory comments from retailers. Yet using that style of advertising the house ran a considerable risk. It had to be done just right. No leeway could be allowed it as in the case of the other advertising.

This consideration is perhaps the thing that makes copy like that of the Quaker Quakies so scarce as it is. If it is good it is very, very good. But if it is bad it is absolutely impossible.

The Quaker Quakies package is of a kind to supplement the advertising forcefully. It was built on the theory that the more attractive the package the better it would sell. Quaint Quaker figures are shown and the package is loud enough in color and general make-up to make a forceful showing on a grocer's shelf.

This is a point well worth considering in these days when grocers are trying to give more attention to shelf and window display. Almost anybody can build an attractive display out of packages like those housing Quaker Quakies. PRINTERS' INK some time ago told about how the makers of Aunt Jemima pancake flour had noticed a considerable increase in sales after improving the quality and appearance of the package. The Aunt Jemima people are putting out a package that many would regard as being entirely too expensive. But the results more than justify the outlay.

The increasing number of self-serve groceries is another reason, according to the view of the Quaker Oats Company, why special attention should be given to attractive packages.

In order that there might not be any lost motion Quaker Quakies were placed on the dealer's shelves before the consumer campaign started. Here is where the company's advertising prestige and effective selling organization came into play. Through trade journals, direct mail and personal selling efforts dealers were informed about the coming of the new food and of how the national advertising would help them in their selling.

The dealer helps in an advertising and display way will carry out the same general idea as the national advertising in that the appeal will be made direct to the children—and indirectly to the grown-ups.

Digitized by Google

The most important thing you could think about—

The United States is to-day facing the most acute industrial unrest in its history. Labor is conscious of its power and is organized to use that power. Already the next steel strike is being planned. It is vital, therefore, to read

SENATOR HARDING *on* LABOR

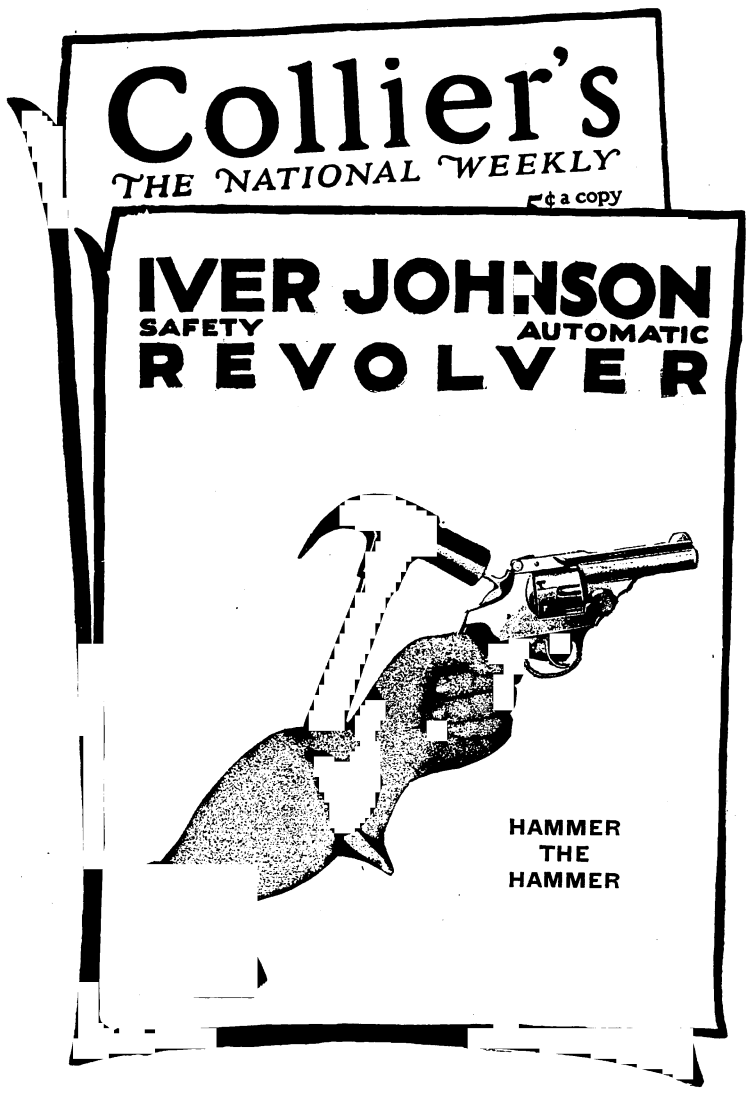
The Outlook wanted to know Senator Harding's views on capital's debt to labor, labor's debt to the public, the principle of collective bargaining, compensation, the control of industry. Senator Harding granted an exclusive authorized interview to Sherman Rogers, the special Industrial Correspondent of The Outlook.

This remarkable interview should be read by every business man in America.

It appears in full in the issue of August 18—out now.

The
Outlook

Digitized by Google



Digitized by Google

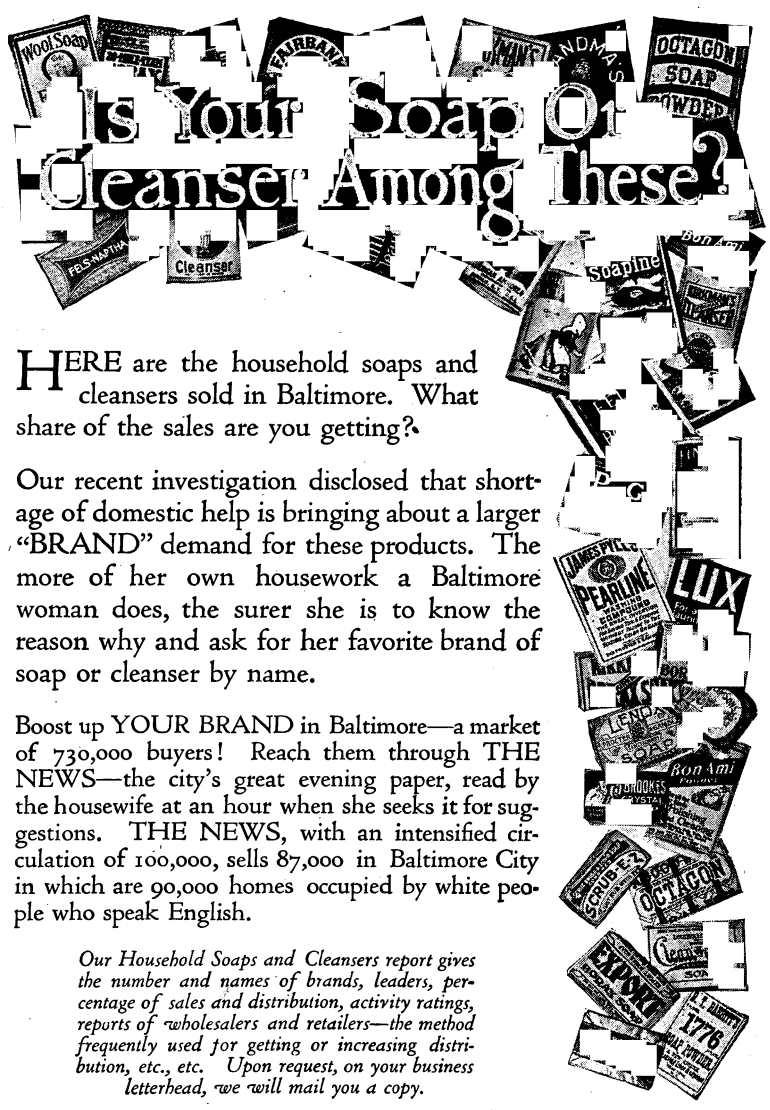
Iver Johnson and Collier's

Iver Johnson Arms and Cycle Works is using Collier's as the backbone of its national advertising campaign.

Collier's
THE NATIONAL WEEKLY
J. E. WILLIAMS, *Advertising Manager*

Digitized by Google

Is Your Soap Or Cleanser Among These?



HERE are the household soaps and cleansers sold in Baltimore. What share of the sales are you getting?

Our recent investigation disclosed that shortage of domestic help is bringing about a larger "BRAND" demand for these products. The more of her own housework a Baltimore woman does, the surer she is to know the reason why and ask for her favorite brand of soap or cleanser by name.

Boost up YOUR BRAND in Baltimore—a market of 730,000 buyers! Reach them through THE NEWS—the city's great evening paper, read by the housewife at an hour when she seeks it for suggestions. THE NEWS, with an intensified circulation of 100,000, sells 87,000 in Baltimore City in which are 90,000 homes occupied by white people who speak English.

Our Household Soaps and Cleansers report gives the number and names of brands, leaders, percentage of sales and distribution, activity ratings, reports of wholesalers and retailers—the method frequently used for getting or increasing distribution, etc., etc. Upon request, on your business letterhead, we will mail you a copy.

The Baltimore News

Goes Home and *Stays* Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Digitized by Google

Manufacturer Strengthens Relations by Advertising Distributors to the Dealers

Gould Storage Battery Company Lays Stress on the Goodly Fellowship of Jobbers Handling Its Line

By R. L. Burdick

MANUFACTURERS have for many years devoted a great deal of time and energy to the problem of selling the dealer to the consumer. By means of distinctive window signs, local advertising, direct mail campaigns and what-not the buying public has been helped to identify and urged to go to the local dealer for advertised products.

It has been realized that the dealer-consumer link in the great chain of distribution was at once the weakest and the most important. Although there is still much to be done to bring these two forces closer together, nevertheless we stand to-day in a very satisfactory position in this respect.

In the last few years men who make and market goods have perceived the need of strengthening another link in the chain—the dealer-distributor relation. During the war and since the coming of peace the upset in production and distribution of merchandise has weakened this relation in many instances. Jobbers, because of shortage at the factories or the diversion of supplies to war needs, could not maintain adequate stocks of goods. Oftentimes some of their best sellers were removed entirely from the market.

This situation inevitably became reflected in the relations between the distributor and his local dealer. Especially where dealers had little or no direct contact with the producer, they have had difficulty in understanding, except in a vague, general way, the reasons why the jobber has been unable to keep up the prompt and regular service which obtained in normal times. For this and for other reasons far-sighted manufacturers are turning their attention to building up a closer relationship between their jobbers and dealers, not only for the sake of smoother distribution of their products, but also to increase their future sales.

Those who have worked with the distributors in establishing a stronger bond with the local dealer find that the latter is willing and eager to go beyond the mere commercial spirit of buyer and seller and will join in a mutually beneficial relation of co-operative friendship when the initiative is taken by the distributor or manufacturer.

HOW SOME MANUFACTURERS ARE KEEPING IN CONTACT

The larger producers of merchandise have, of course, maintained as a part of their sales organizations a group of men whose business it is to cultivate the local dealer's interests. These salesmen have had varied duties ranging from window trimming and staging local campaigns to actual selling for the distributor. Their function has seldom been solely that of a *liason* officer between the dealer and jobber—developing a spirit of team-work between the two agencies. This has usually been considered the job of the distributor's salesman. But in the hustle and bustle of daily business, manufacturers have frequently found that this side of the work was neglected.

Smaller manufacturers, who maintain only a relatively small sales force, cannot spare the time of their men, nor the expense, to give the distributor-dealer relation close attention. The salesmen of such companies find their

Digitized by Google

hands full in keeping the flow of goods from source to jobber running smoothly and strongly.

With these difficulties in mind, sales managers have been at loss to know how to go at the problem. Recently one company has found an ingenious method of selling its distributors to the dealers. As often happens, the job was put up to the advertising department.

The Gould Storage Battery Company had not experienced any discord between its distributors and dealers, but set out to weld an even closer union between them by utilizing its space in trade publications to advertise its distributors to their dealers. In a series of pages now appearing in papers devoted to the automobile and accessory fields, it is featuring each month one distributor of Gould Batteries.

JOBBERS AND DEALERS CAN BE DEPENDED ON TO WATCH THIS ADVERTISING

The ostensible purpose of the series is to boost the distributors and to get new dealers, but its indirect effect upon the dealers in linking them closer to their distributors is one of the strongest factors considered in building these advertisements.

Whenever possible to obtain it, an illustration of the distributor's building is shown, and the specific facts regarding the size, standing and service of the firm are given. The entire series carries the caption, "Who's Who Among Gould Distributors," and there is also in the text a general summary of the service rendered by all this company's distributors.

A quotation from one of these advertisements will serve to illustrate the kind of facts given about each of the jobbers:

"Julius Andrae & Sons Co., of Milwaukee, established in 1861, have a capitalization of $100,000 and a business investment valued at $1,500,000. With an organization of 250 people, of whom 150 are men, the sales of this company amount to several million dollars annually.

"Andrae serves 375 Gould Service Stations, carries a $25,000 stock of batteries and parts, and fills 75 *per cent of Gould orders the day received.*

"Besides this efficient service, Andrae battery specialists successfully develop the Service Station's business by direct local solicitation of auto dealers and garages, circularizing of car owners, extensive local advertising—all in the Service Station's name.

"Battery men from their stations are urged to come to Mil-

Digitized by Google

waukee for battery service training without cost; constructive sales suggestions based on local conditions are constantly supplied; and a liberal and *prompt* adjustment policy is carried out by this firm."

The size and standing of each firm is made obvious by giving statistics of capitalization, turnover, organization, and so on. The greater emphasis is placed upon the service rendered by the house to its dealers, with special regard to large stock, promptness in filling orders, the advertising and sales co-operation, and the business-building aid offered.

Incidentally, in addition to reaching dealers through the publications in which these advertisements appear, press proofs are supplied to the distributor in advance of publication for distribution simultaneously with the appearance of the magazines—thus insuring every dealer's attention to the story. It is almost needless to say that the distributors are enthusiastic about this series and offer every aid in supplying the data and distributing the proofs.

Even though this series has been running but a short time, very distinct effects have already been felt by the distributors and the Gould company, which heralds the success of this method of uniting the dealer and distributor more closely.

INCULCATES RESPECT FOR JOBBERS

Considering first the effect of this series in getting new dealers, the company finds that the following points are registered on the minds of prospective dealers. From reading even one of these advertisements, the garage or auto supply man recognizes that in handling this product he can deal with high-class distributors. To any dealer it is at once obvious that he can work more satisfactorily with a house that pursues a policy of unquestioned square dealing and liberal adjustment of differences; as the size and standing of these distributors indicates. He knows also that he can rely on prompt and complete filling of his orders. This is a point that weighs much in the automotive field—car owners have seldom been noted for their patience in waiting for repairs or replacements.

Satisfied on the points of buying and selling relationships, the prospective dealer looks further. He finds that he can obtain real service in other ways. Battery repairs, and even the mere sales of new batteries, require technical knowledge and skill. In some instances he learns that he can send his battery men to the jobber's headquarters for instruction and training along these lines. This offers him an opportunity to develop his business from the function of a sales agent to that of a service station—and battery service adds considerably to his income.

Further than this, the sales-building and advertising co-operation offered by the distributor is emphasized in the advertisements. This, of course, is by no means unique, but this feature does count with the dealer. Indirectly it is impressed upon his mind that the product itself is excellent. "When such distributors handle this battery, it must be right," is the thought generated by this series.

In much the same way that the prospective dealer is "sold on the distributor" by these advertisements, the present dealers already under the distributor's wing are still further strengthened in their loyalty.

It has developed that some of the dealers did not know, or had forgotten in the press of business, that they could obtain constructive service from their distributors. These advertisements have set them to inquiring more into that branch of their relations—which is the beginning of more friendly intercourse. It has also been noted that the dealer feels a certain pride in being associated with a distributor whose business is being featured strongly in this way. Then, too, if he follows the entire series (as many have shown that they do), the realization

Digitized by Google

grows upon him that he is working with one of a *group* of big houses—that the prestige of Gould distributors is nation-wide.

Besides aiding in solidifying the dealer-distributor link for the manufacturer, it is apparent that there is a secondary influence felt by the distributors themselves. These advertisements back up the manufacturer's efforts to help the distributor. When the jobber sees that a manufacturer is so obviously spending real money to aid him, a closer harmony results between these two forces also. The distributors are also interested in knowing what their neighbors are like. Since each distributor has an exclusive territory for Gould Batteries, this series cannot arouse the green-eyed monster among them.

This move of one manufacturer cannot, of course, be considered as a final answer to the problem of binding up the dealer-distributor organization, as each manufacturer has his own particular kinks to face. Yet it is, for this company, a step forward, and it offers food for thought to others pondering the same situation.

Lester B. Smith Succeeds Gunnison

Lester B. Smith, Western representative of the Broadway Subway and Home Boroughs Car Advertising Company, New York, for five years, has been chosen sales manager to succeed Stanley E. Gunnison, who has engaged in the advertising agency business. The president of the company is Joseph P. Day. Mr. Smith was sales manager of the Frank M. Whiting Company and manager of the wholesale department of Gorham & Company prior to associating himself with the company which he is now chosen to manage.

Two New Accounts for Hoyt's Service

The Greist Manufacturing Company, of New Haven, Conn., and Salmond, Scrimshaw & Company, of Arlington, N. J., have placed their advertising accounts in the hands of Hoyt's Service, Inc., New York.

The Greist company manufactures attachments for sewing machines, and various other articles. Salmond, Scrimshaw & Company, which until recently went under the name of Salmond Brothers, are construction engineers.

Advertised Food Products Get Cream of Produce

C. T. Cheek & Sons
Incorporated
Wholesale Grocers
Nashville, Tenn., Aug. 7, 1920.

Editor of Priters' Ink:

We have been engaged in the jobbing grocery business for thirty years. Up to eighteen months ago we were strong believers in private labels. Under present conditions, however, the jobber situated as we are, is standing in his own light if he does not handle nationally advertised products.

Prior to the war most manufacturers of food products had not realized the importance of national advertising, and the result was that they did not have sufficient demand for their own brands to justify packing these brands exclusively. Of course these manufacturers were glad to receive business under the jobber's private brand.

These same manufacturers to-day by consistent advertising have established such a demand for their own brands that the average jobber is unable to connect with the most reliable packers for the jobber's private label. He is forced to hunt in the "high-ways and by-ways" for sources of doubtful nature.

There are two sides to every question, and large jobbers located in cities like New York and Chicago are simply forced to work their own private labels. It would be impossible for them to come to Nashville or any other surrounding city and make any headway selling nationally advertised food products. As these very large jobbers located in the huge trade centers are a small minority of the grocery jobbers, we feel safe in our assertion that it would be to the advantage of at least ninety-five per cent of the grocery jobbers to handle nationally advertised food products.

C. T. Cheek & Sons.

K. H. Bronson Joins Square D Company

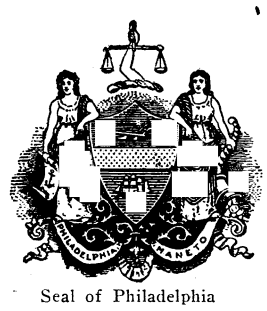
Karl H. Bronson has joined the Square D Company, Detroit, manufacturer of the Square D Safety Switch, as director of research engineering.

He was formerly affiliated with Dodge Brothers, Detroit, in sales promotion and advertising work, and later engaged in similar work for the Packard Motor Car Company, Detroit, from which company he resigned to join the Square D Company.

Hansen Glove Makers Appoint Agent

Critchfield & Company, Chicago, have secured the account of the O. C. Hansen Manufacturing Company, Milwaukee, manufacturer of Hansen gloves. A newspaper campaign covering Wisconsin is being prepared.

Digitized by Google



Seal of Philadelphia

Selling Candy in

Philadelphia

With three million people in its metropolitan territory Philadelphia has a "sweet tooth" that is the *third largest* in the United States

There is a hankering on the part of "nearly everybody" for "something good" and the confectioner is called upon to supply it.

Chocolates, bonbons, nut-candies and particularly confections that tickle the palate and meet that craving for something out of the ordinary find ready sale among men, women and children.

When Dad goes to the cigar store he's also a ready customer for sweetmeats, and Mother and the children succumb easily to the wares of the candy store and the druggist.

Distribution for any line of good confectionery may be had in Philadelphia through:

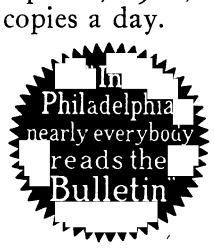
598 retail and wholesale candy stores.
1,085 retail and wholesale druggists.
2,270 retail and wholesale cigar and tobacco dealers.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

Net paid average circulation for the six months ending April 1, 1920, as per U. S. Post Office report, 466,732 copies a day.



No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

Last year 1,700 locomotives and 132 seagoing ships were "Made in Philadelphia."

Digitized by Google

SCRIPPS NEWSPAPERS

The Los Angeles Record

Established in 1895

THE Los Angeles RECORD is the fastest growing newspaper in the fastest growing city on the Pacific coast.

For the first three months of 1920, as compared with the same period of 1919, the RECORD'S circulation increased 27.7%.

The RECORD reaches more permanent homes which take only one newspaper than do any other two Los Angeles papers combined.

The RECORD covers, by carrier, approximately 71% of the Vernon District, in which live the shipbuilders, skilled mechanics and other well-paid workmen.

THE RECORD covers, by carrier, approximately 52% of the Central District, in which live the well-paid railroad workers.

The RECORD covers, by carrier, approximately 50% of the Eastern Section in which live the skilled and prosperous workmen of other industries and also smaller business and professional people.

The RECORD is strong in all those sections of Los Angeles where the population is most responsive to advertising.

The RECORD'S increase in advertising, for the first three months of 1920, as compared to the same period of 1919, was 41.4%.

Digitized by Google

SCRIPPS NEWSPAPERS

SCRIPPS Newspapers are "homefolks."

They reach a million American homes every evening.

Send your advertising "home" thru these twenty-two efficient newspapers.

The twenty-two Scripps newspapers are:

Akron Press
Cleveland Press
Cincinnati Post
Columbus Citizen
Covington (Ky.) Post
Dallas Dispatch
Denver Express
Des Moines News
Evansville Press
Houston Press
Los Angeles Record
Memphis Press
Oklahoma News
Portland (Ore.) News
Sacramento Star
San Diego Sun
San Francisco Daily News
Seattle Star
Spokane Press
Tacoma Times
Terre Haute Post
Toledo News-Bee

Scripps Newspapers

Foreign Advertising Department
Union National Bank Building, Cleveland, Ohio

New York Office: MARBRIDGE BLDG. *Chicago Office:* 1ST. NATL. BANK BLDG.

Digitized by Google

July Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of display advertising for the month of July, 1920.

Automobiles - - - - - - - - - - The Daily News, 68,657 lines. Next highest score, 63,035 lines.	THE DAILY NEWS	**FIRST!** 6 days against 6
Books - - - - - - - - - - - - The Daily News, 4,947 lines. Next highest score, 4,200 lines.	THE DAILY NEWS	**FIRST!** 6 days against 7
Churches - - - - - - - - - - The Daily News, 4,909 lines. Next highest score, 833 lines.	THE DAILY NEWS	**FIRST!** 6 days against 7
Clothing - - - - - - - - - - - The Daily News, 170,830 lines. Next highest score, 169,155 lines.	THE DAILY NEWS	**FIRST!** 6 days against 7
Department Stores - - - - - The Daily News, 329,465 lines. Next highest score, 206,622 lines.	THE DAILY NEWS	**FIRST!** 6 days against 7
Out of the Loop Stores - - The Daily News, 38,749 lines. Next highest score, 15,706 lines.	THE DAILY NEWS	**FIRST!** 6 days against 7
Foodstuffs - - - - - - - - - - The Daily News, 45,488 lines. Next highest score, 31,592 lines.	THE DAILY NEWS	**FIRST!** 6 days against 6
Furniture - - - - - - - - - - The Daily News, 38,189 lines. Next highest score, 26,636 lines.	THE DAILY NEWS	**FIRST!** 6 days against 6
Household Utilities - - - - The Daily News, 7,526 lines. Next highest score, 6,430 lines.	THE DAILY NEWS	**FIRST!** 6 days against 7
Musical Instruments - - - - The Daily News, 29,451 lines. Next highest score, 26,046 lines.	THE DAILY NEWS	**FIRST!** 6 days against 6
Shoes - - - - - - - - - - - - The Daily News, 38,033 lines. Next highest score, 33,798 lines.	THE DAILY NEWS	**FIRST!** 6 days against 7
Tobacco - - - - - - - - - - - The Daily News, 21,540 lines. Next highest score, 19,976 lines.	THE DAILY NEWS	**FIRST!** 6 days against 7
Total Display Advertising - The Daily News, 1,035,287 lines. Next highest score, 717,765 lines.	THE DAILY NEWS	**FIRST!** 6 days against 6

IN NEARLY EVERY IMPORTANT CLASSIFICATION

THE DAILY NEWS

***FIRST* in Chicago**

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers)

Digitized by Google

Helping the Dealer Who Does Not Sell Your Goods

New Phase of Dealer Co-operation by General Electric Company with a Dealer Who Had Never Handled Its Line—And What Came of It

By Roland Cole

SPLENDID work is being done by many manufacturers in assisting their dealers to remodel their stores and improve their service. A few large concerns now have departments or special representatives whose work it is to devise plans for the rearrangement of dealers' stores. In the case of one or two manufacturers dealers are invited to ask for advice on details of store management or equipment. The dealer may submit, if he desires, a sketch of his present place of business to the manufacturer, who will send him in return a suggested rearrangement. Still other manufacturers send a representative from the factory to the dealers' town, who surveys his store and later sends him, from the home office, a complete set of working plans and specifications covering the suggested renovation.

The importance of effective display in furthering the sale of merchandise is the big thought that lies at the bottom of this whole movement. No matter how efficient a dealer may be as a sales agency, his sales will be greater if he supplements his efforts with merchandise attractively displayed. Manufacturers are everywhere finding that it pays to spend more and more time at the display counter studying the countless details that affect the act of making a sale. Dealers differ in their ability to pile up sales volume, but even the most enterprising and aggressive dealers sometimes overlook many seemingly unimportant things in their understanding of the best way to display a manufacturer's goods.

For example, a certain dealer's sales of chewing gum amounted to one and one-half gross packages a week. As compared with other dealers in the same territory, this was an excellent showing. The manufacturer discovered, however, that by making a slight change in the dealer's method of displaying the gum—placing it at both ends of the counter instead of in the centre only—sales almost immediately jumped to five gross a week. As this was a great deal more than a one-hundred-per-cent increase, it was evident that one end of that counter was a better selling point than the other end or the middle. Further experiment disclosed that one end was of no value at all, and by using the middle and the other end, a sales volume of over six gross was reached.

HOW G-E IS HELPING

It will be of interest to many readers of PRINTERS' INK to know to what extent work of this kind is being carried on by the General Electric Company. For some time this concern has been active in assisting its dealers toward store betterment. Such work had been a natural development in the growth of the company's business. As is well known, this concern manufactures an extensive line of electrical devices and appliances, which are sold through electrical stores. Much of the work of the company in assisting dealers to improve the physical arrangement of their stores had naturally been confined to the dealers who sold the company's goods and who, therefore, had an established relationship with it.

This sort of co-operative work with dealers has, of course, been profitable. It has resulted in increased sale to dealers, and the dealers have, of course, benefited

Digitized by Google

in proportion. Then the company decided to try an experiment in dealer co-operation with a dealer who had never purchased any of the company's goods. A G-E representative strolled into this dealer's store one day, as he had many times before, and learned that the dealer contemplated a change in location. The representative manifested interest. The new location was pointed out, particulars were described and difficulties referred to. From a traffic point of view the new location was admirable, but the building was old, the store front antiquated and the inside quarters old-fashioned and poorly arranged.

COMPANY OFFERS PLANS AND SPECIFICATIONS

"I am going to spend a lot of money in remodeling that store," said the dealer. "I do not care how much I spend, but I want it right. When finished, it will be the best electrical store in this town."

Here was an opportunity that the G-E company took advantage of at once. The dealer was asked if he intended to have his store conform to correct modern practice in electrical merchandising. Certainly. He wanted it to embody the best and the latest that skill and experience could suggest.

"Why not let *us* help you?" queried the G-E man. "We *know* the best practice in electrical store arrangement. We will send you complete plans and specifications. They will cost you nothing. Moveover, our man will supervise the alterations without cost. If you are pleased with our suggestions, adopt them; if not, reject them and you have lost nothing. If you adopt them you are under no obligation to us. On the other hand, if you are pleased and desire to show your appreciation we will be glad to have you purchase some of our goods. There is no compulsion about it."

The manufacturer offered a form of service which embodied the experience of masters in electrical merchandising. It was a specialized knowledge, with its whole application centred on the particular needs of that dealer. To turn down such an offer is not in human nature.

The company representative came with the plans and specifications. The dealer's new store had one large window with an entrance at the side. The store next door, occupied by a milliner, was similar to his with the entrance adjoining. The first recommendation of the G-E man was to alter the store front by replacing the single window with a double window and a middle entrance. This the owner objected to. The representative therefore made a suggestion for the treatment of the single window which completely altered its aspect.

DOUBLE DISPLAY FROM ONE WINDOW

The baseboard of the window from the glass to the sidewalk was changed from wood to white tile. Right across the front of both stores, above the show windows, was a section of prismatic glass. This was removed above the dealer's window and replaced with regular transparent plate in order to utilize this space for display purposes. Inside the store and directly behind this upper section of the window a mezzanine balcony was built in. This permitted the dealer to make two separate window displays, one at sidewalk level and one above it.

Why one above it? Because the lower display would only be seen by people passing the window on that side of the street. A crowd before the window or autos parked at the curb would shut off the view from the other side of the street.

The show window proper was reconstructed in accordance with G-E knowledge of proper depth and proper background.

In the back of the store a wide staircase led to the second floor, which in times gone by had been used as a dance hall. This floor

Digitized by Google

was charted into sections, each section consisting of a rug, an easy chair and a small table. Each one of the sections was devoted to some particular device or appliance, such as an electric heater, a cooking range, an electric toaster, a dish washer, an electric chafing dish and the like.

Other details were carried out with similar care and in accordance with the established principles of efficient store arrangement that have been accepted by the company.

STORE BETTERMENT PREACHED CONSTANTLY

The company's representative went to the town and stayed there continuously for five weeks personally supervising the renovations. The dealer was glad to let him take complete charge. When all was finished, a very unusual and attractive store was the result—a store which in itself would be a valuable agent in the selling of electrical merchandise. The dealer's gratitude to the company was expressed in a way that was entirely satisfactory to both sides—the purchase of G-E goods. The location proved to be a highly desirable one and sales have exceeded even the dealer's most sanguine expectations. The store is to-day one of the most efficient in the company's whole list. As an experiment the policy was a success.

Many of the details carried out in the store just discribed are by no means new. Propaganda on efficient store arrangement is being carried on by the company all the time. Liberal space is devoted to this subject in the company's magazine, "The G-E Advertiser." Good practice in store arrangement is discussed from issue to issue, photographs of excellent stores are shown, the company's services to its dealers are described. Dealers are invited to submit plans or sketches of

The
George L. Dyer Company
42 Broadway
New York
Western Offices
76 W. Monroe St.
Chicago

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

Digitized by Google

their store together with any other necessary information, and they will receive suggestions for improvements, and if occasion demands, complete layout for the store and for its windows.

Here are many of the things discussed: Broken sidewalks; store fronts above or below the street level; counters and shelving; storerooms; work-shop and office location; signs; construction of windows; arrangement of counters; location of appliances, and so forth.

DOES IT PAY?

All of which shows what manufacturers are thinking about. What the manufacturers are thinking about to-day will be an established fact to-morrow.

Are you standing aloof from your dealers? Are you thinking they must come to you and ask you for help? Not only that, but that they must bring you some of the wherewithal in their own hands as an evidence of good faith?

Most manufacturers do not think so. They go out and look for the dealer. They "sell" him on his own lack of enterprise. From a man that knows not, and knows not that he knows not, they change him into a man that knows not, and *knows* that he knows not. It is good business. Moreover, if you do not do it, some of your competitors will.

New General Manager for Geo. D. Bailey Co.

Frank C. Kip, formerly sales promotion manager of the Packard Motor Car Company, has disposed of his interest in and resigned as president of the Automotive Products Corporation, Calif., to become general sales manager of the Geo. D. Bailey Co., Chicago, service division for Shafer Roller Bearings. He will have entire charge of sales and advertising.

Frey Makes Further Additions

N. C. Wyeth, Hamilton Williams and Elizabeth Van Zandt have joined the staff of the Charles Daniel Frey Company, of New York and Chicago, in addition to several others whose accession to the Frey staff, has recently been announced in PRINTERS' INK.

Mexican Publisher Talks to Advertising Men

GENERAL SALVADOR ALVARADO, publisher of *El Heraldo de Mejico* and Secretary of the Treasury of the provisional Mexican Government, last week addressed the Pan-American Division of the A. A. C. of W. at a luncheon meeting at the Biltmore Hotel, New York. He gave an optimistic account of conditions in Mexico and made an earnest plea for a better understanding between his country and the United States.

The Hon. John Barrett, director-general of the Pan-American Union, was chairman and said the Division could be one of the vital factors through its close touch with publishing and advertising interests for a better understanding, trade and cultural relations with our Southern neighbors.

Other speakers were Hon. Federico A. Pezet, Ambassador from Peru; Herbert S. Houston, former president of the A. A. C. of W.; Isidoro F. De Mora, publisher of *La Revista del Mundo*, in Madrid, and W. P. Green, organization secretary of the National Vigilance Committee of the A. A. C. of W.

Vice-Chairman Houston announced that a general meeting would soon be held for the purpose of submitting the final constitution and by-laws, which had been submitted to the Executive Committee and duly approved. Permanent officers and committees will be elected on that occasion.

Raymond Hawley Elected Vice-President

Raymond Hawley, who has been with the Keystone Motor Truck Corporation, Philadelphia, has been elected vice-president of the Technical Advertising Service, Inc., New York.

New Account With Ayer

The United States Printing and Lithograph Company, of Cincinnati, Brooklyn and Baltimore, has placed its advertising in the hands of N. W. Ayer & Son. A national advertising campaign is being planned.

Digitized by Google

Franklin Was Right

Benjamin Franklin writing from Paris to his nephew in Philadelphia said—"and as you will before that time have come to believe it is a very decent warrant of stability to serve one thing faithfully for a quarter of a century."

THE PEOPLE'S HOME JOURNAL is now in its thirty-fifth year of continuously serving faithfully the best reading needs of the American home as seen and charted by its founder, F. M. Lupton.

Thirty-five years is not a great age when compared with the pyramids but it is, as Franklin said—"a very decent warrant of stability."

The People's Home Journal
NEW YORK

For 35 Years the Magazine for Every Member of the Family

Digitized by Google

BABSON
Sizes Up the Farm Market

BABSON'S Statistical Organization, who make a specialty of reports on fundamental business conditions, wrote to the National Farm Power under date of June 24, 1920, in part as follows:

"In our opinion the outlook for farm sections is relatively very good. These will be among the last regions to feel any general business reaction. In fact, we are recommending to all our clients that they should *give special attention to the farming markets* in view of the recent tendencies toward dullness in the industrial centers. The farmers were somewhat slow to participate in the great period of prosperity that has prevailed during the past few years, and according to the law of equal and opposite reaction we anticipate that the farmers will be among the last sections to suffer a decline. If this forecast is correct you undoubtedly are in a very strong position for urging upon your advertisers the importance of farm publicity."

Digitized by Google

Here is Fertile Territory

Approximately 86% of FARM AND HOME'S circulation of 650,000 is contained in the 28 greatest farm-wealth producing states of the Union. These states comprise a little more than ⅓ of the total area of the U. S.—but contain:

Over ½ of the farms
Over ½ the farm acreage
Over ⅔ of the *improved* farm acreage

and the farms in this territory average 89 acres, as against an average of only 55 acres for the rest of the country.

Think It Over

Meanwhile get *all* the facts about this active farm market. Consult your advertising agency or write us.

FARM AND HOME

The National Monthly Magazine of Rural Life

THE NATIONAL FARM POWER Guarantee TRUE ADVERTISING

PHELPS PUBLISHING COMPANY
Member A. B. C.
Springfield, Mass.
Chicago New York

Digitized by Google

Try it out in Representative Milwaukee

Living Copy

Advertising concentrated in The Journal works night and day to move your goods. Long after publication, it lives in the consciousness of its readers because they have faith in The Journal—its news, its editorials, its advertising.

For 38 years the people of Milwaukee have believed in The Journal. To them The Journal is a guarantee that your product is *right.*

This reader confidence is a mighty thing to promote the sale of your merchandise. With the use of The Journal *alone* you can secure the confidence of Milwaukee because four out of every five English-speaking families in the city read The Journal seven days a week.

Ask for particulars of Journal co-operation and market information in relation to your product.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.
Special Representatives
New York Chicago

Digitized by Google

Advertising Brings Corduroy Back with a Wallop

Also Proves Wisdom of Not Competing with Yourself, Says Manager of Crompton-Richmond Company

By Edward T. Tandy

THE often-discussed question of whether it is possible to bring back a product after it has once completely lost caste gets an interesting answer in the case of domestic corduroy. Bold advertising has not only brought back American-made corduroy, but has established for it a market such as was never dreamed of in its former days.

No more inspiring story than that which lies behind this astonishing revival of corduroy could possibly be told to the man in doubt to-day as to what to do. It spells, "Go ahead!" in every line of it. Markets can be built, no matter what the circumstances, if the builder go rightly to work—and no magic wand is needed other than that of courage, common sense and determination.

Time was when everybody in the business would have laughed outright at a suggestion that advertising could help in the corduroy field. The feeling that such an idea would be absurd was so definite, no one could have conceived the thought of advertising corduroy, even in the days when its name was good. But again it has been found by the men who dared to try it, that success, and in this instance a very big success, awaits those who can see a way to make the commonplace different and the way correctly to advertise it.

What has been done by the Crompton-Richmond Company has more than blazed a path to a big market for domestic corduroy. It has set an example.

According to tradition, based upon its name, corduroy was originally a cloth favored by kings. In England it has always been the choice of smart sets among men for riding breeches and shooting coats. It has also had many popular seasons across the water for fancy waistcoats. In this country it was never exactly fashionable, and it was not expected to be; but it may be yet. In Norfolk jackets it is seen now on golf links in the East. In the West it is the smart thing among women for riding habits.

Down to a dozen or fifteen years ago there was a fair and steadily growing market for American-made corduroy. Then suddenly it lost its popularity. A boy, clothed by his parents in corduroy, was apt to find himself very unhappy—made so by the gibes of his companions.

Corduroy of domestic production went into the discard because it had been deprived of everything that even the most callous of salesmen could venture to call quality. It became so poor one could see through it—and no need to hold it up to the light, either. To cover up the deficiency of weight in cotton, the manufacturers loaded the poverty-stricken cloth with starch size—and the size was so bad it gave the corduroy a disagreeable odor. And that completed its downfall. The manufacturers now see the mistakes they made.

NO FIXED STANDARDS, APPARENTLY, OF ANY SORT

"This was how the corduroy trade was ruined," explained Charles J. LaMothe, manager of the Crompton-Richmond Co., maker of the Crompton All-Weather Corduroy. "There were only four makers of corduroy in this country, and we all went after the business on the same plan—the good old method of 'cut price, cut quality, cut anything, but get the orders.' We were completely in the hands of a few big buyers. In those days nobody knew any

Digitized by Google

better or at least did any better.

"What was the result? The biggest users of corduroy called the four corduroy makers to their office all on the same day, but at different hours, and prices were fixed that day for all of us. The first to be called in would show his samples. The standard was, say, a ten-ounce cloth, and the price, say, $1 a yard. Before the day was out, though sometimes it took a week, all four of us had been bamboozled into accepting, say, ninety-five cents a yard instead of $1, but for a cloth of, say nine and seven-eighths ounces instead of ten ounces. We were all pleased—we had all got some business. But we would all have got exactly the same business anyway if we had had the courage to stand out for the quality and price of our goods. What, however, was five cents and an eighth of an ounce when you feared the other fellow would get the order?

"The next year it was the same—but the price went, say, to ninety cents and the weight to eight and one-half ounces. The year following the same trick was played—and the price went to, say, eighty cents and the weight to eight ounces. And every year that happened; and then eventually—and, mark you, we did it, as we thought, to retrieve the market which had begun to fall off—the price went still lower and the weight became still less. Instead of saving our market, as we fancied we were doing, we killed it completely.

"Lowering the price and then reducing the quality of the goods to meet the price did not form the whole of our troubles, either. We would take an order for, say, 3,000 pieces. Quality, date of delivery? They were mere details to be left until later in the season. Well, we would try to figure out from previous years the quantities of the different qualities required—we made thirty-four different qualities in those days, heaven help us!—and the mill would get to work. But when delivery time arrived we found that our customers wanted an entirely different assortment of qualities, and in the end part of the original order—which had never been a real order at all—was canceled; and we had to go out and start selling over again the goods we thought had been sold.

"That sort of trouble was with us until after we had started to advertise. We soon discovered that our advertising was giving us an entirely different position with our trade. Previously we had had to seek the garment manufacturing trade and sell; now the manufacturers began to seek us and buy. That made a tremendous difference, and we made that change bring a reflection in a new order form. We found we were strong enough to put an end to orders that were nothing but permits for cancellations. We were able to insist that every order should state definitely quantities, qualities and dates of delivery.

NOT ORDERS AT ALL

"Just recognize the enormous difference that that little change makes. Before this, when a man wanted to cancel, what could we say? What had he ordered—3,000 pieces? Yes, but 3,000 pieces of what? It was not an actual order at all, not an order we could enforce. 'What quality of cloth would you supply?' the Court would have asked, and our only reply could have been, 'We didn't know what was wanted.' We might just as well admit at once the fact that we hadn't an order, but only a promise.

"But that is only a very small part of the difference brought about by the definite order basis of doing business which was one of the early results of our advertising. See what a difference it makes at the mills? We know now exactly what we have to make. The mills don't run on speculation any more, and we don't have to sell goods twice.

"Then there was another important change resulting from our advertising. We reduced the number of our qualities from thirty-four to eight. That considerably increased our business. I hope

Digitized by Google

to get the eight down to only two. That will, I think, increase the business still more.

"When, about four years ago, we decided that we would try advertising, we looked around for something to advertise. We decided upon corduroy, but we knew that to advertise corduroy wasn't going to make anybody sit up nights to write home about it. We were then making a twelve-ounce cloth and were beginning to have considerable success with it, relatively speaking. It was a real good, substantial cloth. Still we were pretty sure there was nothing in it we could advertise. Everybody else could make a twelve-ounce cloth exactly as good as ours. We'd got to find an advertisable distinctiveness.

"Eventually we struck upon the idea of making a processed cloth which would be water-resisting and yet remain perfectly porous. We made many experiments, and in the end discovered a satisfactory process. You can pour water on Crompton All-Weather Corduroy, rub it in or beat it in—of course it will go in—but in a very little while, a few minutes, the cloth dries out and is as soft as before.

"When we had secured our process we had to find a name for our new cloth. We selected 'All-Weather,' considering it an apt description and sufficiently attractive. It has this advantage—men who had worn corduroy knew that it was bad in the wet; a garment wet through would not be dry enough to be worn again for a day or two. 'All-Weather,' therefore, tells our story pretty clearly.

"We had, however, another problem in connection with the name. Should we say, 'All-Weather Corduroy' or 'Crompton All-Weather Corduroy'? We decided to add the name Crompton for this reason: we felt that if we did succeed in building up any good will by our corduroy advertising, we could, by using the firm name, cash in on that good will for any other material we might wish to advertise later, such as, say Crompton velveteens.

"The use of the firm name proved a very happy idea, but it brought out a remarkable and interesting condition. We found that we were competing with ourselves, hampering the success of the very product we had specially developed to advertise and build on.

"At that time we were making the twelve-ounce cloth both processed and non-processed, and the non-processed was five cents a yard cheaper. It was impossible for a consumer customer to tell which was which until out in the rain with the cloth on—then he soon knew. We saw that if he got non-processed, when he thought he was buying processed, he would be a very disappointed man and our business would be injured.

LIKE CHANGING HORSES MID-STREAM

"The non-processed at the moment represented 80 per cent of our business in the twelve-ounce cloth. But we decided to drop it and make only the 'All-Weather.' That was a difficult decision to make, as it seemed at the time, but it proved to be one of our wisest. We ceased to compete with our own exclusive and advertised processed cloth, and the result was that, far from feeling the loss of the 80 per cent that the non-processed had stood for, our business quadrupled itself the next year.

"From the first we decided that if we advertised we would do so in a large way. But our big problem was how to do it. We solved that problem by deciding to advertise, not our material, but the garments made from it. Then we hit upon the idea of corduroy suits for boys. That was really the great idea. It has met with immense success.

"Count back four years and recall what has been done by others since we put boys' suits in big space, colored pages and other such advertising items. 'Boys' Departments' have opened. Many boys' suit makers are advertising. Even a boys' department trade

Digitized by Google

paper has come into existence.

"More important for us is the changed condition of our trade. Right through we have rigidly kept our advertising copy strictly within the limits our material could easily reach. We have never made a promise that the corduroy couldn't fulfill. That is part of the cause of our advertising success. The consuming public have come to know this.

"Consequently, garment manufacturers using our cloth are only too glad to use our label and to advertise that they sell Crompton corduroy goods. Dealers do the same. Our advertising has redeemed us from the mercy of the few big buyers. We are now masters of our own business. We have a well-established good will and can figure ahead with ease and certainty.

"That is how we brought American corduroy back. Boys no longer feel disgraced if dressed in corduroy. They ask for Crompton corduroy suits and are proud of them. We know we can hold to our quality and get our price.

"Don't get the idea we had no difficulties. We had plenty of them. At first our salesmen kicked, and kicked hard. They were sure that advertising meant the ruin of their jobs. They have found to their surprise that it has made their lives more agreeable and brought them more money. They kicked again, and thought we had gone crazy when we dropped the non-processed cloth, but they soon found that I was right.

"But I shall not be completely satisfied until we have reduced our present eight qualities to only two —the twelve-ounce cloth for men and boys and ten-ounce cloth for women—and at most two or three colors, say brown and grey.

"We now know for a certainty what was only a belief with us when we opened our first consumer campaign. Get your business based on high quality, back it with advertising which will obtain consumer appreciation and demand, and you have it on a sure foundation that will withstand any sort of shock."

Publicity Defeats Truck Makers' Strike

AFTER being handicapped for several months by the machinists' strike, truck manufacturers in the Cincinnati, Ohio, territory are beginning to settle down to normal conditions and are getting their plants working smoothly on the non-union basis. "The United States Motor Truck Co., which had a very hard fight and which was one of the first to resort to the injunction, has just revealed one of the methods it used in fighting the strike and enlisting public sentiment," according to *Automotive Industries,* which publication says:

"At a meeting of the Northern Kentucky Employers' Association, H. H. Southgate, of the truck company, urged the use of page advertisements in the daily papers with a follow-up campaign by mail. These advertisements were then reproduced in a four-page folder and mailed to over 20,000 people. Every wife of a machinist was on the list, and this is said to have been one of the best cards played, for the wives of the strikers were made acquainted with the real facts in the case.

"Many of them took a decided stand against the strike and used their influence in getting the men back to work. Manufacturers, storekeepers, ministers and school teachers also received copies of these folders, as well as other men and women of influential positions. The results were most satisfactory and this method of peaceful persuasion is believed to have had even better results than the court action."

Eberhard Agency Has Cereal Product Account

The Geo. F. Eberhard Company, of San Francisco, has secured the advertising account of the Cereal Products Refining Company. General campaigns featuring the following products are being planned and inaugurated: Cereal Malt Syrup, for bakers, Peerless Yeast, Oro Syrup, Alta Syrup, Cerex Syrup, C. & P. Syrup, Peerless Malt Concentrate and Peerless Grain Vinegar.

Digitized by Google

The "Once-a-Year" Opportunity

To get your sales message before electric railway buyers when interest in equipment, supplies and services is at its peak.

On October 2nd the Annual Convention Number of Electric Railway Journal will be issued.

On October 11th to 15th the Annual Convention and Exhibit of the American Electric Railway Association will be held at Atlantic City.

On October 16th the Annual Convention Report Number of Electric Railway Journal will be issued.

The Electric Railway Journal reaches from ninety-eight to ninety-nine per cent of the buying power of the industry. The guaranteed circulation of the Convention Number will be eight thousand copies.

The Report Number will be in the mail twenty-four hours after the last session. It will contain abstracts of all papers presented and report the discussions concerning them.

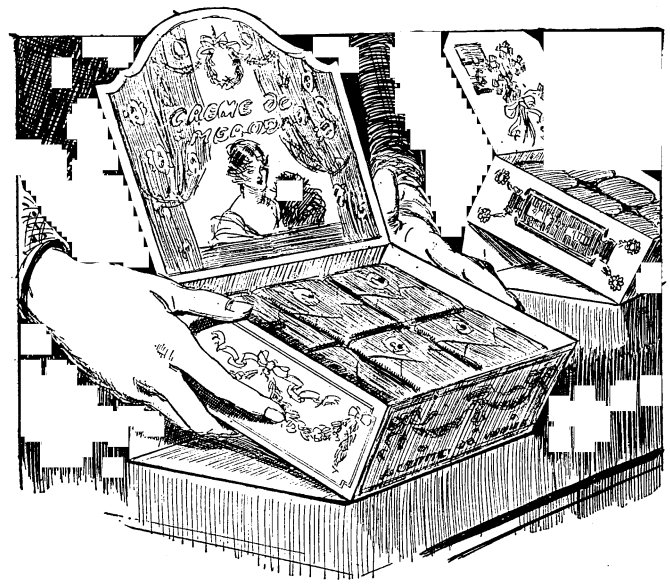
To cash in on this opportunity you should make every effort to keep complete information about your products before the eyes of the industry. Strong representation in the advertising pages of the Convention and Report Numbers is most essential.

Electric Railway Journal

One of the 11 McGraw-Hill Publications

Tenth Avenue at 36th Street, New York

Digitized by Google



Turning a useless cover into a salesman

A combined container and display box

LEADING manufacturers in various industries have recently enlisted a new kind of salesman. They have found a counter display box which meets the customer at the counter and makes him buy.

It is the new Tinsley display container. The Tinsley, on its arrival in the dealer's hands, seems but an ordinary container—just as compact, just as simple, taking up no more room.

But its cover is a very ingenious device. The dealer, by the mere act of opening it, transforms it into a remarkable display box.

For the manufacturer it does away with the extra expense of a special display box, for the dealer it involves no extra work of transferring

Digitized by Google

articles from one box to another. Direct from the manufacturer to a place of full display on the counter, it helps crown with success the work of sales-force and of advertising.

This patented container was designed in our factory. It is but an instance of the ingenuity and mechanical skill which characterize the Robert Gair Company's entire line: Folding boxes, Labels, Shipping cases, Window display advertising.

Packages for a billion dollars' worth of goods

We have designed packages and shipping cases for all kinds of products: toilet articles, food products, medical dressings, ink, safety razors, vacuum cleaners, automobile inner tubes.

Each had its packaging problem which we solved—by an ingenious device to lock the contents in its carton, a new design of a character suited to the high quality of the merchandise, a special ink to insure uniformity of color or a guarantee of adequate resources to keep pace with large scale production.

These are some of the reasons why more than a billion dollars' worth of merchandise was carried last year in Gair folding boxes, in Gair shipping cases, and under labels made by the Robert Gair Company.

Our plant is the largest of its kind in the world. With its facilities we are prepared to offer a complete service for packaging and displaying your product—labels, folding boxes, shipping cases, window display advertising—giving unity to your packages from factory to consumer.

ROBERT GAIR COMPANY

BROOKLYN

Folding boxes *Labels* *Shipping cases*
Window display advertising

Digitized by Google

WHAT MAKES A GREAT NEWSPAPER?

He may, and he may not be elected president, yet

Cox Can Pick a Great Newspaper

"The Indianapolis News is a marvelous newspaper, founded on the principle of giving the people the news, no matter what the expense.

"I send men over to Indianapolis twice a year to study the system."

Statement made by Governor Cox since nominated for President on the Democratic Ticket. Particularly significant since the News is an independent paper with Republican leaning

The Indianapolis News

First in National Advertising in Six-Day Evening Field

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Digitized by Google

The Present Coal Situation as It Affects Sales and Advertising

Next Winter's Coal Supply Not Yet Cause for Apprehension—Availability of Anthracite Will Help Shortage of Bituminous

By J. G. Condon

FOREHANDED executives are now wondering to what extent a possible shortage of coal next winter will have a bearing on the advertising appropriation. The miners' strike of last November, the "outlaw" strike of railroad employees this spring, the shortage of cars, the scarcity of coal in Europe, all these elements have interposed successive checks to the efforts of the mine operators to keep even with the requirements of the country.

What is the present situation with regard to bituminous coal? There must be fuel if there is to be manufacturing. The ability to manufacture determines the nature of the sales plans. Both affect advertising. A shortage of coal, therefore, might hold up consideration of the advertising plans until too late to adapt plans to conditions.

Coal, consequently, is a subject of outstanding importance at the present time to all business men. Textiles, food manufacturers, automobile builders, the machinery trade, all have their own individual problems to worry over, and in addition, as a whole, they have one big general problem—what about next winter's coal supply?

After every possible element entering into the present situation has been thoroughly canvassed, the fact remains that we are now experiencing the most serious results of that miners' strike that flourished so successfully for a couple of months last fall. Investigation reveals that that affair is more responsible than anything else for present-day conditions. Of course there have been contributing causes—outlaw strikes on the railroads, for instance, helped immensely in making the situation what it is, but had it not been for the big strike which brought all of the soft coal mines to a standstill last November, the outlaw strike could not have accomplished nearly so much damage as it is now credited with.

WHERE THE TROUBLE BEGAN

When the strike really ended and the men actually went back to work, the country was in a serious condition for fuel. The East was not so badly off as the West, and right then came about a situation which has served to plague coal and railroad men ever since. The Central West was particularly hard up for coal. The suspension of mining in the territory ordinarily supplying it had been far more complete than in the East, and it was important that coal be rushed there with all possible speed. The mines of Pennsylvania and West Virginia, which under ordinary circumstances send their product East, were called upon particularly in this direction. As a result, thousands of cars belonging to railroads serving these mines, and which normally remained continuously in the East in more or less shuttle service, were sent west laden with a commodity which was vitally needed.

Those cars were extremely long in returning to the rails of the lines owning them and needing them badly to take coal to the big centres of the East. Hardly had the strike ended before the country was compelled to suffer the worst winter in its history from the standpoint of railroad operation. Snow, low temperature and more snow bring railroads to a standstill quicker than anything else, and for weeks transportation moved at a snail's pace. The cars which had gone West with coal remained there,

Digitized by Google

waiting a more favorable opportunity to be returned East. With every pound of tractive power of every locomotive in demand for the movement of commodities needed immediately, it is not surprising that empty coal cars, no matter how badly they were desired, were allowed to remain on the sidetracks. It is difficult to put a loaded car on a siding and give its place in a train to an empty one.

When old Boreas began to slow up a bit and there came an occasional day when it did not snow, railroad men began to perk up. It looked as if the time to get those coal cars moving again was at hand. Just as the stage was set for the grand return, first the switchmen and later other classes of railroad employees, decided they could not wait longer for increases in pay for which they had been clamoring for months, and went on "vacations." And this served to delay further the return of the coal cars.

There are other reasons, of course, for the shortage. In the first place, there are not enough coal cars to take care of the nation's fuel supply at the peak of the load, or any place in the neighborhood of the peak. Cars are wearing out yearly, and in recent years, particularly during Government control, have not been replaced, much less has their number been increased. The same thing is true, to an extent, with regard to engines to haul them.

It is probably safe to draw the conclusion that the car supply is the principal cause of the present difficulty. Bituminous coal mining is absolutely dependent upon an adequate car supply. Coal cannot be brought up from the bowels of the earth and stored alongside the mouth of the mine as products of most other factories may be stored. Its very nature will not permit of this being done with any degree of safety, because of the danger of fire, and in any event the results of such a storage would be disastrous from an economic standpoint. Every loading and unloading of coal means a reduction in the quantity and quality, and good business methods demand that coal loaded into a car remain in that vehicle until it is as close to the point of ultimate consumption as is possible. Of course, conditions often make it advantageous to effect considerable savings in freight rates, etc., by trans-shipping coal from cars to boats, when a considerable trip by water is possible, but this is probably the only excuse likely to meet the approval of the coal economist.

Since the end of the strike, the operators of bituminous mines have made a remarkable effort to catch up. It is declared that the output has been limited only by the car supply. How serious that shortage has been is indicated by the fact that since the first of April the production of bituminous has averaged about 9,000,000 tons a week, whereas to meet the existing situation the country over, it is imperative that the production reach the figure of 11,500,000 tons a week.

STILL TWENTY MILLION TONS BEHIND

This does not mean that the mines are falling down on the job. On the contrary, they are producing more than in 1919, despite the car shortage, and the railroads of the country during the present year, at the time of the last check, only a few days ago, had moved some 50,000,000 tons more than in the same period last year. But the difficulty is that the miners are facing the necessity of making up at least 20,000,000 tons of lost bituminous production and also of building up adequate reserves for the coming winter.

It is this condition of affairs that has recently brought about drastic action upon the part of the Interstate Commerce Commission, functioning in the stead of a Fuel Administrator, for the protection of certain sections of the country where coal conditions were regarded as particularly serious.

Take the Northwest, for in-

Digitized by Google

stance. Coal for this section is routed by rail to the important ports on Lake Erie and then moved by steamers to the larger cities of Lake Superior for further rail movement to interior points. But transportation on the Great Lakes is far from an all-year proposition. Navigation comes to a close early in December. If the Northwest has not received its full winter supply by that time it is in a bad way. The coal would have to go entirely by rail, be subjected to all the delays attendant upon passing through the congested yards and winter conditions which would be encountered en route, and in the end, because of the high freight rates, would cost so much as to be beyond the reach of the ordinary manufacturer or domestic consumer.

A somewhat similar condition exists with regard to New England. Gateways to this great manufacturing centre of the United States are remarkably few in number and the facilities they enjoy are most of the time inadequate for the business, other than fuel, moving into New England's classic precincts. Because of this condition, to say nothing of the fact that it affords cheaper transportation, the big manufacturing centres of the coast particularly depend almost entirely upon coal coming to them by water. More than 60 per cent of New England's supply comes from Norfolk and Newport News, from Baltimore, Philadelphia, Perth Amboy and Jersey City and its environs, in barges towed by large sea-going tugs. But the temper of the North Atlantic Ocean, once real winter has set in, does not permit the steady and consistent coal towage which New England demands, and it is imperative that a full supply reach it before severe cold weather arrives.

It is conditions such as these which have sent the Interstate Commerce Commission to the assistance of various sections of the country. First the Northwest was given a priority order for what remains of the 30,000,000 tons it still lacks. Then New England, through the forceful appeals of James J. Storrow, one-time Fuel Administrator of Massachusetts—and a man who should appeal to all advertising men because of his ability to keep the wants and the situation of New England constantly before the eyes of the public and in the end always to get what he wants—obtained a similar priority order until all of that section's 20,000,000-ton bituminous order is filled.

The priority orders, issued to the railroads serving important coal producing centres, are in effect warnings to the mine owners that they can have cars only for the loading of coal for the sections mentioned in the orders or only after they have fulfilled their part in taking care of the requirements of these sections.

Priority orders for sections having a particular reason for receiving their winter's supply now and the task of insuring that the railroads of the country have enough coal of their own for the operation of their locomotives, that there may be no transportation failure to add to the difficulties of the situation, have about taken up all the bituminous mines can produce. Because of the peculiar importance of insuring an adequate supply of fuel for the railroads, the lines are permitted to look out for their own requirements first.

PROTEST AGAINST EXPORT OF BITUMINOUS COAL

The present situation has brought about a peculiar controversy which under ordinary circumstances would be regarded as impossible. Because of the shortage of coal, a great hue and cry has been raised, especially from New England, against the exportation of coal to foreign countries. At the very minute when, under any other conditions, this indication of our growth as an exporting nation would have been regarded as an occasion for felicitation, and America's coal gives evidence of becoming an important factor in the world's fuel markets, a determined demand for

Digitized by Google

an embargo upon its exportation has been made.

Another element in the problem for which the present situation is responsible is of the greatest interest to coal men. With bituminous coal in the spot market selling at New York at anywhere from $10 to $13.50 a ton, the familiar cry of profiteering has been raised. Investigators discovered that the possibility of re-consignment of cars of coal made it possible for speculators to dispose of their coal where the highest bidder was to be found, resulting in the creation of a generally higher price level. The Interstate Commerce Commission recently has exercised its authority and issued a ruling permitting but one re-consignment of each car. The Commission already had recommended to the railroads that a determined effort be made to reduce re-consignment to a minimum, and earnest co-operation by the railroads, anxious to release cars under load which are badly wanted, had resulted in effecting a considerable improvement in this direction.

William G. McAdoo, during the strike last fall, startled the country with charges that some coal producers were making enormous profits. Investigations by Attorney General Palmer apparently failed to bring to light any usable information along these lines, but the head of the Department of Justice recently has been quite actively looking into this possible profiteering on the part of speculators. At a conference with representatives of all branches of the industry, held in New York, Mr. Palmer suggested the possibility of a Commission determining what might be regarded as a fair price for coal, with the idea of prosecuting all who demanded more. Despite the origin of the suggestion, many coal men have questioned the idea, having in mind the possibility of prosecution under the anti-trust law at some future day.

Fortunately for the country, the anthracite operators have escaped a majority of the difficulties of their brothers who mine the softer fuel. The shortage of cars, of course, has made itself felt in the anthracite fields, but at no time has it been as serious. So far, the hard coal producers have escaped serious labor troubles. Anthracite miners, as do all others, want an increase in wages, and after there had been some strike talk—although it was generally not taken seriously — President Wilson stepped in and appointed a commission to investigate and determine what the men should have. This commission has practically completed its hearings, but a decision is yet to be announced. In the meanwhile, the miners have continued at work and have shown a most commendable spirit by the tonnage they have produced.

Anthracite tonnage, too, seemingly has been limited only by the car shortage. As a result, the larger sizes of anthracite, those used for furnaces and other domestic purposes, have been produced in goodly quantities, and while costly, have none of the serious elements of scarcity affecting soft coal. The transportation tie-ups have caused considerable delay in the delivery of fuel supplies to many towns, but those conversant with the situation generally think that it is not serious and that conditions will be close to normal before snow flies.

THIS EXPORTATION WOULD EASE PRICES

A late development is the possibility of the export of anthracite. Foreign countries always have shied at our hard coal because of the price, but the departure recently from Philadelphia of a shipment of steam-sized anthracite for Norway has been hailed as an epoch-making incident in the trade. The best feature about this, in the judgment of coal men, is that the shipment of anthracite abroad will bring down prices to the local consumer instead of raising the price, as a considerable portion of the steam sizes are a dead weight on the hands of the operators and are carried along at an expense that must be met by the consumer. In preparing do-

Digitized by Google

First Six Months. 34% Gain

1920 — 16,898,739 Agate Lines

1919 — 12,585,629 Agate Lines

34% Gain in Advertising by The Three *Sunpapers* of Baltimore

	Lines 1919	Lines 1920	Lines Gain	Per Cent
Baltimore Sun.....*Morning*				
Local Display.....	884,448	1,222,084	337,636	37.6
Classified.....	1,863,182	2,915,556	1,052,374	56.5
National.....	898,581	1,066,417	167,836	18.7
Total.....	3,646,211	5,204,057	1,557,846	42.6
Baltimore Sun.....*Evening*				
Local Display.....	3,028,783	3,869,302	840,519	27.8
Classified.....	1,711,746	2,674,017	962,271	56.2
National.....	899,425	1,049,654	150,229	16.6
Total.....	5,639,954	7,592,973	1,953,019	34.5
Baltimore Sun.....*Sunday*				
Local Display.....	2,519,753	2,918,891	399,138	15.8
Classified.....	504,882	800,821	295,939	58.6
National.....	274,829	381,997	107,168	39.0
Total.....	3,299,464	4,101,709	802,245	23.6
Baltimore Sun.....*M., E. & S.*				
Total.....	12,585,629	16,898,739	4,313,110	34.3

THE above figures, taken from the "Advertising Age," of July, 1920, show the remarkable gains in the volume of advertising carried by The Three *Sunpapers* the first six months of 1920 over the same period a year ago. This growth is a reflection of the growth of Baltimore as an industrial and commercial center and further demonstrates the fact that

Everything In Baltimore Revolves Around THE SUN

Morning **Evening** **Sunday**

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago.

Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"

Digitized by Google

Globe-Democrat

Paid for Themselves

CATO ANTI-PYORRHEA TOOTH PASTE WASH

DISEASE PREVENTER INSTANTER

Anti-Pyorrhea Chemical Co.

COMMERCIAL BUILDING

Saint Louis, Missouri.

August 11, 1920.

Mr. Louis H. Budke, Sec'y & Treas.,
Nelson Chesman & Co.,
St. Louis, Mo.

Dear Mr. Budke:

You will be interested, I am sure, to learn of the gratifying results produced by the advertising in behalf of CATO Tooth Paste which you have prepared and are placing for us in the Artgravure Section of the Globe-Democrat.

After the first two insertions the orders received from wholesalers who had never been on our books before were adequate to pay the advertising costs several times over. And that does not take into account the impetus to sales among our established trade.

Inasmuch as we have never solicited directly the territories in which this new business was developed, and as the Globe Democrat Artgravure was at that time the only medium through which we were reaching these territories, we are bound to conclude that the Globe Democrat deserves the credit for carrying the message so resultfully to the new market.

Yours very truly,

ANTI-PYORRHEA CHEMICAL CO.

LNC-JB

Digitized by Google

Artgravure Ads
Several Times Over

HERE is a letter of *special* interest, because it tells the experience of an advertiser located right here in St. Louis. National advertisers will do well to follow the lead of *local* advertisers and use the Artgravure Section of the

St. Louis Globe-Democrat

St. Louis' Largest Daily

NATIONAL REPRESENTATIVES

F. St. J. RICHARDS, 410 Tribune Bldg., NEW YORK
GUY S. OSBORN, 1302 Tribune Bldg., CHICAGO
J. R. SCOLARO, 701 Ford Bldg., DETROIT
R. J. BIDWELL, 742 Market St., SAN FRANCISCO

DORLAND AGENCY, Ltd., 16 Regent St., LONDON, S. W. 1

Digitized by Google

mestic sizes a certain proportion of steam sizes is created, and if this surplus can be sold abroad it will lighten the burden the coal companies must carry.

A peculiar element in the whole situation produced by the abnormal conditions has to do with these so-called steam sizes of anthracite, known as buckwheat, rice, barley, etc., depending upon their sizes. There was a time when most of this coal was regarded as unmarketable and thrown away. Gradually its value has come to be recognized in many steam-making plants, and considerable competition has developed between the marketers of this coal and ordinary bituminous for the business of public utilities and other operators of large power plants.

With bituminous coal high in price and scarce as to quantity, it has generally been expected that the anthracite sales agencies would seize the opportunity now at hand. For once, the price of steam sizes of anthracite is cheaper than bituminous and a large supply is available. Without a change of grates, anthracite and bituminous may be used effectively in large plants at a considerable saving in fuel costs, and by a change of grates it is possible to use the small anthracite exclusively.

It would seem that a well-thought-out advertising campaign, pointing out just what the manufacturer could accomplish by the use of steam sizes of anthracite, would put these companies absolutely in possession of the market for all time. They have arguments regarding price, supply, efficiency and the elimination of the smoke evil. Small sizes of anthracite develop as great heat as bituminous coal, it is claimed, and have longer lasting qualities. It would be difficult to imagine a more interesting opportunity for effective salesmanship and advertising.

This somewhat sketchy review of the whole fuel situation naturally leads to the question: Is there cause for apprehension upon the part of the ordinary business man regarding the fuel situation?

Coal men as a whole answer in the negative. They caution particularly against panic. Railroad men are assuring them that the transportation situation is improving. The award of increased pay for employees of the transportation companies by the Railroad Labor Board generally is regarded as having settled difficulties on that score. It is believed that the rank and file in the railroads are satisfied and will now turn to and work loyally for the success of their lines. Improvement already has been noted in the car supply situation. More cars are being released from the repair tracks and normal operating conditions the country over are moving coal cars, as well as others, back to the owning roads.

The railroad presidents of the country met in New York the other day and pledged themselves to make a consistent effort to increase the efficiency of their lines. Particular stress was laid upon their determination to increase the average miles each of their cars would make per day. This means, with all kinds of cars, prompt loading, prompt movement and prompt release, and, in the case of coal cars, prompt return to the mines for a new load. Every mile per day the country's average is increased adds many hundreds of cars to the supply. A good supply, with satisfied and industrious miners and railroad men, should make possible the overcoming of that handicap put upon America's coal production by last fall's strike. Coal men say "Don't get excited, but take a chance that this will be the result."

Neckwear Makers to Form Association

An association of manufacturers of men's neckwear is being planned. About sixty manufacturers have signified their willingness to become members of the association. At a recent meeting in New York the necessity for an organization of small and medium-sized manufacturers was discussed. Steps will be taken to regulate the question of discounts and a bureau for the interchange of credit information will be formed.

Digitized by Google

Lovers of Art Read The Evening Post

A perusal of The Chicago Evening Post furnishes all necessary proofs in substantiating its claim as Chicago's class newspaper.

In addition to its dominance in Automobile and Financial news and advertising in Chicago's evening field, it also leads in other lines which make a direct appeal to an intelligent class of people.

These, of course, include Music and Art, in both of which The Chicago Evening Post carries more news and advertising than any other Chicago newspaper.

The Post's "News of the Art World," a weekly page devoted to Art and Artists, and its daily items of Art interest, have been long and favorably known to Art devotees of the middle west, while the fact that The Post carries more Art advertising than all other Chicago newspapers combined shows well its standing among those to whom Art is a business.

Those who have to do with the advertising of high-grade merchandise in the Chicago market realize the truth of The Post s slogan, "A circulation is no larger than its value is to you," and specify first

The Chicago Evening Post

Eastern Representative—Kelly-Smith Co.
Marbridge Building, New York

Western Representative—John Glass
Peoples Gas Building, Chicago

THE SHAFFER GROUP

Chicago Evening Post — Louisville Herald
Indianapolis Star — Muncie Star — Terre Haute Star
Denver Times — Rocky Mountain News

Digitized by Google

When SIZE Speaks

SIZE makes Niagara the queen of water-falls;

SIZE makes the Panama Canal the greatest of engineering feats;

The SIZE of Uncle Sam's vast war plans amazed the world and forced the Huns' quick surrender;

And This Is the Biggest Sig

The cottages stand 25 feet high and have all the appearance of "honest-to-goodness" houses. The length of the display is 266 feet—as long as an ordinary city block and ten times the size of a standard 10x48 ft. painted sign.

The Price is about Half what i signs under to-day's excessi

The R.C.Maxwel

Digitized by Google

Everybody Listens!

SIZE dominates every walk in life.

Even so in advertising, SIZE dominates, commands prestige and emphasizes permanency. (No fly-by-night concerns use painted signs.) Painted outdoor displays form the supreme medium, the logical medium, for featuring SIZE in advertising.

ı of Its Kind in the World!

Ten of these nationally famous painted cut-out displays, distributed along the main railroads of the East and West, will be available in September. The design can be changed to suit the product to to be advertised.

would be were we to build the
e labor and material cos's.

Digitized by Google

YOUR 1921 CALENDAR

There are some clever suggestions in color just waiting for the man who writes "calendar" on his business card or letterhead and mails it to us.

You will save needless worry and expense by placing your calendar order now.

Charles Francis Press
461 Eighth Avenue, New York
TELEPHONE LONGACRE 2320

Digitized by Google

Even Doughnut Holes, This Man Finds, Can Be Advertised

Cigar Stand Man Hits Bright Idea That Leads to Chain of Successful "Doughnuteries"

EVEN in things so common as the sandwich and the doughnut, opportunity can be found for the skilful advertising and merchandising that compel success. This is proved by the result achieved by the man who tried.

This man invented nothing new. He merely took what had been familiar to everybody for years, for generations, in fact. But he had the wit to see that they could be advertised and merchandised in a novel and attractive way.

As an instance of the success that can be wrought out of a bright idea well used, and of how fortune awaits the man who has sense to see the chance for business in what millions of others have only joked about, the experience of Mathew H. Olthouse is worth recording.

Ever since the first doughnut was lifted, so sizzling, hot and delicious, out of its pan of boiling fat, people have wondered, Why the hole? Now we know. That hole in the doughnut was evidently left for Mr. Olthouse.

With great astuteness Mr. Olthouse uses that hole in the doughnut in his advertising. As a result he is vice-president and general manager of the Gem Fountain Corporation and is running an ever-growing chain of successful "Doughnuteries" in New York.

Six years ago, in the hard times just before and in the early days of the war, Mr. Olthouse ran a cigar and candy stand in the entrance hall of the office building at 25 Broad Street, right alongside the New York Curb Market. His wages were $18 a week and the takings of his stand about $18 a day. But Olthouse was a man of active wits and a born advertiser.

Very soon he had increased the takings of his stand from $18 to more than $100 a day. Then he threw up his job because his employer thought $4 a week a sufficient raise for him. In a few days he was taken back—not at the $25 he had asked for, nor at the $22 he had been offered, but at $40 a week.

Mr. Olthouse believes he was the original inventor of the now popular "Soda-Sandwich Lunch." It was in that way that he increased the takings of his stand so remarkably.

One day it was raining hard at lunch time and the hall became crowded with hungry clerks waiting, hoping that the storm would stop and let them get out to lunch. Some, seeing that they would have no time to get anything else to eat, bought candy.

SAW A NEW MARKET

There the man at the stand saw his first opportunity, and grasped it. From this began the new institution in lunches.

"If only I had some sandwiches and soda, you'd be all right," said the man behind the counter, trying out the idea that had been in his mind more than once. "Sure we would," replied the hungry clerks. "But you'd pass me by on dry days?" laughed Olthouse, feeling out his ground. "We certainly wouldn't; if you had sandwiches we'd eat them all the time," returned the clerks.

But Olthouse has the knack of methodical efficiency. Before putting in a soda fountain and buying sandwiches he took tally of the number of people passing his stand and found it more than 1,500 a day. He felt sure he could get at least one in ten of them.

When he left, to open a new and bigger stand across the way at 30 Broad Street, he was a partner with his former employer, Knecht by name, and was selling 1,000 sandwiches a day.

There had been sandwiches sold

Digitized by Google

at office building stands before this; but the sellers had thought that in cheapness lay their only chance to compete with the regular eating places, and their sandwiches were five cents each. Olthouse had his wrapped in wax paper, which could also be used as a napkin, and he charged ten and fifteen cents. But they were good sandwiches—and he advertised them.

Before going to his new stand, Olthouse's advertising had perforce been limited to his voice and to little facetious cards, placed on his stand. It was to advertise the opening of the new stand that he felt the need of something that would attract wider attention. There was no medium that would serve his limited purpose. Even if there had been, he had no money for advertising anyway. At last he hit upon the scheme of a Limerick contest, the prizes to be varying numbers of free eats at the new stand; and he hung his stand with the verses sent in.

This was so effective that before moving he had taken in in cash nearly $700 in return for checks for orders on the opening day of the new stand.

Then came along the doughnut and Prohibition. The splendid work of the Salvation Army girls with their doughnuts at the front had made the doughnut famous. Prohibition was equally on every tongue. It was then that Olthouse began dreaming dreams of the Gem Fountain Corporation and a great chain of soda-lunch restaurants.

He believed that the man who could capitalize on doughnuts and Prohibition would undoubtedly make a big killing. He might obtain publicity that would, at any rate, make another stand possible. But, what could be done with either—especially the doughnut? What, that would be new, could be done with, or said about, the doughnut?

It was there that Mr. Olthouse got hold of the bright idea that made the Gem Fountain Corporation and the chain of soda-fountain restaurants cease to be a dream and become a reality.

THE HOLE IN THE DOUGHNUT DISCOVERED

Mr. Olthouse discovered what the hole in the doughnut had been left for. He saw its advertisability. Already, around that hole in the doughnut filled with fruit jelly, fourteen soda-lunch restaurants have been established by the Gem Fountain Corporation—and the capital for all, except the first, has been raised by stock in the corporation sold to customers. It is intended, Mr. Olthouse says, to open a new one every two months.

And yet his doughnut with fruit jelly or jam inside is every bit as old and well known as the doughnut with the hole—perhaps it is even older.

The Prohibition side of the publicity task was easy. Starting with a total capital of only $15,000, one-third put up by himself, one-third by his partner, Knecht, and the other third by a patron, Mr. Olthouse took a twenty-year lease on an old saloon that was going out of business at the corner of Wall and Pearl streets. Then he set the entire financial district of New York talking and laughing about it. He hung out the sign, "Hush, little Bar-room, Don't you cry, You'll be a Soda Fountain bye and bye!"

When he had only one or two soda-lunch restaurants, Mr. Olthouse knew that no ordinary form of advertising could help him. So he issued a paper of his own—the "Gem Daily"—utilizing his bills of fare for this purpose. One-half of the mimeographed side of the bill contained his "Gem'torials," and most of them were distinctly clever. Like every other "Colyumist," he made generous use of "Contribs" and was long on humor. "Fare well and be happy" was the motto.

Of course, nearly every issue contained some story of the Gem Restaurant. One of these told how the restaurants came into existence. Here it is:

"Necessity is the Mother of Invention.

Digitized by Google

"Whenever a need presents itself in any walk of life, Progress has never failed to supply this need.

"The Latest in Luncheon Restaurants fills a need which became evident some five years ago. People at that time began going to the soda fountains for their lunch, where, of course, only fruit muffins and other cakes were obtainable. Peeking into the future a little bit, we could clearly see what was going to happen—so we established a place on the following principles.

"Quick service. Serve only what the customer wants. No extras. No extra charges. Conduct a place where a customer can buy 5 cents' worth or 50 cents' worth and feel at home. Cut out all red tape in serving. In other words, do it in an American way.

"We thank you for your patronage here, and ask you to tell your friends, if you think it worth while."

Another quotation may be given as an example of the frequent notices to customers:

"Please remember, you are the sole judge whether a sandwich is satisfactory. If in your judgment a sandwich is not up to what it ought to be, give it back, even if you have taken several bites out of it."

But the doughnut with the hole filled was, of course, made the big feature of the "Gem Daily," just as it now is of the advertising in a regular newspaper. In Gem doughnuts the hole is invisible. They are made without a hole and the fruit jelly is afterwards forced into the centre by a machine that uses a hollow needle—and the hole made by the needle closes up.

When a dozen restaurants had been opened in various convenient locations in New York, Mr. Olthouse concluded it was time to begin regular advertising, beginning with one newspaper. The campaign is based entirely on the doughnut without a hole, and, with bright copy, makes excellent use of small space.

One of the novel features of all the Gem restaurants is their scheme of decoration. A shingle cottage, with gable roof, and windows draped with cretonne curtains, is erected inside, cutting off the table section from the counter. This arrangement is very attractive and was found not to waste seating space but rather to increase it. The gable effect is reproduced behind the counters.

In the advertisements, this gable effect, now a sort of trade-mark for the Gem chain, forms the heading of the border. A humorous sketch follows, and below the copy is a list of all the restaurants.

BREEZY STYLE OF COPY

The purpose of the copy is to increase the sales of food at the restaurants only by indirection, and to push the sale of the holeless doughnuts by getting commuters to acquire the habit of taking a box of them home. Here are samples of the style:

"Well, you're some little hostess, you take the cake."

"No, people, that's passé."

"What's passé?"

"Why, cake. Try some of these Gem jelly doughnuts for a change."

"Once upon a time, recently, in fact, so to speak, a modern wife prevailed upon her husband to bring home some delicious Gem jelly doughnuts for dessert—and she saved herself much labor.

"And they lived happily ever after."

"Halt! You're pinched. Sixty miles an hour don't go with me."

"But, officer, we were just rolling along at twenty miles an hour" (Whispers—hands officer a Gem jelly doughnut.)

"Um-ah-er-ahem! Guess you're right. Drive along; good day."

One series was devoted to the managers of the various restaurants. Each was mentioned by name and genially introduced. Mr. Olthouse says that he has not yet had time to forget that he was an employee. Most of the benefit derived from his advertising, he asserts, has come through its effect on his workers. It has made every one of them a cease-

Digitized by Google

less rooter for the holeless doughnut.

And the holeless doughnut is, of course, the basic strain all through the advertising, it being the point of difference. Some of the copy is devoted exclusively to the hole, as for example:

"You can't eat a hole."

"Well?"

"No, not a well, a hole in a doughnut."

"Then why the hole?"

"That's it. Gem jelly doughnuts are 'holeproof' and are filled with dee-licious fruit jelly."

The sales have increased now from 600 dozen a day to 1,400 dozen a day. This betters the appeal once made in the menu card. When the sale had reached sixty dozen a day, that little sheet said, "Let's make it 100 dozen"; and the sales went to 250 dozen a day. It confirms the wisdom of the appeal to the commuters.

But, of course, it takes more than a doughnut without a hole to make a business successful and keep it so. Here Mr. Olthouse uses his talent for efficiency. Two examples may be given. They are suggestive and useful.

Every day every attendant in the Gem restaurant receives a form showing the number of his or her sales, total receipts and average per sale on the previous day, compared with the figures for the same day of the week before. On each slip Mr. Olthouse adds some encouraging and individual comment.

The doughnuts are ready packed in neat boxes. A commuter does not have to wait and miss his train. He just puts down a quarter, grabs his box from the counter and hurries on.

Mr. Olthouse also believes that nationally advertised goods sell best and give more satisfaction. Practically everything he sells is so advertised. He hopes some day to have the holeless doughnut nationally advertised. But he is waiting for a bit of reform in postal matters. In a recent experiment with the parcel post the doughnuts were ten days just crossing the Hudson River.

Too Speedy Living

Do you know the young fellow who works for $25 a week and who is wearing a new suit that cost $75?

Do you know the wage-earner who loafs because he is afraid if he does too much he will work himself out of a job?

Do you know the fellow who lets a fresh clerk sneer him into buying a $15 hat, for fear he'll seem cheap, when he can get a satisfactory one for $7?

Do you know the investor who has traded his Liberty Bonds for a promise of a hundred per cent profit in a stock company backed by a dishonest promoter?

Do you know the shopper who says, "Wrap it up," instead of "How much?"

Do you know the person who lets the desire of the moment destroy the results of days and weeks of thrift and saving?

Do you know the man who thinks it is not necessary to save?

Do you know the man who says that the Government Saving Securities, Liberty Bonds, War Saving Stamps and Treasury Certificates are too slow or too small or too old-fashioned for his investment?

If you do, you know pretty well what is the matter in this country to-day.—"Moonbeams," the employees' magazine of the Procter & Gamble Company.

Thorne Resigns as Montgomery Ward President

A change in the presidency of Montgomery Ward & Co., the Chicago mail-order house, is announced. Robert J. Thorne, who has been president for five years, has resigned, and Silas H. Strawn, chairman of the executive committee and a director, was elected president. Mr. Thorne stated that ill health led him to offer his resignation. He will remain a director.

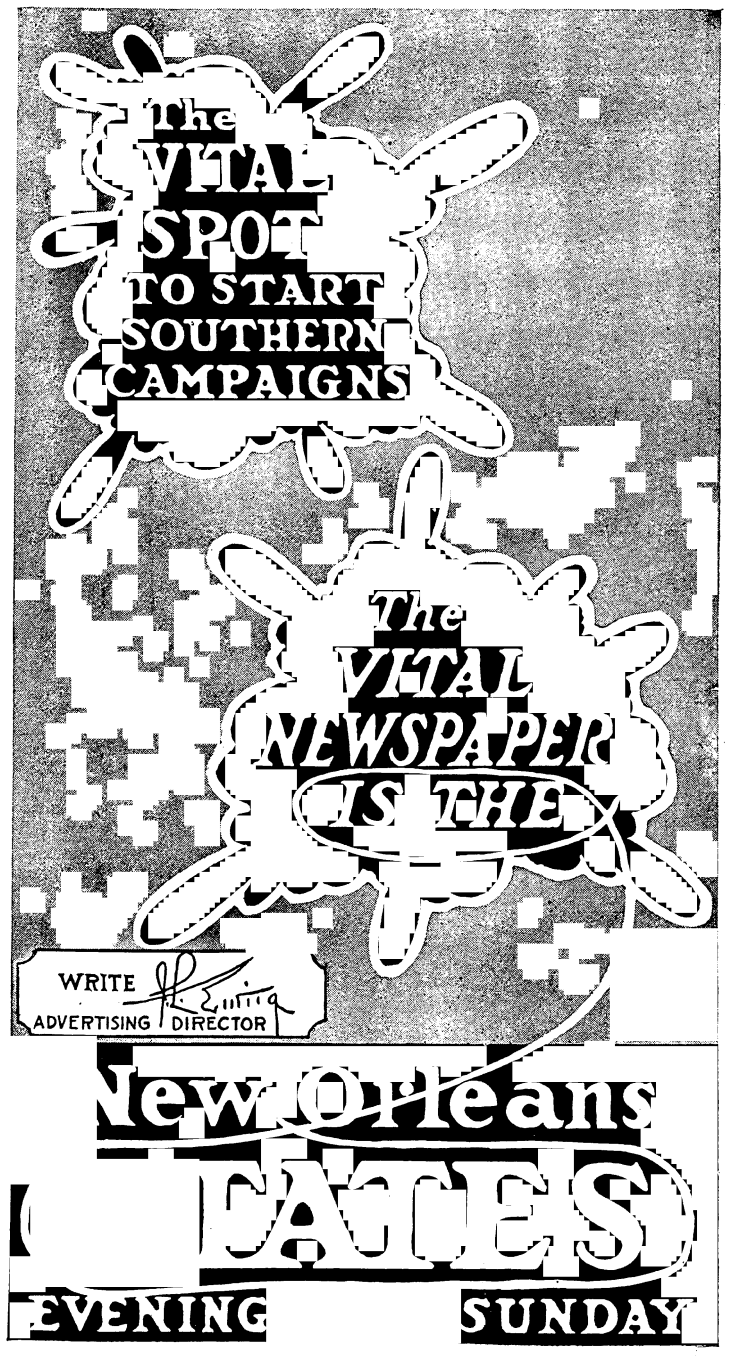
Newspaper Man Directs Automobile Sales

The Siegel Zeckendorf Company, Michigan distributor of the Chandler, Cleveland and Cole cars, has appointed Frank A. Berend as sales manager of its Chandler branch in Detroit. Mr. Berend has been associated with the Detroit *Free Press* for the past year. Prior to that time he was with the Magic Dye Soap Company and the Chicago *Tribune*.

Advertises Shoe Repairs

The American Shoe Repair Co., operating shoe repair shops in Indianapolis, Chicago, Louisville, Cincinnati Dayton, Evansville, Fort Wayne and Terre Haute, is planning an extensive newspaper campaign to be placed through Emerson Beck Knight, Advertising, of Indianapolis. It is planned to add eleven more large cities to the chain within the next few months.

Digitized by Google



Digitized by Google

THE JEWISH

BUYING space in the four important newspapers that cover the Jewish market is closely parallel to buying space in technical journals.

It is not a question of how many readers there are, but what do these readers spend. The crucial point is the spending power.

It is precisely that test which the Big Four of Jewish journalism court, because these newspapers occupy what is perhaps the most unique position in American newspaperdom.

They circulate in a special field of over 3,000,000 people whose spending power is admitted to be among the highest in our varied American population.

Digitized by Google

THE

TO quantity circulation they add a quality as measured by great spending power that is practically unbeatable in any field.

The further fact that no other market is so compact, so well charted and so easily penetrated as the Jewish market lends additional value to the advertiser's dollar spent in the Jewish press.

Submit your merchandise for analysis by any one of the Big Four Jewish newspapers published in New York City. You will get definite information on how to make the Jewish market pay you a profit.

Jewish Daily Forward

Jewish Daily News *The Day Warheit*

Jewish Morning Journal

Digitized by Google

The LARGEST PAPER
In the State of Connecticut

The
HARTFORD
Sunday
COURANT

The LARGEST
MORNING PAPER
In the State of Connecticut

The
HARTFORD
Daily
COURANT

Gilman, Nicoll & Ruthman
REPRESENTATIVES
World Bldg. New York
Tribune Bldg. Chicago.

Digitized by Google

Time Is Ripe to Improve the Routing of Export Salesmen

Two Million Dollars Spent Annually in Sales Travel Abroad, but No Concerted Effort to Route Men Systematically Has Ever Been Made

By Walter F. Wyman

Sales and Export Manager, The Carter's Ink Company

IT is a safe prophecy that the export salesman of the future will be better routed than he has been in the past.

There are two sound reasons behind this prediction. The first reason is that export salesmen in the past have been poorly routed. The second reason is that export managers are turning their attention to the proper routing of salesmen. When the export manager *does* make up his mind to better any phase of his activities, he does it whole-heartedly. Witness, for example, his entry into the fields of foreign credits and foreign banking. In both these spheres, his study and his recommendations have led to decidedly valuable changes in practice and improvement in method.

The export manager seldom comes to his title with experience in securing, training or routing salesmen. As a result, whenever he can do so, he plays safe in securing part of the services of an experienced export traveler. Often he himself becomes an export semi-salesman for no other reason than his lack of knowledge of the vast difference in function between a salesman and a sales manager. This is very clearly shown in the cases in which a sales manager or an executive with sales managerial knowledge and instincts take charge of the export development of an enterprise.

Almost invariably one of his first steps is to build up an export sales staff of travelers—which is usually the last step of the average export manager who has never handled salesmen before sitting in the export manager's chair. The veteran sales manager thinks of selling as a combined use of selling forces, with the salesman as the strongest single force. The new export manager evades the point by seeking resident agents, devising mail campaigns and working out plans for export advertising—all of which are, in fact, desirable but of greatest value when coupled with the work of the export salesman in the field.

It is one of the most pleasing phases of export work to know that export managers co-operate each with the other far better than most any other body of men engaged in merchandising. By years of profitable as well as enjoyable intimate contact, export managers know beyond doubt of the value of sharing their problems and their solutions of problems with each other. Strangely enough, this does not extend to the routing of salesmen. I cannot find that the proper routing of salesmen has ever appeared as a subject for practical and extended treatment at any export gathering. Even the text-books give salesmen's routing only scant mention.

TWO MILLIONS SPENT WITHOUT MUCH SYSTEM

It has been estimated that the exporters of the United States pay more than a million dollars a year in traveling expenses of out-and-out export salesmen, and nearly eight hundred thousand dollars more for traveling expenses concealed in the commissions of combination export salesmen. A further three hundred thousand is the estimate of traveling expenses of executives, tonnage men and export managers. In view of this more than two million dollar annual expense for

Digitized by Google

sales travel, it is little short of amazing that so little concerted thought and so little exchange of opinion and experience has been accorded its proper expenditure. Surely it is far more important for the export salesman to go to the right places in the right sequence than to select the right hotel in the wrong place!

It is not even safe to assume that every experienced export salesman will route himself correctly. Not long ago I found one veteran traveler imposing shamefully on his firm by visiting in person only Havana, Santiago, San Juan, Ponce and Panama, although he was given credit for all sales in the islands in and countries bordering on the Gulf of Mexico. His line was competitive, required a skilled, persistent man to introduce it and regular visits to bring volume. Even with agencies (some of which he must have made by wireless, judging from their entire unsuitability) his personal presence was needed in the great majority of smaller cities in his territory every year, and in the balance at least one visit every other year.

I asked the export manager why he had not detected the imposition at a glance. I quote his reply fully, because it explains fundamentally one of the major reasons for inadequate routing of export salesmen. "Put yourself in my place," he said. "I came to the export business only three years ago. Before that I handled export papers in the traffic department. John Rockton, our West Indies and Central American man, is an old-timer. He put us on the map in our own South and Southwest. The bosses both call him 'John.' His letters show years ago he reported that our best plan was to appoint agencies by mail in all countries except Cuba, Porto Rico, Venezuela and Panama.

"My suspicions were first aroused when you casually mentioned a cable sent by your salesman when he was in Medellin. I investigated and found that our sales in Colombia wouldn't buy John's cigars. So I asked you for your West Indies and northern South American salesmen's routes. I all but fainted when I saw the cities your men make that John Rockton has never mentioned."

The old, old story of the veteran export salesman and the new export manager was thus repeated. As usual, it was a striking proof that the export salesman who routes himself slights his territory. This is no reflection upon export salesmen. It is an open criticism of the system of executive control that permits conscious and unconscious errors of judgment. It is an open criticism of any system of export planning that does not first view the world as a whole and then divide it into territories, many of which call for sales treatment by salesmen at some period of sales development. It is a criticism of export managers who fail to put each country logically in "salesman's territory" under the microscope.

It is no child's problem to manage in any respect a veteran salesman in the foreign field. He rightly feels that "he has been there, and he knows." The veteran usually and rightly enjoys the confidence of the management of the enterprise that employs him. The export manager too often is on trial, if not on probation. It is vital to the success of the export manager to *be* an export manager—not a secretary to the export salesman, following out his orders for letters to be written and catalogues to be sent. There is only one way to correct the situation. This is for the export manager to earn the respect of the salesman.

HOW ONE CONCERN DUG TO THE ROOTS OF THE PROBLEM

The one way to earn such respect is to prove by intelligent cooperation the right to be respected. An extreme example of this came to my attention many years ago. The Blank Manufacturing Company of Boston had on its payroll the most maddening type of export salesman. Every sales ex-

Digitized by Google

SO far as possibilities and methods of capture are concerned, there are really two markets. One is New York; the other is the rest of the Country.

We have made an analysis of the New York Market and the logical methods of advertising in it, which we will send to interested agencies and advertisers.

Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.

New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO 406 Tower Bldg. *BOSTON* Little Bldg. *SAN FRANCISCO* Crocker Bldg.

Digitized by Google

ecutive will admit that the salesman who handles himself well on the road, both in poise and sales, but who is over-confident of his job and over-domineering in his relations with the house, is a real problem. He is too profitable an investment to lose, and too much of a strain on self-respect to retain. Mason Schuyler was the ultimate expression of this type. In fact, he became an export salesman largely because the Blank Manufacturing Company hated to see him come in the door and arranged for him to travel far enough and long enough so that he would be visible only four days a year—two days before starting out and two days on his return.

When my friend Paul Tuttle was hired as export manager of the Blank company he was blissfully ignorant of the existence or type of Schuyler. His immediate concern was to organize for a world-wide export development. A few months after his accession to his new position he sent a letter to all agents explaining a new export dealer display, and automatically included Mason Schuyler in the list. His letter came back by return mail. Written across the bottom was, "Who the devil is Paul Tuttle? Whoever he is, tell him not to send this junk into my territory."

Now Tuttle is in no way effeminate. He had handled salesmen before, and well. He therefore made a few casual inquiries in the office and learned the nature of the brute. Then he cabled, "Paul Tuttle is your boss. Displays will be sent where he deems advisable," and signed the cable with his own name. This took nerve. Schuyler's territory yielded over $120,000 a year in personal sales alone—two-thirds of the then export sales of the Blank company. For the four months that preceded Schuyler's return, my friend Paul sat up nights studying his territory. He spent week-ends in Washington, Philadelphia and New York conferring with the Latin-American specialists in governmental, public and private export organizations. He sought out export managers sending salesmen to Latin America.

Then he built up, country by country, his detailed sales plans, including routing. Incidentally he analyzed (in his plan) Schuyler's territory so that it included Brazil, Argentina, Chile and Peru, which he had already covered, plus Paraguay, Bolivia and Ecuador, which he had studiously avoided.

To give details of only one country, Schuyler had visited only Rio and Bahia in Brazil. Paul Tuttle's first year route called for Para, Pernambuco, Bahia, Rio, Sao Paulo, Santos, Porto Alegre, Pelotas and Rio Gran du Sul, with eight interior cities to be covered on the second year's trip.

From start to finish of the revised routing Paul Tuttle listed, city by city, the desirable dealer outlets, secured by the purchase of credit reports. For each account he made a separate 5x8 card on which appeared the essential facts in regard to the importer Where the importer was already a customer, Paul recorded the purchases for each year, and the catalogue numbers and quantities of each item bought each year. From his export acquaintance in allied but non-competing lines he secured information which enabled him to add definite statements to the ledger totals and experience of from two to eight exporting manufacturers on many of the prospective customers.

WENT TO GOVERNMENT FOR HELP

This was only a starting point, as Paul told me a few weeks ago when I refreshed my memory by an evening conference. Through the Bureau of Foreign and Domestic Commerce he secured up-to-date reports on competition. The first section devoted itself to exports of competitive products from the United States to each country in Schuyler's old territory, and also the imports into each country from every other country exporting identical products. The second division was a broad one. In it were up-to-date reports from American consuls, trade com-

Digitized by Google

Get The Facts!

About the LOUISIANA-MISSISSIPPI MARKET

TRADE EXTENSION BUREAU

Wanted—19,502 Tractors

Today there are 5,763 TRACTORS in use in the LOUISIANA-MISSISSIPPI territory.

More than 390 thousand money-making farmers can, however, easily use 25,263 Tractors, possibly more.

Who is going to pick up these 19,502 Tractor sales?

Incidentally, these same farmers have the cash to pay for furniture, musical instruments, pleasure cars, trucks, household helps, and the like.

Want to know about them specifically?

Correspondence invited!

"In New Orleans—It's The Item."

THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

JAMES M. THOMSON
Publisher

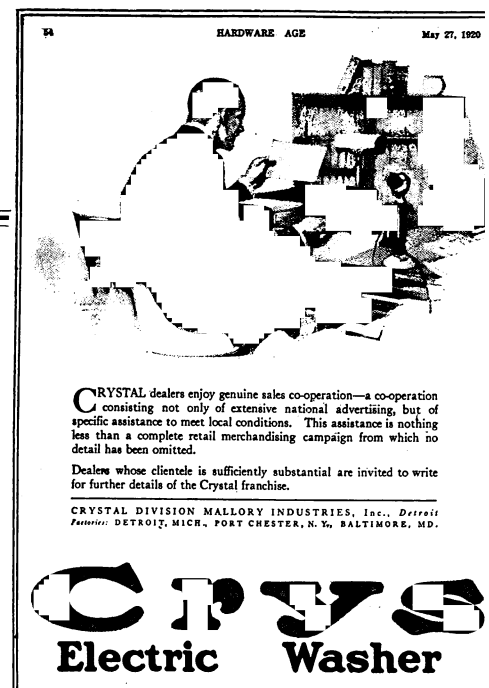
National Advertising Representatives
The JOHN BUDD COMPANY

A. G. NEWMYER
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle.

Digitized by Google

Getting Washing Machine Distribution PLUS.



The long established manufacturers who have studied washing machine distribution for many years know well the importance to them of the hardware trade. They have found that HARDWARE AGE furnishes the direct, efficient medium through which to cultivate the sales influence and sales power of the hardware retailers and jobbers.

The double-page spread shown above is one of a consistent series of two-color advertisements by which the merits of the Crystal Washer have been impressed upon the hardware merchants during the last two years. Other well-known washing machine manufacturers who recognize the selling power of the hardware dealer and who consistently use HARDWARE AGE to develop that selling power, are the following:

American Gas Mach. Co.
Apex Appliance Co.
Burlingame Mfg. Co.
Crystal Wash. Mach. Co.
Dexter Co.
Edwards Mfg. Co.
Federal Electric Co.
Globe Mfg. Co.
Hayes Mfg. Company.
Laundryette Mfg. Co.
Michigan Washing Machine Co.
Nineteen Hundred Washer Co.
One Minute Mfg. Co.
Rochester Wash. Mach. Corp.
Sandusky Washer Co.
Victor Mfg. Co.
Voss Bros. Mfg. Co.
Warren Mfg. Co.
Washkosh Mfg. Co.
Wayne Mfg. Co.
White Lily Mfg. Co.
Yost Gearless Motor Co.

Hardware

Charter Member of Audit Bureau of Circulations

Digitized by Google

A National Distribution through the Hardware Trade.

Hardware merchants are ideal distributors for washing machines. They are the highest rated class of dealers in the country —they know how and are well able to finance their sales. They are influential members of their communities and, as a class, can give the manufacturers thorough national distribution. They are scattered throughout the country in very close proportion to the number and buying power of the family units.

Since it is absolutely necessary for hardware dealers to be constantly informed of commodity prices and market conditions, practically every successful hardware retailer and hardware jobber in every section of the country is a close reader of HARDWARE AGE—the only business paper that brings authoritative market reports to this trade.

HARDWARE AGE has a thoroughly national circulation of the highest quality. In it the manufacturer may concentrate his advertising to this trade with entire confidence that all worth-while buying and selling units are being efficiently covered.

Let us send you our special letter on washing machine distribution.

Age 239 West 39th St. New York City

Charter Member of Associated Business Papers, Inc.

Digitized by Google

missioners and commercial attachés, filled-in questionnaires sent out at Paul's request by export organizations and R. G. Dun and Company to their correspondents, plus comments on the rank in their respective cities of the actual customers secured by Mason Schuyler.

In a loose-leaf book Paul Tuttle built up a detailed table of the customs tariffs of each country as they imposed duty on the particular products of the Blank Manufacturing Company. Pages were compiled listing the correct declarations and classifications for each product. Regulations in regard to commercial travelers' license fees, port of entry procedure and refund of duties on samples cleared were geographically indexed. With the assistance of an expert, definite weight limits were decided upon for each city, particular care being used in cases involving mule-back and llama-back transportation.

As a refinement—and be it remembered that this was in the "good old days" when freight rates changed but seldom—Paul had tabulated the approximate laid-down cost of every item to every city, and capped this climax by securing rates from England and France—where their leading competitors were located—using the foreign prices, thus showing an exact comparative laid-down cost.

The first gun was fired by Paul, when he walked across the English Room of the Hotel Magnificent, New York, and seated himself opposite Schuyler. "I'm your new boss," he explained politely. "My name's Paul Tuttle. Don't get excited. I've finished my breakfast; go ahead and finish yours. Then we'll go to my room here, and by noon one of us will wire in his resignation, or we'll both decide that we can work together for the benefit of ourselves, the house and the world in general."

Schuyler broke in, "Why you fresh young cub. I'll—" His threat was never uttered. Paul Tuttle had risen at the first word, tossing a card on the table, and had his back well turned. On the card he had written, "Got your goat? I dare you to come to Room 417 and try to get it back! If you don't, every salesman you ever met *anywhere* will call you a quitter and laugh as he says it!

There was a memorable meeting in Room 417. When Schuyler came to the open door it was empty of human occupants. But staring him in the face was a huge outline map. It portrayed South America as it appeared to Paul Tuttle, export manager of the Blank Manufacturing Company, Boston. At its left was an easel on which was a five-by-four cardboard to which were attached letters from customers in which compliments to Mason Schuyler were underscored. At the very bottom of the exhibit was a single typewritten line, "Your customers like you; why not share your friendship with your business associates?"

Ten minutes later Paul Tuttle walked in and held out his hand. It was not noticed. But three hours later Schuyler admitted defeat in his remark, "Let's not talk forever. I'll give your plan one trial trip." Ten days later, in Boston, he was a convert to modern exporting and to sane routing.

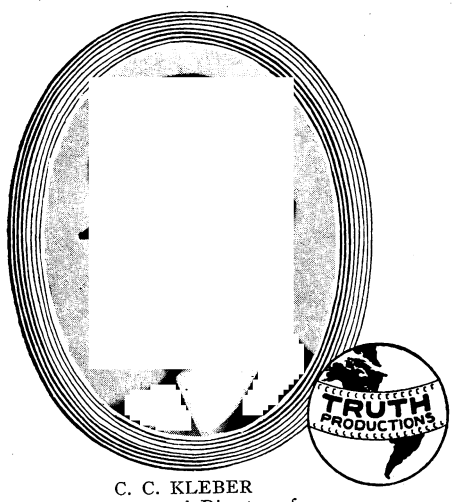
Correct routing of export salesmen involves intensive practical study. It places on the shoulders of the export manager a most difficult task. There is no one royal road to good routing except hard work and intelligent recording of the results of hard work. The world is in little need of the explorer. Men have been everywhere. The problem of the export manager is to profit by the experience of the experienced.

The export manager of to-day is becoming a convert to the sales theory, "Go—look—see" for his salesmen. So he routes his salesmen to interior cities wherever and whenever his preliminary investigations indicate a sporting probability of profitable sales.

Then he paves the way for the salesman's visit. But that "is another story."

Digitized by Google

No. 3 of a Series on Personnel



C. C. KLEBER
Secretary and Director of Distribution

MR. KLEBER was selected by Harry Levey to evolve a system of distribution for the showing of Industrial-Educational films on the regular programs of theatres throughout the country. The completion of this work marked an important milestone in the progress of the Industrial-Educational film business and made it the efficient medium it is today. Later this distribution system was developed to the point where it is possible to show the film over the entire country in one week in territories selected by the client. Under Mr. Levey's direction, Mr. Kleber successfully directed the distribution of the justly famous film, "Careless America," for the Firestone Tire and Rubber Company which was exhibited throughout the entire United States.

In his capacity as Director of Distribution, Mr. Kleber has made many trips across the country studying conditions and gathering statistics on distribution. He has compiled a mass of data on the subject which is at the disposal of the clients of the HARRY LEVEY SERVICE CORPORATION, and it is experience and information such as his that make Truth Productions so valuable to modern day business.

HARRY LEVEY
SERVICE CORPORATION
Producers and Distributors of Industrial Educational Films
NEW YORK CITY

Temporary Offices: 1662 Broadway
Studios: 230-232 West 38th Street

Digitized by Google

$100 to

$10,000 to Invest

Question—I have $10,000 to invest and I would like to put a few thousand in different stocks. One I have chosen

Feels Herself a Novice

Question—I have $5,000 to invest and I am undecided about the best stock to buy. I want something that will pay a good rate, 7 to 8 per cent, and be safe with a chance of an advance in price. Will have $7,000 more about June 15. Have fifteen shares

Desires to Invest $100 Monthly

Question—I have $100 a month which I am desirous of investing

For $100,000 Investment

Question—All my property at present, except $10,000 Liberty bonds, consists of about $100,000 cash. Please

Worrying Over Railroad Stocks

Question—I own the best railroad stocks ($15,000), but I am tired of

Some Good Bills

Question—I have $1,000 to invest. Please send me your recommendation

Believes in Long Term Bonds

Question—I wish to invest $6,000 long term bonds that will pay 5½ 6 per cent and would like your

Investing $35,000 Life Savings

Question—I have some $35,000 life savings in savings banks, paying 4 per cent. I am out of business and unable to work. What shall I do to bring in more money? I do not feel that 4 per cent is enough; still I can't afford to take any chances in the condition I am in.—J. H.

Answer—It is possible to obtain more than 4 per cent without risk at present for Liberty bonds yield 5 per cent. High grade

She Inherited Good Securities

Question—Please give me your advice about the following securities, some bought six years ago, some inherited lately: Two thousand dollars Kingdom of Belgium 25-year 7½ per cent bonds, $2,000 St. Louis-San Francisco prior lien mortgage 5 per cent due 1950, series B; $100 Anglo-French external loan 5 per cent due 1920, $500 Metropolitan Gas Corporation first mortgage 5 per cent due 1941, $450 Liberty bonds and Victory notes,

The people you

through your adv
York Tribune ha

Means:

as evidenced by t
received by its In
partment—a few
here. These peop

Confidence:

in the Tribune's
matters. When t
ficiaries, and priv
of the Tribune it
dence that is impo

Responsiveness

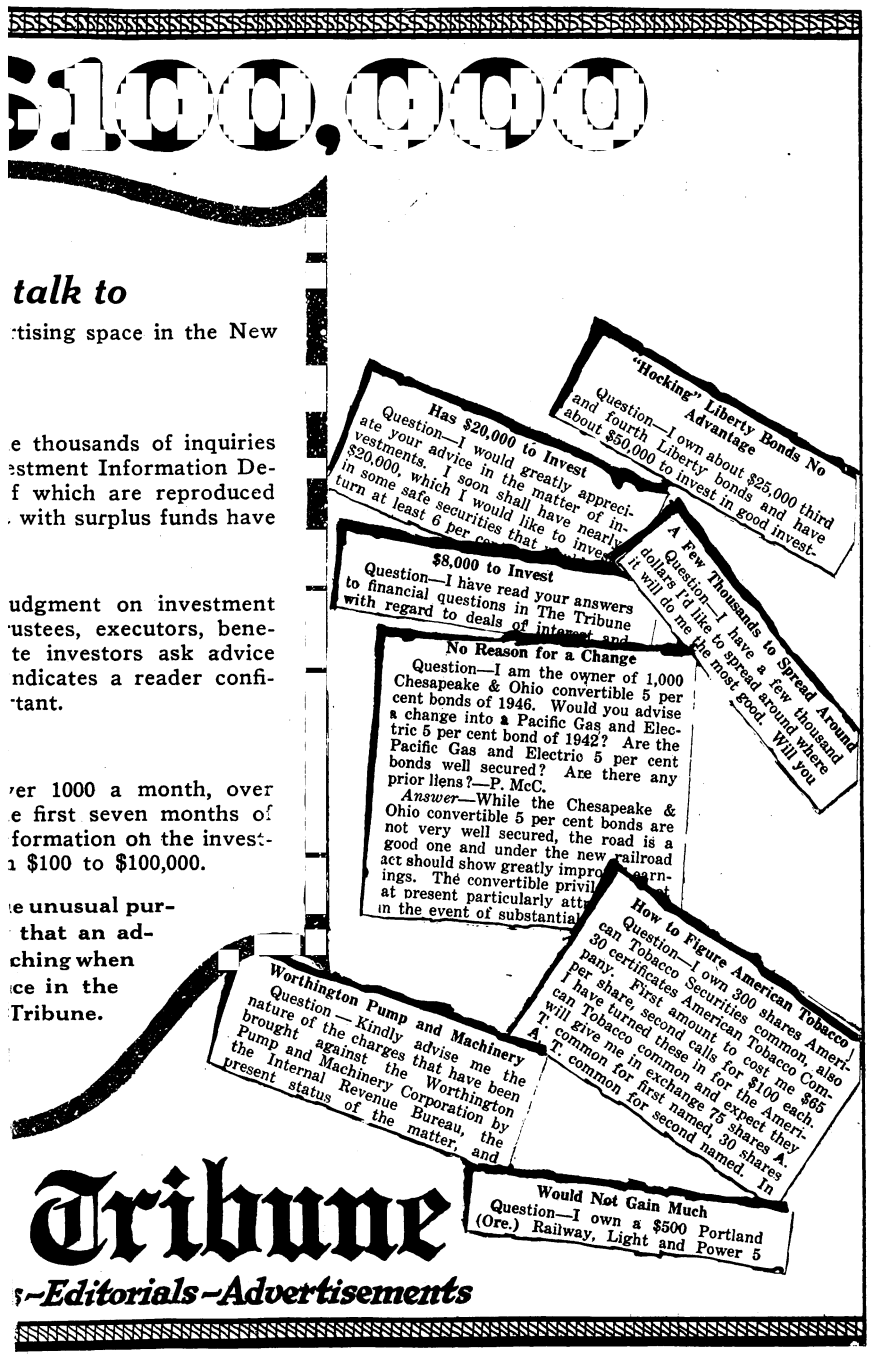
Over 30 a day, o
7000 people in th
1920 have sought ir
ment of sums fror

**This indicates th
chasing power
vertiser is rea
he uses spa
New York**

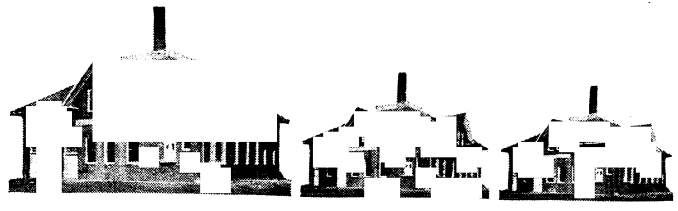
New York

First to Last—the Truth—New

Digitized by Google



Digitized by Google



Minnesota Produced 130,785,598 lbs. of Butter in 1919

Iowa Produced 87,914,633 lbs. of Butter in 1919

Wisconsin Produced 85,054,334 lbs. of Butter in 1919

Cows and Cash Registers

OFFICIAL United States Department of Agriculture figures show that last year Minnesota creameries produced more than one-seventh of the total creamery butter supply. Over 115,000 creamery patrons contributed to this tremendous "butter crop." In one county alone they were paid over $2,500,000.00 and in fifteen others from $1,000,000 to $2,000,000 were paid to creamery patrons.

Dairy farmers are your best prospects because they are:—

Good Farmers—they sell off less plant food from their soil than grain farmers. They know no "crop failures."

Prosperous Farmers—they get quick returns and have regular monthly cash incomes. In one county the average per patron was $2,847.85 in 1917—considerably more in 1918 and 1919.

Good Buyers—they have a high standard of living and the money with which to buy the best goods the market affords. **Seven out of ten Minnesota dairy farmers subscribe for The Farmer. Are they reading *your* advertising?**

THE FARMER

A Journal of Agriculture

WEBB PUBLISHING COMPANY, Publishers
St. Paul, Minn.

Western Representatives:
STANDARD FARM PAPERS, INC.,
1341 Conway Building,
Chicago, Ill.

Eastern Representatives:
WALLACE C. RICHARDSON, INC.,
381 Fourth Avenue,
New York City.

Members Audit Bureau of Circulations

Digitized by Google

Wholesale Grocers Cannot Distribute, Manufacture and Speculate

Distributing Is Their Function—Let Them Stick to It

By Christopher James

THIS is not a defense of the wholesale grocer. Nor is it an attack on him. Rather it is an attempt to "place" him—to ascertain, if that be possible, whether or not he is as important—and necessary—a factor in the distribution of foodstuffs as he would have us believe.

The action of the Procter & Gamble Company in eliminating the wholesale grocer as a distributor of that company's products makes such an inquiry timely.

No claim is made that the subject will be exhausted in this article. Nor does the writer wish it to be understood that the conclusions he submits herein are final. They are *his,* but that does not make them correct. He hopes, however—and that is his principal reason for writing this article—that others will take pen in hand and throw light on the matter under consideration.

Contrary to the opinion quite generally held, not all nor even half the food consumed in American homes passes through the hands of the wholesale grocer. Meats do not. Nor do vegetables. And, in the aggregate, these two items constitute a good-sized percentage of the nation's food bill. Of the six or seven billion dollars spent annually for food (and other staples which reach the consumer through grocery stores) only a little more than a third—say, two and a half billion dollars—pays toll to the wholesale grocer. Thus it will be seen that he is not, by a long way, the "whole thing."

The wholesale grocer calls himself a distributor. He is right: he is primarily a distributor. If he were that, and nothing else, no one would find very much fault with him. But many wholesale grocers are much more than distributors. And a good many more are not even that. They are merely "order-fillers."

Exactly what proportion of the more than 4,000 wholesale grocers in the United States have their own private brands of food and other stuffs used in American homes the writer does not know, though he believes that his guess would be pretty close to the correct figure. He does know that the "big fellows," with hardly an exception, have their own private brands. There is nothing that stands in their way, neither law nor custom. But to just the extent that wholesale grocers get outside their function of *distributing* and into the business of *making* do they compete with manufacturers.

A PECULIAR TYPE OF MIND

It is true that as a rule the activities of the wholesale grocer, in the matter of private brands, are confined to fruits, vegetables, olive oil, spices, extracts, etc. A few offer their own brands of tea, coffee, baking powder, etc. A very few have a relatively complete line of grocery products. That seems to be the ambition of many wholesalers. They may never carry out the idea, but it is in their minds. And because it is there, it colors their attitude toward the manufacturer. They seem to feel that they would like to get the profit the manufacturer is getting as well as the profit they themselves are getting as the manufacturer's agent. The manufacturer, in turn, knows how the wholesalers —not all of them, of course, but many—feel. The result is that the relationship between many wholesalers and most manufacturers is not ideal. They co-operate, but neither knows when the other will become a competitor.

Digitized by Google

These statements do not apply, of course, to the wholesale grocer whose sales amount to only a few hundred thousand dollars annually. A jobber of that type is usually referred to as a "local" distributor; and it is hard to figure out how he can be displaced. He does business at a cost so small as to be almost unbelievable. That is one of the peculiarities of the wholesale grocery business—the cost of operation increases in almost exact proportion to the increase in sales. The little fellow, whose warehouse is in a well located city of say 20,000 and whose customers are almost all within a radius of fifty miles of his desk, can keep going on a six or seven per cent basis. The jobber who is more ambitious is located in a larger city, where rents and living costs are higher and who tries to cover a greater territory, has to have ten per cent or more. The wholesale grocer who tries to do business in several States has to face a still higher cost. And the national wholesaler finds it difficult to get along on less than fifteen per cent. Perhaps that explains why the latter, almost always, is a private-brand man. He may feel he has to be. And in this belief it may be that he is right. But if that is the case, it is a certainty that his interests and those of the manufacturer—as well as of the local wholesaler—are not identical.

SPECULATION SUPPLANTED DISTRIBUTION

As already stated, the prime function of the wholesale grocer is to distribute: that is, to buy in large quantities and to sell in smaller quantities. In the case of many articles, advertised articles particularly, there is no opportunity for more than a fair operating profit. Perhaps it would be better to modify this statement and say that for many years prior to the war there *was* no opportunity for more than a fair operating profit. Prices were fixed, or practically so. All the wholesaler could expect was a discount of ten, twelve and one-half or fifteen per cent, plus a cash discount, plus also, in many cases, a carload discount. The war changed all that. The discounts were not changed, but prices were. They moved in only one direction—upward. It was not long before the wholesale grocers awoke to this fact and to the further fact that practically everything they sold would cost more to replace than the price they got for it. Overnight, almost, a large percentage of wholesale grocers stopped distributing and began speculating. They sold goods—not at a price ten or fifteen per cent more than cost, but at their "replacement value."

Now, the writer is well aware that a very good argument can be made in behalf of replacement value. It *does* seem absurd to sell goods for less than it will cost the seller to buy similar goods from the manufacturer. And if the wholesale grocer had stuck to the "replacement value" theory when the market went against him, the writer would not have a word to say. Is the wholesale grocer doing that? No! When prices turned, the wholesale grocer turned, too. Replacement value—to the devil with it!

It is an old saying and a true one that it is a "poor rule that won't work both ways." The "replacement value" rule won't work both ways. So, out it goes!

Most wholesale grocers have made a lot of money the last three or four years, and it may be that that fact has blinded them to what is going on. For, really, it does seem that they are blind. The chain-store is growing—so much so that in the third largest city in the country the wholesale grocer has been pretty nearly put out of business. Retailers' co-operative buying associations are springing up everywhere. Union labor is turning its thoughts toward co-operative buying. Only a few days ago, 40,000 Nebraska farmers formed an association to control the sale of their output. Does any intelligent man believe they will stop there?

That the wholesale grocers of

Digitized by Google

A full-page advertisement under the caption "Requirements of the Vacationist" was carried recently by The Minneapolis Tribune. Products advertised were foods, kodaks, tents, phonographs, Palm Beach and bathing suits, automobiles and accessories. Merchants participating in the page reported good sales to tourists and campers visiting the famous "Ten Thousand Lakes" section of Minnesota.

The Twice-Yearly sale of shirts, neckwear and underwear has been featured by the Minneapolis store of Capper & Capper with three-column announcements in The Minneapolis Tribune.

The M. L. Rothschild Company made a big hit with a recent "general reduction" sale in its Minneapolis men's wear store. Hart, Schaffner & Marx clothing, at the attractive prices offered, was snapped up quickly by Minneapolis men. Page ads in The Minneapolis Tribune announced the sale.

Brazilla advertising is now running twice a week in The Minneapolis Tribune, and this refreshing summer beverage is recording record sales. The campaign comes from Lord & Thomas.

The Chas F. W. Nichols Company of Chicago has placed a 1,000-line contract for the Geo. D. Bailey Co. with The Minneapolis Tribune.

Canadian and Great Lakes scenic trips and outing places are being advertised attractively in The Minneapolis Tribune by the Northern Navigation Company, copy running through the Advertising Service Co., Ltd., of Montreal.

The Watkins-Good Company of Minneapolis, announcing the opening of its new garage, used a full page July 4 in The Minneapolis Tribune.

The Minneapolis Savings & Loan Association is using large copy for offerings of 5 per cent interest on deposits made on or before the second Saturday of each month, interest to start with the first of the month.

The Family Shoe Store, Inc., of Minneapolis, in its annual "Let-Go-Sale," reports heavy buying on attractively illustrated advertisements in The Minneapolis Tribune, featuring "Shoes for the Whole Family" at low prices.

The First National Bank of Minneapolis is using some very forceful advertising in The Minneapolis Tribune to impress upon the people its Saturday evening banking hours for its savings bank customers.

Big, compelling illustrations feature the Portage Tire copy, scheduled for The Minneapolis Tribune in July, August and September by the Dorland Agency.

The Minneapolis Tribune

First in Its City

First in Its State

First in Its Federal Reserve District

Member A. B. C.

Largest Home Carrier Circulation

Digitized by Google

the United States have no unbreakable grip on the distribution of the country's food is not open to argument. The action of the Procter & Gamble Company in cutting loose from the wholesalers is proof, if proof were needed, that this is true. The biggest biscuit manufacturer (the National Biscuit Company), the biggest manufacturer of table delicacies (Heinz), stopped doing business with the wholesale grocer years ago. And now the biggest soap manufacturer does likewise.

In one man's opinion, the wholesale grocer will do well, from now on, to confine himself to the one thing he can do best—*distribute*. If he wants to speculate let him do so. The New York Stock Exchange is open. If he wants to be a manufacturer, there is nothing that stands in his way. But let him not speculate, manufacture and distribute simultaneously. If he tries to do that he is doomed.

"Red Cross Magazine" Will Be Discontinued

After the October issue the American Red Cross will discontinue publication of the *Red Cross Magazine*. In making this announcement the executive committee of the Red Cross said:

"The cost of publication, particularly of paper, has been mounting for a considerable time, until during the last year a point has been reached where further publication of the magazine would involve either a considerable increase in the subscription price, or a subsidy from the general funds of the organization. To increase the subscription price to the needed point seemed unwise and would, in all probability, bring about a reduction in circulation that would defeat the purpose for which the society has published a magazine. On the other hand, the executive commitee does not feel justified in using the general funds of the society in meeting the deficit certain to arise under present conditions."

Agency for American Insulation Company

The Philadelphia office of the Hancock Payne Advertising Agency has been given charge of the advertising account of the American Insulation Company, Philadelphia, manufacturer of asbestos and magnesia insulation products.

Conover-Mooney Activities

Harvey Conover, vice-president of the Conover-Mooney Company, Chicago, has taken charge of the art and copy department of that agency. Mr. Conover formerly was advertising director of the William H. Rankin Company. Associated with him will be William Clendening, for twelve years head of the copy department of the Nelson Chesman Company.

Loren E. Shears, for years a copy writer with Lord & Thomas, has joined the Conover-Mooney copy department.

Among the new accounts of the Conover-Mooney agency are the Grain Juice Company, Ltd.; Markus-Campbell Company, W. Gregory Smith Company and the Research Chemical Company, all of Chicago.

Will Advertise "Wizard" Cigarettes

The Bloch Brothers Tobacco Company, of Wheeling, W. Va., has employed Greig & Ward, Chicago, to advertise its new "Wizard" cigarettes. Among other accounts recently secured by this agency are Rogers & Co., women's petticoats; Hugo Du Brock & Co., women's dresses; Hockaday Company, paints, and Stebbins Hardware Company, all of Chicago.

A-C Electrical Company Has Agency

The J. Horace Lytle Company, Dayton, Ohio, advertising agency, has secured the account of the A-C Electrical Company, of that city, manufacturer of small lighting plants and fractional horse power motors. The schedule, which starts immediately, will include the electrical and implement trade papers, State and national farm papers.

Freling Foster Joins "The Literary Digest"

Freling Foster, formerly industrial advertising counselor of the McGraw-Hill Company, and previously of the Society for Electrical Development, New York, has joined the advertising staff of *The Literary Digest*, New York.

Fish Bait to Be Advertised

James Heddon's Sons, of Dowagiac, Mich., manufacturers of Dowagiac bait, have placed their advertising account with Stavrum Shafer, Inc., Chicago. Outdoor magazines and business papers will be used.

To Advertise a Bottle Capper

Vanderhoof & Co., Chicago, have secured the advertising account of the Corco Manufacturing Company in that city, manufacturer of a patent bottle capper. Newspapers are being used.

Digitized by Google

—how do you calculate

your advertising rates—the cost per line per thousand circulation?

Do you figure only the circulation in territory where you have distribution?

How much does the lost "national" circulation cost—that in territory where your goods can not be bought?

Daily Newspapers have the least circulation waste, the lowest advertising rate and the greatest power of any other medium.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

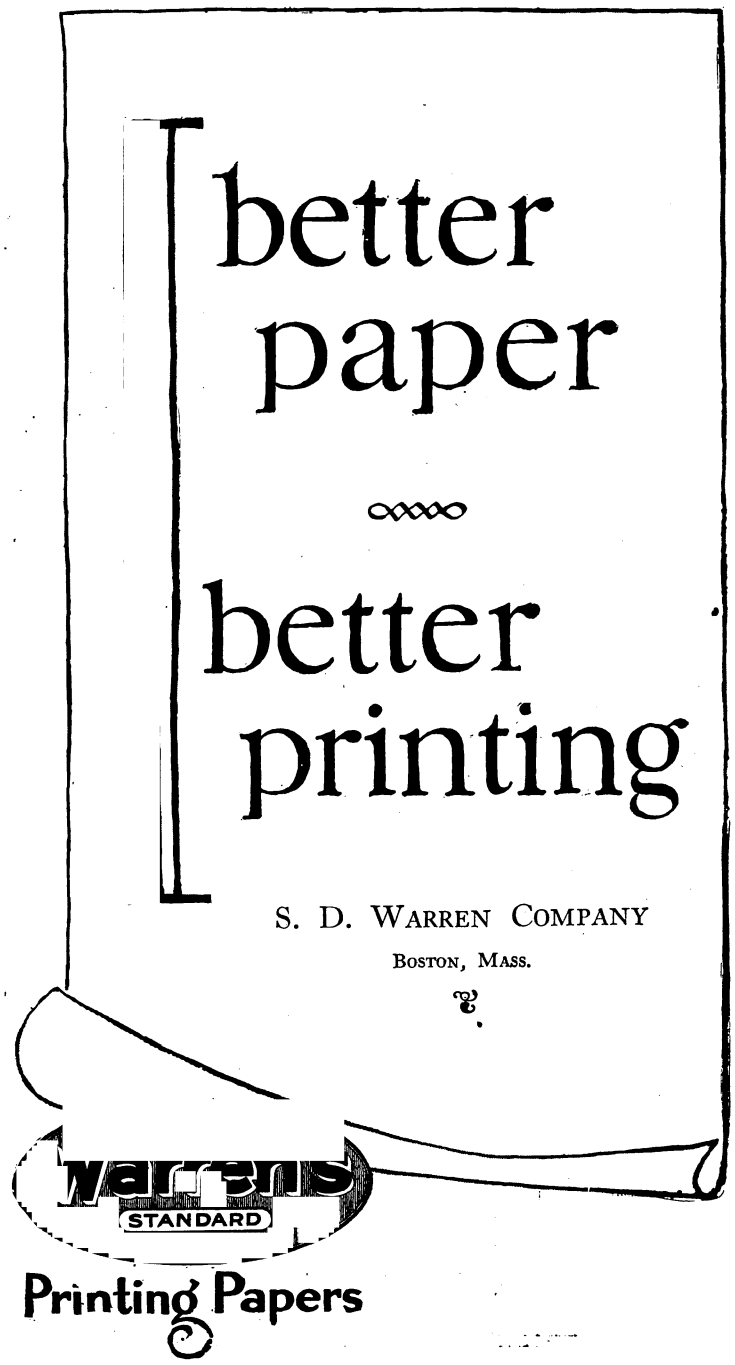
Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

Digitized by Google



Digitized by Google

For Engravings Know what Paper

"Etch this deeper."
"Take out all that dirt."
"Re-etch highlights."
"Rout out this profile."

Thus do expert critics of engravings, such as are employed by a number of the great printing establishments, direct their engravers.

A critic sits with plate, copy, and proof before him, a colored pencil in hand. Often when his task is done the corrected proof suggests an explanatory diagram of the Marne battlefields. But to the engraver the marks on the proof have a very definite meaning.

Often the engraver might have avoided adverse criticism had he made his plate for the paper specified for the job.

Imagine how a 150-line screen engraving would look if printed on the stock newspapers use. Or how sketchily a coarse "news tone" would reproduce on Lustro or Cameo.

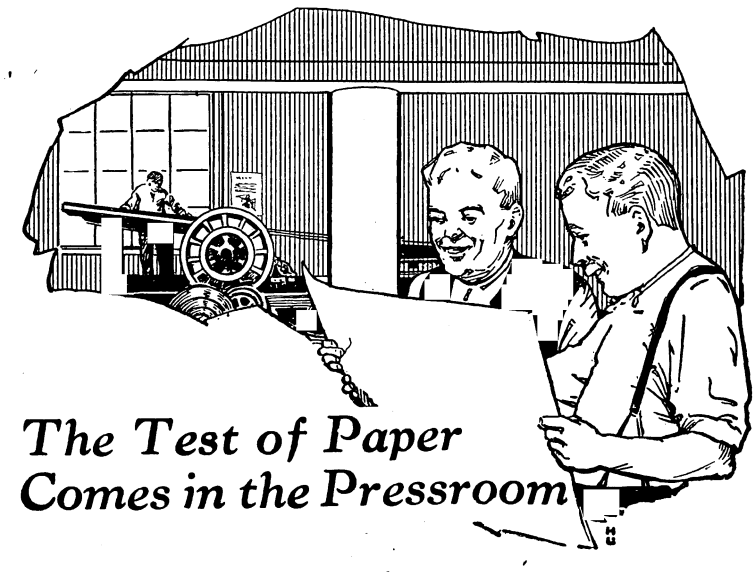
The expert knows how a halftone is going to look after it is printed; even though the engraver has very carefully drawn from his hand press a double-inked impression on a sheet of highly-finished plate paper.

But you, who are not a critic of engravings, require proofs pulled on such paper as you have chosen.

S. D. WARREN COMPANY
Boston, Mass.

Warren's
STANDARD
Printing Papers

Digitized by Google



The Test of Paper Comes in the Pressroom

PAPERS that are uniformly good and suited to the engravings prevent needless time charges. Such papers cut down make ready time, reduce press delays to a minimum, display type and engravings to advantage and occasion better printing—in many instances at lower costs.

Warren's Standard Printing Papers, Strathmore Covers, Buckeye Covers, Princess Covers and other items of The Lindenmeyr Lines are papers of this class.

Dummies, sample sheets and specimens, showing the kind of printing that may be expected from any good printer who uses these papers, will be furnished on specific request by letter.

ESTABLISHED 1859

HENRY LINDENMEYR & SONS

32-34-36 BLEECKER STREET
NEW YORK CITY N.Y.

THE LINDENMEYR LINES

Branch Houses

16-18 Beekman St., New York City, N. Y. | *54-56 Clinton St., Newark, N. J.* | *58-60 Allyn St., Hartford, Conn.*

Digitized by Google

Making the Inanimate Object Live in the Advertising

Remarkable Case of Big Ben, a Clock That Became a Real Personality—Other Instances of This Desirable Quality in Advertising

By A. L. Townsend

NINE men out of ten will tell you that Big Ben is more than a mere alarm clock—a thing of cold metal and temporarily animate mechanism. It possesses individuality, personality, character. It all but talks as it calls you from your bed in the morning.

The advertising has had much to do with this.

Many years ago, the brilliant mind that conceived this advertising set out to do just this thing. He began by having an illustration made of the clock that was unlike any other retouched picture of an inanimate piece of merchandise.

It was an up-hill fight, and we know, of a certainty that he spent thousands of dollars getting just his ideal. It was the start of an entirely new school of retouching. Realism took a side step, while tricky, innovational lighting stunts were brought to bear. Heretofore, photographs, blown over with unimaginative air-brush, served as advertising illustrations.

Then the name was an inspiration. There's something chummy and masculine and altogether companionable about "Big Ben." That helped.

Lastly, the copy was so worded, that the clock took on certan well-defined characteristics. It was your guardian, as you lay asleep. It had almost human understanding. It never betrayed its trust. And when the three elements were put together, in an advertisement, and then everlastingly persisted in, month in and month out, the inevitable happened. Big Ben grew up with us and ticked its way into our hearts.

We have always thought that the telephone company has missed a wonderful opportunity by not humanizing this living, talking, personable invention. It would receive a great deal more respect, if advertising spoke less of the service and of the compass of the telephone, and more of the human side of the little, patient, alert business and social aide.

Certain advertised articles lend themselves to the humanizing process. We associate them with something more than mere inventive genius. When Eveready Daylo began to use as a slogan for handy flashlights, the happy phrase, "The light that says 'There it is,'" the product was given a certain good-natured personality.

The electric flash was presented to you as a companionable, handy, responsive aide, always at your service, indispensible, keenly alive. The public is asked to look upon the Daylo as a chum, ready to lend assistance just when you need it most. Merchandise that does something, that is mechanical, and that is intimately related with the person who operates it, is, of course, susceptive of these humanizing twists of copy and of illustration.

LIFE IN KODAK ADVERTISING

The Kodak is another inanimate article that is animated by the imagination. We once knew a man, an amateur photographer, who had carried one certain camera for twenty years. He would talk to it, reprimand it, praise it for a fine piece of work, take it into the dark room with him when he developed negatives.

When advertising thus humanizes an article and gives it a living personality, the appeal is sure to be far greater, more intimate. Just see what a certain motor-car campaign has accomplished by suggesting that owners of these cars have a true affection for

Digitized by Google

them, pal with them, make them play-fellows!

We were amused to see a man step up to his automobile in a crowded city street, and, while unlocking the familiar auto theft signal, say to it, as if talking to a living person: "Well, little friend, you kept 'em away, didn't you? Thatta boy!" and he patted the signal as he threw it into the rear of his car.

Man's tendency is to take such devices into his full confidence. Why then does not the advertiser employ the scheme to a greater extent in campaigns that are ideal for the purpose? The copy would be much more readable, we venture to say.

Since Davey, the Tree Surgeon, began to advertise as he has, people look with new vision upon trees and are more sympathetic than in the past. For Davey tells us that trees actually suffer, "die of thirst," take sick and wilt, spiritually.

Text such as is being issued now by Joseph T. Ryerson humanizes steel:

"Steel is born in movement. Molten, it streams from the furnaces a cascade of flame. Then the growling rollers crush the color from it, and it emerges cold and hard and gray. But it flows on. Under the gleaming arcs of the warehouses, the passing shadows of the cranes bear witness to its endless movement. The world is still abed when the day's orders have reached the waiting steel. And at a given moment, the streams of bar and plate and bolt converge. The door of a waiting freight car slams. And presently the steel settles to its appointed duty—the girders of an office building or a humble wagon bolt."

There is poetry of phrasing and motion to copy of this character, but its chief virtue is the manner in which it enlivens a subject that might easily be dull, unemotional. If people are to read about somewhat mechanical and far-afield subjects, then advertising must discover ways and means of making the material interesting.

The "Matter With America"

C. E. Knoeppel, president of C. E. Knoeppel & Co., Inc., of New York, in an address on "The Future of Industrial Engineering," quoted the following:

"What's the matter with America these days?

"Too many diamonds, not enough alarm clocks.

"Too many silk shirts, not enough blue flannel ones.

"Too many pointed-toed shoes and not enough square-toed ones.

"Too many serge suits and not enough overalls.

"Too much decollete and not enough aprons.

"Too many satin-upholstered limousines and not enough cows.

"Too many consumers and not enough producers.

"Too much oil stock and not enough savings accounts.

"Too much envy of the results of hard work and too little desire to emulate it.

"Too many desiring short cuts to wealth and too few willing to pay the price.

"Too much of the spirit of 'get while the getting is good' and not enough of the old-fashioned Christianity.

"Too much discontent that vents itself in mere complaining and too little real effort to remedy conditions."—"Graphite."

Proposed New Trade-Mark Law in Uruguay

A commission appointed by the National Council of Administration in Uruguay has recommended changes in the trade-mark law, which have been embodied in a bill now before the General Assembly. One of the principal provisions clarified by the commission is that contained in article 10, in accordance with which, even though registration is the basis of property in a mark, the owner of a domestic or foreign trade-mark which has been in use in the country but not registered, or the registration of which has expired, may oppose its registration or the registration of a similar mark by a third party or apply for annulment if registered. Prior right of use must be proved within two years from the date of the inscription challenged. The bill also emphasizes the necessity, in the case of the registration of a foreign mark, of the presentation of proof of its registration in the country of origin.

Gordon-Wylie Joins St. Louis Agency

After a year with the Southwestern Advertising Company, Oklahoma City, where he has been since his return from four years' service overseas with the Canadian Army, Donald Gordon-Wylie has joined the staff of The Gardner Advertising Company, St. Louis. He was for five years copy chief of J. J. Gibbons, Limited, Toronto.

Digitized by Google

Conservative Bond House Adopts Human-Interest Copy

Prospects Are Sold on the Industry as Well as on the Security

THE New York Stock Exchange forbids its members to use any kind of pictures or illustrations in their advertising. It also taboos the use of anything that may be regarded as a catch-line, calculated to excite interest. This attitude on the part of the Exchange has probably grown out of the practice of having the firm's attorney act also as advertising manager. The idea is that it is more important to have the bonds accurately described, as they would be interpreted by a court, than that they have any selling value. As a consequence, the most of the bond copy has all the accuracy of a lawyer's brief for the establishment of boundary lines for a piece of real estate, and about as much clarity and romance as that variety of literature usually embraces.

Yet this advertising has been used in the successful sale of many million dollars' worth of bonds. It has also been successful in standing out in striking contrast with advertising for the kind of bonds which the Stock Exchange does not handle. That advertising usually contains plenty of jazz, human interest and punch. It is strong on sales talk but meagre on information. But it also has sold bonds—millions of dollars' worth of bonds.

The chief criticism with the conservative, or legal type of bond advertising is that it has not increased the circle of bond buyers. It sells only to those who know bonds. Also it has left practically all of the selling for the salesmen. Another difficulty has recently arisen. An oil company of Texas selling a series of bonds of a highly speculative nature was able to use a name so nearly like the "Standard Oil Company" that most of the readers believed that the announcements were made by that highly responsible institution. And the deception was furthered by the use of a very conservative form of announcement, one that the Standard Oil Company might use in announcing a stock issue. So as a distinguishing feature between the wildcat and accredited varieties of bonds, the conservative form of statement is no longer reliable.

"Why not use copy for selling bonds which is dignified and conservative, but which, in addition to giving information, gives some of the reasons why it is a good buy?" was a question that M. C. Alverson, advertising manager for Halsey, Stuart & Co., asked himself when he was told to prepare the publicity for an eight-million-dollar bond issue for the Utah-Idaho Sugar Company.

THE LAYMAN READING OLD-STYLE ADVERTISING WAS ALL AT SEA

Ultimately those bonds would be bought by people who get very little information out of the old-style advertising which started out by stating: "Total authorized issue, $8,000,000. Interest payable semi-annually, January 1 and July 1, at Bankers' Trust Company, New York. Coupon bonds in denominations of $1,000 and $500, registrable as to principal. Redeemable at 101 and accrued interest, upon any interest date upon 60 days' notice, in whole or in series, providing that in case less than all outstanding bonds shall at any time be redeemed. . . ." That was the usual form and was the introduction to an advertisement which was expected to interest people who buy bonds of $500 and $1,000 denominations. The rest of the description was in the well-known legal-brief form with all its redundancy and legal exactness. It sounded as if it might be all right, if one could only understand it.

The return from the investment was easily stated; no explanation was necessary. But as to the item

Digitized by Google

of safety, it was obscured rather than clarified by the minuteness of the description. One would be impressed that the bonds were legally and correctly executed and that there was sufficient property behind the securities to make them a safe investment so long as that property was producing. But after all, it is the industry that is the security, quite as much as plant, equipment and real estate used in the industry. Once let the factories close, all the buildings and most other visible assets are not of a nature that much can be realized upon them. That had been a weakness of the formal advertising.

Mr. Alverson decided that he would sell prospective buyers the sugar industry. So instead of a description of the details of the terms of the bonds, the first announcement was headed with the picture of a home, a newspaper press report from Utah telling of the exceptionally large beet-sugar crop this year, and a section of a kitchen showing the family sugar-box. The first paragraph of the copy stated in part: "Sugar is a necessity. The worldwide scarcity of sugar reaches every household. In spite of the increased acreage of beet and cane sugar, outside of Europe, the supply is still insufficient. In the opinion of experts it will take years before Europe can attain its pre-war production. To the investor this assures great prosperity for well-established, thoroughly experienced and growing domestic sugar-producing companies and offers a particularly attractive opportunity in the Utah-Idaho Sugar Company's 7 per cent gold bonds," etc. The bonds were then briefly and plainly described.

Interested readers are asked to send for a descriptive circular in which further details are given. This circular is written in the same style and from the same angle as the newspaper copy. One is told that the present crop, in the face of an increased demand, will be one-sixth below the 1913-1914 crop. That the beet fields of Europe are exhausted because of lack of fertilization during the war. Then it will take years to bring this soil back to normal production. The reader becomes a pessimist as a sugar buyer, but an optimist as an investor in the sugar business. After reading the circular it looks as if there would be a lot of money made by the sugar factories in the next decade.

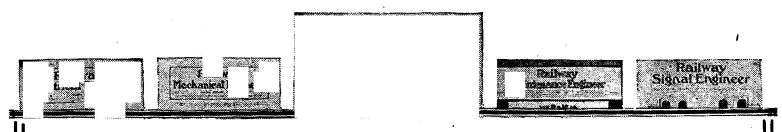
One not only grows optimistic about sugar in general, one's interest in beet sugar is particularly stimulated, for "Beet sugar is just as sweet as cane sugar and only the same amount of it is required to render a given degree of sweetness. As far as its composition is concerned, the refined product obtained from the juice of the cane and beet, although derived from different species of plants, is exactly the same. Even a chemist, with the aid of a scientific laboratory equipment, cannot distinguish one from the other."

The advertisement will be published in metropolitan newspapers in all parts of the country, and it is Mr. Alverson's belief that it is the first exhaustive use of human-interest copy in bond advertising of the old-line investment houses. Banks have found that copy which represents them as institutions made up of real human beings, with real service to offer, is much more valuable than the old dignified, "conservative," stereotyped kind that gave a list of the bank officials and a statement of the resources, which meant nothing to 90 per cent of the readers. Bond houses may find it profitable to present what they have to sell as if they expected human beings —not courts—to be interested as buyers.

Shingle Association to Continue Advertising

At the annual meeting of the Western Red Cedar Association, held in Spokane, Wash., July 30, it was voted to continue advertising for the balance of the year, on the basis of using during 1920 approximately the same amount of advertising space as was used in 1919, with the same relative expenditure. E. L. Clark was re-elected secretary of the association.

Digitized by Google



Next to Reading Matter?

No! Equal Thereto.

HERE is an instance of the careful reading which railway officials give the Railway Service Unit, another example of its great publicity value to those who would sell the railways the innumerable articles which they require.

A letter came to us one morning from an official of the Detroit Terminal Railroad Company stating that he noticed an article, *or an advertisement*—note that he was uncertain which—in one of our papers covering a certain small machine used for the purpose of truing up cut journals.

"Not in the text pages," our Editors reported, and then we found that nearly a year prior to the date that inquiry was made, a certain concern—name on request—had devoted a quarter-page advertisement right in the center of the advertising section to such a machine, and so advised the man who wrote us.

Now the point to remember here, is the careful reading railway men give advertisements in the RAILWAY AGE, RAILWAY MECHANICAL ENGINEER, RAILWAY ELECTRICAL ENGINEER, RAILWAY SIGNAL ENGINEER, RAILWAY MAINTENANCE ENGINEER, and that no matter where an advertisement is located in same, it is not next to reading matter in value, but of equal value to the text pages.

Which is why The Railway Service Unit of "The House of Transportation" assures the right kind of publicity in the Transportation Field.

All five members of the Railway Service Unit are members of the Audit Bureau of Circulations and Associated Business Papers.

SIMMONS-BOARDMAN PUBLISHING CO.

"The House of Transportation"

WOOLWORTH BUILDING, NEW YORK

Chicago Cincinnati Washington Cleveland London

Publishers also of The Marine Engineer, The Boiler Maker, Locomotive Cyclopedia, Car Builders' Cyclopedia, Shipbuilding Cyclopedia, Material Handling Cyclopedia, Maintenance of Way Cyclopedia.

Digitized by Google

Do It Right

There is only one right way—If the Northern Indiana and Southern Michigan territory is to be effectively covered the South Bend News-Times must be used.

The News-Times dominates South Bend and the South Bend territory. No other Indiana or larger city newspaper entirely covers the field. Therefore, no National newspaper campaign can be complete without the News-Times.

South Bend is an industrial city, in the heart of a rich agricultural and fruit country. The News-Times with its 17,000 circulation goes home—reaches the people.

Let us send you News-Times, Jr.

SOUTH BEND NEWS-TIMES

Morning *Evening* *Sunday*

J. M. STEPHENSON, Publisher

Foreign Representatives
CONE & WOODMAN, INC.
Chicago New York Detroit Atlanta Kansas City

Digitized by Google

Flour Mill's Cook Book Becomes Famous by Advertising

And Likewise Five Roses Flour Gains Sales and Friends Through the Cook Book

By Margaret A. Bartlett

SOME years ago, when I was a young housekeeper in Western Canada, a friend suggested to me a cook book which I had long been her stand-by. I sent for it, more because I was always sending for cook books than because I felt I would derive any especial benefit from it, but to my surprise when the book arrived it was a different sort of cook book.

There were no highly-colored illustrations, showing wonderfully-built dishes: there were no high-sounding, authoritative names as authors of the recipes. Instead there were over a hundred pages filled with the true and tried recipes of hundreds of real home cooks—the kind of recipes a mother hands down to her daughter, a neighbor passes on to a neighbor, a friend to a friend. The book "made a hit" with the young housewife. Not only did I delightedly and successfully try out many of its recipes, but thereafter always specified in the grocery order the brand of flour which had prompted the cook book.

That flour was Five Roses Flour, manufactured by the Lake of the Woods Milling Co. of Winnipeg and Montreal, and sold throughout the whole of Canada. Advertising has spread the fame of this flour from one end of the Dominion to the other. The cook book has always been played up a bit more than is customary—it is now familiarly known as the "Famous Five Roses Cook Book"—but aside from that feature, the advertisements were not particularly unusual. Flour is not an easy commodity to advertise in a striking manner. A loaf of bread made from 4X flour looks no better on the printed page than a loaf made from XYZ flour. Likewise 4X flour may be "unsurpassed as to quality, the best and most economical for general cooking," but XYZ flour, we find, is said to possess the selfsame merits.

Within the last year, however, the Five Roses advertisements have taken on a decidedly different, distinctive note. Many mediums have been used for this advertising, including various farm papers and city dailies. Yet this campaign which has made such a departure from ordinary flour advertising, has been built entirely around that "Famous Five Roses Cook Book."

Now, as every housewife knows, it is the exceptional woman who excels in every branch of cookery. "Any old flour" may do for one woman in making bread, but when it comes to cookies—well, she admits she can't make good cookies. Likewise a woman may have great success with every known variety of pudding, but her dumplings—ah, her dumplings!—invariably they are "sinkers"! To the former woman a suggestion that a certain flour will make excellent cookies is enough in itself to win her to a trial of it, while an advertisement featuring dumplings is almost sure to tempt the latter woman.

TEMPTING DISHES DISPLAYED, ONE AT A TIME

It was with a full realization of the above facts that the present series of Five Roses advertisements was planned. At least one advertisement in the series was sure to touch a responsive chord in every Canadian housewife.

One of the earlier advertisements aimed at the woman who seldom made dumplings because she always had such poor luck with them, featured a big iron stew-pot, filled with steaming hot stew, on the top of which floated

Digitized by Google

an airy dumpling, while another dumpling, equally light, was being ladled out. The text covered the side of the kettle.

Another advertisement featured doughnuts—"golden, crusty coats, tender, digestible centres." The housewife was informed that the Famous Five Roses Cook Book contained a whole chapter on fried cakes.

THE COOK-BOOK, ALWAYS READY TO TEMPT WOMANKIND, IS THE MAIN TOPIC OF COPY FOR A WHOLE SERIES OF ADVERTISEMENTS

Again puddings "light and palatable" were made the basis for one of the advertisements. "Over seventy pudding recipes in the Famous Five Roses Cook Book, such as Sponge, Roly Poly, Yorkshire, Butter, etc.—all names to tempt you to bake."

On the approach of strawberry season Five Roses Flour was recommended for the inevitable shortcake. "Whether you prefer your Strawberry Shortcake made with layer cake or biscuit dough, you will find the right recipe in the Famous Five Roses Cook Book—over 200 cake recipes."

Thus was each branch of cookery taken up, and the superiority of Five Roses Flour proclaimed for each. The copy has been genuinely different flour advertising copy, but the appeal it has contained has been one that has "struck home." Every housewife is sure to be reached by at least one advertisement in the series. She is almost certain to desire those seventy pudding recipes, the over 200 cake recipes, the proper way to make dumplings or the whole chapter on fried cakes, and once she has sent for the cook book she is almost certain to try Five Roses Flour in making her new cakes and pies and cookies.

Want Makers to Advertise Advances

Retail grocers in New York State, meeting recently in convention at Poughkeepsie, declared that manufacturers should advertise extensively their advances in prices on all commodities and not "pass the buck" to the retailers for the latter to receive all the censure for the high rates, which they are not responsible for. One after another the grocers took the floor and said their prices had advanced only in proportion to the prices they have had to pay for all goods.

To Advertise Parisian Women's Wear

Jay-Thorpe, Inc., which will open in October a retail establishment in New York devoted to Parisian wear for women, will advertise in daily newspapers, society weeklies and monthly fashion magazines through Alfred Stephen Bryan, New York.

A. C. Smith in Chicago for Van Patten

A. C. Smith, formerly space buyer in the New York office of Van Patten, Inc., has been made office manager of that advertising agency in Chicago.

Digitized by Google

The Primitive Message

THE Indian sign-language conveyed the simple truth to simple minds in the simplest possible way. There is much of the primitive in us all today. The advertising we do for our clients puts the message across by presenting the single Dominant Idea of a business simply, directly, forcefully.

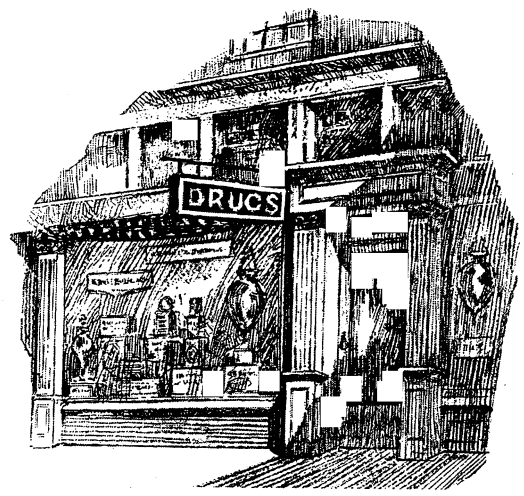
Without obligation to you, an executive of this organization will gladly call to give you detailed information regarding Dominating Idea Advertising.

McJUNKIN ADVERTISING COMPANY

CHICAGO
5 S. WABASH AVE.

CLEVELAND
LEADER NEWS BLDG.

Digitized by Google



Miracles That Copy Performs

NEARLY every druggist in the country has carried for years a certain simple form of preparation. So staple had it become that the big pharmaceutical houses made it and in many cases the dealer had it put up under his own name.

About four years ago a manufacturer looking for a new product hit upon this one.

He had some made up—no different from the rest except the name that he coined.

The first year without the aid of salesmen but with copy alone he did a million dollar business. He now not only owns the market but has created hundreds of thousands of new users for this type of article—yet the only

Digitized by Google

thing new about his proposition was the copy.

A certain course for training the mind was written a few years ago. Every book store in the country had several such systems which sold at 50c or $1.00.

But a copy idea was evolved for the producer of this new course and 300,000 were sold at $5.00 each.

A staple selling through the grocery trade in a strongly competitive market increased sales over 100 per cent in a few months this year, after a change of copy was made.

And so it goes. Copy is the life-blood of advertising. The right appeal properly made can make ten sales to one made by the average kind of copy.

Years of experience in tabulating the results from the expenditure of millions of dollars for mail order advertisers has shown us what copy can do.

And every day we are proving that the same principles, the same appeals that have made good here produce an equally satisfactory result on goods sold through dealers.

Our little book, "The Tested Appeal in Advertising," discusses this subject from many interesting angles. A copy will be sent on request without obligation.

Ruthrauff & Ryan *inc.* Advertising
404 Fourth Ave. *at 28th St.* New York

Chicago Office: Thirty North Michigan Boulevard
Baltimore Office: 209 North Liberty Street

Digitized by Google

New Cadillac Motor Car Plant Under Construction at Detroit

Answering the Motor's Call

To the vast array of manufacturing plants in Detroit, The Fourth City, must now be added the new plant of the Cadillac Motor Car Co., costing approximately $3,000,000 and providing 487,000 feet of floor space. The call of the motor car is unceasing, world-wide, and Detroit, as no other city in the world can, must provide.

3300 factories here turn out nearly two billion dollars worth of manufactured products—these are the bulwarks upon which rests this city's prosperity, its huge buying power, its ability to respond quickly to the advertiser's message.

ONE morning newspaper can most surely and most quickly put you in touch with all that is worth while to any advertiser in Detroit, and that newspaper is The Detroit Free Press. This is not a matter of statement, but a matter of fact, as can be amply demonstrated through a use of its columns.

The Detroit Free Press

"Advertised By Its Achievements"

VERREE & CONKLIN, Inc.
Foreign Representatives

NEW YORK CHICAGO DETROIT

Digitized by Google

The Dramatization of Advertising Ideas

How the Advertiser May Usefully Take a Leaf from the Playwrights Notebook in the Shaping of His Appeal Toward a Climax

By E. McKenna

OCCASIONALLY we hear an advertiser explain that his advertising has been successful because he succeeded in "dramatizing his proposition" in a way to impress the public's consciousness. The word "dramatization," however, is a big one and is open to various interpretations. The word "dramatic" itself is often abused and wrongfully used. Some persons, for instance, have an idea that to be dramatic is to be startling, to be sudden or surprising, or even shocking. Other persons think that the word dramatic is virtually synonymous with brilliant or clever. Yet an advertisement may be either startling or clever without being dramatic.

It is the organization of ideas which makes dramatization in the advertising sense. It is the organization of ideas and their shaping toward a climax which is the essential business of a dramatist, or the professional writer of plays. It has often been pointed out that if advertisers were to consult the organization of plays for pointers, they would find much to their advantage. The thing for them to look for is not superficial matters, like the turn of a phrase or melodramatic situations, but the method by which the playwright develops and unfolds his central idea.

It is perhaps not generally known that George Bernard Shaw earned his first money by writing patent medicine advertisements. These compositions are probably not to be found now, but if they could be, it is possible that it could be shown that young Mr. Shaw dramatized his appeal and did it successfully.

Let us consider the construction of an ideal play. There is the first act, in which the principal characters are introduced and in which the theme is "exposed." Its function is to arouse our curiosity, to tell about a story, and to create a desire on our part to hear the rest.

This form might be compared to, say, the first third of a well-built advertisement. The goods are introduced in a way that attracts attention. The kind and quality of the merchandise is "exposed" in a way to make the reader curious to learn more about it, and even impatient.

THE PLOT UNFOLDING

In the second act, the kind of quality of the characters begins to appear. Differences are shown and later are accentuated, our emotions are stimulated, principally by comparison of the characters. We are becoming intensely interested. Something is going to happen—we see a presentation of acts reflecting good or bad character. Presently there will be a call for the exercise of judgment on our part. We must make a decision soon, but as yet we don't know quite enough to enable us to arrive at that decision. Something more remains to be said, and for that we must wait until the third act. Then the curtain comes down, and we are given a mental pause in which to reflect.

Comparing goods to actors for a moment, what is the quality in the product that will, when the test comes, distinguish it from all other merchandise of the same general kind and purpose? Will the goods do what they say they will? Will they make good on promises? Will their goodness endure? We have had considerable evidence of a favorable nature, we make a display of this evidence, lay it out before the spectator and invite his judgment.

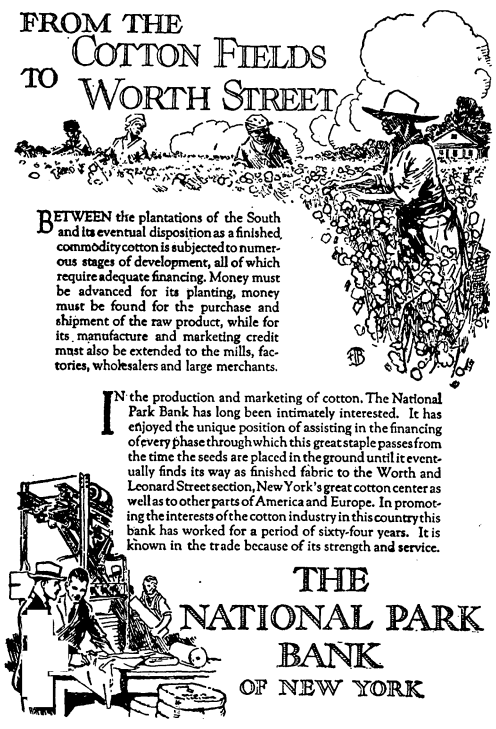
Digitized by Google

Adroitly we tell him that his judgment is sound, we appeal fairly to it, let him use it.

When the curtain rises on the third act, we (the spectators) unconsciously summon what is left of our resistance. We are not to be caught too cheaply. The character that has withstood all temptations has come out all right so far, but we must be shown that he is the real thing. He nearly had us going at the end of the second act, but something still remains to be said. Let him say it, then, and say it right, and we are with him.

At this point, let us say, the chief character reappears and summons his powers for a final effort. He reaches back into the first act for a salient fact or two, turns them about, shows them to us again, with assurance that they are genuine facts and that our interest was rightly based in the first place. He also reaches back into the second act and brings before our eyes the consequences of the situation so far revealed. Good enough, our judgment was not at fault at all.

Now, then, by means of his actions, he makes you see that certain results are inevitable. The climax and denouement of the play arrive. The results are laid before us. We applaud whole heartedly. We have made a decision. We are "sold." We go home satisfied.



SUBJECTED TO ANALYSIS, THIS ADVERTISEMENT DEVELOPS AS DOES A DRAMA, PLAYED ON THE STAGE

Let us see how the dramatization of advertising ideas is worked out in actual practice. Take the "universal joint" for automobiles, for instance. That is a product which at first glance might not seem to lend itself readily to dramatization. But the Thermoid Rubber Company has dramatized it successfully in an advertisement for its "Thermoid-Hardy Universal Joint."

The advertisement opens with an illustration of the results of a test of a joint in which a two-inch, ten-gauge tubular propeller shaft was twisted at a total stress of 21,700 inch pounds with no injury to the joint. The headline, or caption of the advertisement says: "Shaft twisted—joint unharmed." This might be compared to the title of a play. Then comes the sentence: "Why more and more manufacturers are using the flexible fabric universal instead of a metal joint." Here, then, is the central theme of the drama which is to be developed. The copy now goes on to say:

"Under tremendous strain the two-inch steel propeller shaft was actually twisted—but the flexible fabric universal joint remained

Digitized by Google

intact. This was the remarkable result of a test made recently at Purdue University.

"This new flexible fabric universal—stronger than steel—marks another forward step in automobile construction. For years ordinary metal universals have been used because it was believed that only metal could stand the severe strain.

"Backlash—jerks and rattles—blows that rack your car—these are troubles from metal joints that every motorist has experienced."

We can properly compare this section of the advertisement to the first act of a play—the merchandise has been introduced in a way to attract our attention, the theme has been "exposed," and we are ready to hear more.

We now come to the second act in the Thermoid-Hardy Universal Joint drama. We are now ready to hear how our chief character is differentiated from other characters, and we await comparisons. On examining the advertisement we find that this development comes under the subheading of "Fanwise construction for strength." The copy goes on to say:

"Enormous strength is given the Thermoid-Hardy Universal Joint by the unique construction of the fabric discs. Each disc is built up of several layers of fabric, put together so that the strands in each piece run in a different direction.

"This fanwise construction—an exclusive Thermoid-Hardy patent—is the only structure that can give uniform strength and elasticity to flexible fabric discs."

This completes the second act, and when the curtain goes up on the third, we see our chief character gather his powers for the final effort. It comes in this fashion: "Try out for yourself the new universal joint." Thus does our chief character demand our decision. He goes on to explain what he means, as follows:

"Ride in a car equipped with Thermoid-Hardy Universal Joints—a car that has gone 10,000 miles or more. Start the car yourself. Notice the absence of jerks, rattles and backlash. Even over rough roads you will find the minimum of jar and vibration."

Nothing now remains except the concluding remarks and explanations which are needed to complete the play. They come in this fashion:

"Send for our new book 'Universal Joints—Their Use and Misuse.' It will give you in detail the construction of the Thermoid-Hardy Joint, records of performance, opinions of leading engineers and manufacturers who have adopted it."

It will be seen that the stages in a play, marked off by separation into three acts, correspond pretty closely to the steps in the well known formula for the construction of an ideal advertisement—attention and interest, desire, and action.

There is, therefore, nothing particularly new that the playwright can tell the advertiser, except that the playwright's example will lead the latter to give less attention to minor details and to concentrate on the big thing, which is the organization of ideas toward a certain end. The fact should never be lost sight of that effective advertisements do not consist so much of pulling copy, pulling typography, and pulling illustrations as of pulling ideas. Copy, type and art work all play their valuable part, but only as they lend power to the basic idea.

THE PRODUCT NOT ALWAYS THE "STAR"

It must not be supposed that in this kind of advertising it is always necessary to dramatize the product, or to make it the leading character, so to speak. It is sometimes possible, and even preferable, not to attempt to dramatize the product, but rather to dramatize some idea or some thing related to it or accompanying it.

For example, a recent advertisement of O'Sullivan's Heels dramatizes not heels but fatigue. Fatigue is introduced as "the greatest enemy you have in your work today." It is set forth that "Every

Digitized by Google

year 800,000 serious industrial accidents occur in the United States. Authorities claim that 83 per cent of them would have been prevented had the worker not been fatigued." The theme is further developed by the statement that men and women in various ways waste their energy, and because of this waste they become overfatigued, hence meet failure and defeat. One of the greatest of these wastes, we are told, comes from pounding away energy on hard pavements. The climax of this drama of fatigue is reached in the revelation that "O'Sullivan's Heels absorb the shocks that tire you out."

Similarly, the National Park Bank of New York dramatizes its services in an advertisement captioned "From the Cotton Fields to Worth Street." It is set forth that at its various stages cotton requires adequate financing, and that in its production and marketing the National Park Bank has long been associated with all the necessary processes from advancing money for the seeds to placing it as a finished fabric in the sales rooms of Worth Street, New York.

The H. W. Johns-Manville Co. has found a way to advertise its product by dramatizing the services of its salesmen. Under the caption of "Secrets from a Waste-killer's Note Book," a series of little scenarios are presented, showing the way in which the Johns-Manville salesmen work. For example, one scenario is entitled "A piece of chalk that saved $5,000.00." The situation is outlined in what is given as the salesman's own words, as follows:

"Tuesday went through a plant where they had a lot of dryers and other equipment representing thousands of square feet of bare, hot surfaces. Drew a small square with chalk on one dryer wall and bet the engineer that one ton of coal a year was lost in wasted heat. Proved it with our tables—in fact, the figure should have been 1.6 tons. We start insulating all his dryers two weeks from to-day. He's glad I came in, he says."

Sometimes a whole idea may be dramatized in the headline or title. The Cutler-Hammer Mfg. Company, for example, shows its switch for electric cords, "The Little Switch That Makes Good-Natured Breakfasts." The Pittsburgh Hot Water Heater is well dramatized under the caption: "What Does It Cost to Bathe a Baby?"

Finally, the questions arise: When is the dramatic method of advertising best? How can an advertiser know when his story may be effectively dramatized? Where should one use the dramatic method as against the straightaway narrative, argumentative, or any other method of advertising?

Such questions, of course, cannot be answered by rule of thumb. The time to dramatize your story is when you want to. Almost any product or service that meets any human need or desire can be dramatized, and there is almost no limit to variations on the dramatic method.

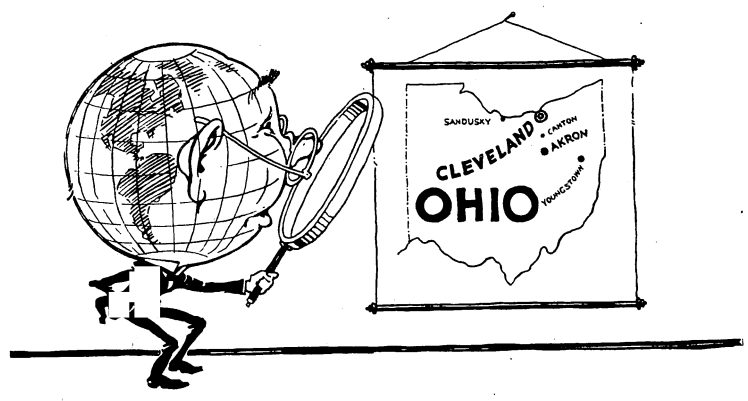
It may be said, however, that the essence of drama consist of a clash of characters, a struggle that has to be fought through, or an obstacle that must be overcome. Those products or services are most easily dramatized, therefore, whose story may be based upon a struggle between contending forces or a triumph won over obstacles.

Manufacturers and Importers Meet

At the semi-annual meeting of the Manufacturers and Importers' Association in Chicago, Albert Levy, Western representative of the Auerbach Candy Company, of New York, was re-elected president, and William Bromberg, who has been secretary of the association ever since its organization about ten years ago, was again chosen for that position. The Manufacturers and Importers' Association is composed of about 200 jobbers and manufacturers. Meetings and exhibits are held in Chicago twice a year. The object is to make it convenient for the retailer to do his spring and fall buying.

The F. F. Dalley Co., Hamilton, Ontario, is launching a campaign for a new coffee called "Thermokept." The Hamilton Advertisers' Agency is handling the account.

Digitized by Google



The Eyes of the World Are On Ohio

Whichever party wins, Ohio will furnish our next President

—will be the most fiercely contested battle-ground in the Fall election

—most in the limelight.

—"Whoever carries Ohio carries the country!" is true of advertising and political campaigns alike.

And now when Ohio has the center of the stage, is the psychological time to go after the Ohio market.

You can "carry" the rich, prosperous Northern section with a single newspaper. The Cleveland PLAIN DEALER will take your message to every buying factor within a hundred mile radius of Ohio's metropolis and is the only seven-day morning paper that will. PLAIN DEALER influence, prestige and cooperation "carry" Northern Ohio every time. Leave it to

The Plain Dealer
CLEVELAND

Eastern Representative:
JOHN B. WOODWARD
Times Bldg., New York

Western Representative:
JOHN GLASS
Peoples Gas Bldg., Chicago

Digitized by Google

This full-page announcement appeared in newspapers throughout the country about July 6 Write for copies of it to send to your principal customers.

The Watermark of Excellence

AMERICAN WRITING

EAGLE A PAPERS: BONDS — WRITINGS — LEDGERS — BOOK PAPERS — OFFSET

Digitized by Google

William Green endorses campaign

The President of the U. T. A. thanks American Writing Paper Company for leading the way in putting the specification of paper up to the Printer

Also acknowledges value of stimulating more cordial relations with customers

FOLLOWING are extracts from a speech of Mr. William Green before the Master Printers of the New York Employing Printers' Association.

"I want to take this opportunity to publicly thank the American Writing Paper Company for its attitude towards the U. T. A. and its fearlessness in making that attitude known. The members of the U. T. A. have experienced a great change in their own feelings during the last three years, and that feeling has been growing. We do not think quite as little of ourselves as we did even two years ago.

The Printer buys the paper

"We are the ones who buy paper, and we know it. We know it a great deal better now than we did a few years ago, and we are very glad, too, that the American Writing Paper Company is the first to be bold enough and square enough to get up and say that it is a fact. Since they have done it, there have been others who have begun to climb on the bandwagon. You have seen their advertisements, and there will be more of them as time goes on.

"I cannot thank enough President Galliver and the Company he represents for what they have done, not only for the Printers of New York, but for the Printers of the United States. We discovered a year or two ago what a difference we could make by a suggestion. We made some suggestions as to the manufacture and size of cover papers, and those suggestions stuck.

U. T. A. Printers want standardization

"Later on we hope to get together, not only with the manufacturers of paper, but with the manufacturers of machinery, and see if we cannot do something that will standardize the sizes and weights and grades of paper, and the size of machinery, so that there may not be so much waste as there now is in manufacturing and distributing in the printing business. We can do it if we get the co-operation of the mills and the jobbers, and I think it is fast coming to us. I hope that in a year or two we can say this has been accomplished."

AMERICAN WRITING PAPER COMPANY
Holyoke, Mass.

PAPER COMPANY

PAPERS — COVER PAPERS — PAPETERIES — TECHNICAL PAPERS — SPECIALTIES

Digitized by Google

When the Photograph Is Live News

The Camera in Action, Under Conditions That Give Photographic Advertising Illustrations More Than Passing Interest and Validity

By Clayton R. Knite

THE camera is at its best as an "advertising artist" when it works free of the studio and set props and posings and discovers subjects with news flavor.

The world is full of a number of things, according to a poet friend, included among which might be mentioned unique, strange and altogether unconventional material for the advertising camera. And this material is far better than the manufactured variety, where models act out little scenarios, and the result invariably smacks of insincerity.

The photograph, as an advertising illustration, becomes valid indeed when it pounces upon fact, not fancy.

A lone photographer was prowling through the woods near Monroe, Louisiana, when he sighted a unique freak of nature.

A fence had apparently grown right through a sturdy tree; was imbedded in it. Investigation proved that it was literally true.

A snap-shot was taken of this unique stunt. By devious ways, it found its path to the advertising door of the Southern Cypress Manufacturers' Association, on the alert for just such convincing picture news.

And finally it was featured in a page display, being presented as a close-up and as a long distance panorama. Hear what the advertiser has to say:

"Study these photographs of an 'ingrowing fence.' Below is a glimpse down a country highway. This fence has no posts. It was built by forcing split cypress boards between saplings. This occurred so many years ago that nobody knows when it was, nor who was the labor-saving genius who did it. Then the trees grew and grew and grew.

"Now please study the larger photograph and see in detail how the fence looks to-day. Note the size of the tree, and how deeply are embedded the ends of those old cypress rails—no one can tell how deep they extend in. Note, also, how weathered they are, yet they ring as true and sound under a hammer as though just hewn. Were those old cypress boards somebody's money's worth?"

The advertisement is an argument in favor of cypress for building purposes. The association drives home an exceedingly convincing argument. The camera has stumbled upon an illustration that contains all the elements of human interest without figures and without studio detail.

Pictures of this character have been long identified with Southern Cypress advertising. They are photographs, but striking, original and very different photographs. They are bits of pertinent news, in picture form. To study them and to read the text is to learn something of real value.

FOR THE ANTIQUARIAN

And another case, even more interesting.

This advertiser managed to find a photograph of the very oldest door in the world, according to the historical information obtainable.

And the door was made of cypress.

"It may be seen," remarks the brief text, "in the Church of Santa Sabina, on the Aventine Hill in Rome. 'This door is of cypress and is adorned with carvings, mostly of the Fifth Century. The upper carvings at the left are said to be the oldest representation of the crucifixion.' Another archaeological authority of Princeton states: 'Opinions vary as to the dates of these doors, but the weight of opinion puts them as early as the Fifth or Sixth Century, A. D.' Does cypress, the wood eternal, last?"

Digitized by Google

The photographic illustration of the old door has been considered so important that it occupies practically all of the space, the text being limited and in small type. There is more than posed "human interest" in this type of photograph: it combines romance, history, education, proof of a contention, artistic merit and the lure of the long ago.

THE CAMERA EXCELS IN MAKING FACT PICTURES LIKE THIS

A novel scene was staged at the New York Hippodrome for the benefit of the C. A. Taylor Trunk Works.

The manufacturer sent a Taylor trunk to the big stage, and what was considered the supreme test of trunk strength was promptly made with the assistance of a monster elephant and its trainer. Just to make people know that it was true and not a mere advertising hoax, George Power, the trainer of the Hippodrome elephants, signed the following written statement:

"I certify that this is an actual photograph, taken upon the stage of the New York Hippodrome, of my five-ton elephant, Jennie, sitting on an empty Taylor trunk. This Jennie did without injury to the trunk."

The photographic illustration pictures that big elephantine lady coyly sitting upon the trunk, front feet in midair, and apparently her full weight resting as per the advertiser's test.

The Taylor trademark is of an elephant standing on a trunk, and the series of posed photographs now in use is therefore doubly valid.

The camera is efficient when it snaps 1,200 Delco Light sales and service men during an annual convention, and presents them, a sea of smiling, alert faces, to the magazine reader. Back into perspective they stretch, enough to make a very animated double page. And what an opportunity there is to study real character!

By clever patching, silhouetting, and retouching with grey, the illustration took on the appearance of an original design.

The composition was very excellent.

But it should be again stated that much depends upon how the photograph is handled after it has been secured. Set into a page, squared off, and with no art work, it can lose much of its value. There is much in arrangement, stopping out of whites, vignetting and other tricks known only to the professional lay-out man.

Augustus Davis, Jr., Electrotyper, Dead

Augustus Davis, Jr., president of the Knickerbocker Electrotype Company, New York, died August 11.

Digitized by Google

SYSTEMS

Prepared by The H. K. McCann Company

Digitized by Google

"—as good as their bond"

MODERN business places a premium on the integrity of men and corporations. It is called *good-will* and its value is without price.

The old Roman counsel "caveat emptor", *let the buyer beware,* has been supplanted by mutual confidence between buyer and seller. Today, repeat orders are coveted more than first sales.

Your business letters are important factors in building good-will—their message, the paper on which they are written, the *impression* they make. Letters written on Systems Bond inspire confidence—there is character between the words, and behind them! Its crisp firmness gives it a dependable *feel*—a likeable crackle.

Systems is a business man's bond. Its fine rag-content quality never varies. It is loft-dried and scrupulously inspected, yet it is reasonably priced, *everywhere.*

Systems Bond is the standard-bearer of a comprehensive group of papers—a grade for every Bond and Ledger need—all produced under the same advantageous conditions—and including the well known Pilgrim, Transcript, Manifest and Atlantic marks.

EASTERN MANUFACTURING COMPANY
501 Fifth Avenue New York, N. Y.
Mills at Bangor and Lincoln, Maine

WKB

BOND E

The Rag-content Loft-dried Paper at the Reasonable Price

Digitized by Google

The Handsomest Courtesy *of* All the Year

NOW come days when the little courtesies of business may well be brushed up; when buyers worth cultivating are worth the best you can send them in Holiday Greeting Cards—solicitous of their favors, but generously motived.

Well shall we please you with OLSON Greeting Cards this year. Exquisitely steel-etched designs, such as even Olson cards never rivaled before. And sentiments keyed to the business conditions of now. . . . For the first time, really, in the history of greeting-card manufacture, serious thought has been given to saying something that businessmen would be glad to sign their names to—something fine and broad-visioned, full of friendly intent.

The cards are offered in 25 different designs, each one providing for insertion of your trade-mark, symbol or monogram as an integral part of the design. Sample-box containing the 25 cards will be gladly mailed you, following request on your business letterhead.

There's an Olson line of Personal Greeting Cards, too—steel-etched hand-colored cards. If interested in the Personal Cards, please specify in your letter, so we may tell you about them.

EUGENE A. OLSON COMPANY

Manufacturers of Engraved Business Cards
Stationery and Greeting Cards

HARTFORD, CONNECTICUT

Digitized by Google

Strategic Words and Phrases in the Copy

When Subjects Inherently Distasteful to the Reader Must Be Mentioned in Copy the Choice of a Single Word May Sometimes Decide Between Success and Failure

By Arthur Cobb, Jr.

"A Hair perhaps divides the False and True;
Yes; and a single Alif were the clue—
Could you but find it—to the Treasure-house,
And peradventure to the Master, too,"
—Rubaiyat, Omar Khayyam.

THE above significant lines from the alcoholic philosophy of old Omar are probably innocent of any intention on the part of their author to apply them in the preparation of modern advertising copy. Yet they carry a hint of the possible extreme importance of a mere detail, which, if handled correctly, may often prove to be the key to the success of a complicated and elaborate effort, or series of efforts, of any kind.

Old Omar did not make his living by grinding out advertising copy, and he wouldn't have known a half-tone plate from a lithographic stone; but the best authorities tell us that not a single word of a single line he wrote can be changed for the better. This surely ought to inspire the respectful attention of any earnest and perspiring copy writer of today who has experienced the humiliation of getting back his best stuff blue-penciled almost beyond recognition.

Omar recognized the importance of detail, and the occasional supreme importance of some particular detail. In the preparation of advertising copy or business announcements of any kind, such details frequently take the form of single words or phrases used to express some idea which the advertiser knows is distasteful to the reader of the advertisement, but which, nevertheless, must be expressed just the same.

An interesting example of the direct influence on sales of such a detail as a price announcement occurred about a year ago. A newly-married friend of the writer's started housekeeping in a district where two dairy companies were in close and active competition with each other for the milk business of the neighborhood. It happened that just at this particular time an increase in milk prices was put in effect, and both concerns, in soliciting business from the newlyweds, left cards announcing the higher scale of prices. Mr. Newlywed asked his wife a few mornings later which concern she was buying from.

"From the A——— Co.," she said.

"How did you happen to decide on them?"

"Well, it may sound foolish to you, but it was the way their price card was gotten up. The W——— company's card was headed 'Advanced Prices' and the other company had their card marked 'New Prices.' Of course I knew perfectly well that the 'new' prices were advanced, just the same as the other, but their way of saying so did make it seem as if they were trying as much as possible to keep from rubbing it in."

A small matter, you may say, but the fact remains that in this case the concern using the right word was the concern that got the business.

WHO WANTS A SUBSTITUTE?

An equally intimate knowledge of the necessity for tactfulness in talking to Mr. and Mrs. Public is displayed by a certain food-products concern which advertises an article to be used in the place of meat. Is this product referred to as a meat substitute? It is not. That's far too crude and blunt. The word "substitute" doesn't help a bit to ease the way

Digitized by Google

for the unhappy consumer with a craving for porterhouse and inability to meet the price. There's a better word, and this concern has found it. The product is referred to as a meat "alternative." Almost anyone can buy an "alternative" without in the least feeling like a tightwad. Although you know it doesn't cost so much as meat, the word has a nice, expensive sound that makes you feel rather pleased with yourself at being able to afford it. In this clever way the stigma of cheapness is removed to leave a clear field for the selling copy to do its work.

To turn to a slightly different phase of the subject, let us consider the problem of the manufacturer or dealer in corsets who has paid particular attention to the requirements of fat women and wishes to emphasize that fact in his advertising. He could say that his corsets are suitable for fat women, or words to that effect, but if he does he might almost as well take his advertising appropriation and chuck it out of the window, for no woman likes to be called fat, even if she really is, and she isn't likely to buy anything from anyone who insinuates that she is. So what does the wily copy man do but get out his dictionary of synonyms and look up all known substitutes for the word. A variety of these synonyms have appeared in such advertisements in the last few years. Fat women have been referred to as "heavy," "stout," "plump," and a number of other terms have been employed. But the best of the lot seems to be one which appeared recently in the newspaper advertisement of a large Middle-Western department store. This store was featuring corsets for heavy women and was making a direct effort to monopolize as much of this business as possible for its corset-selling department. To this end the selling copy was fairly elaborate and well illustrated, and the heading, which was quite prominent, was as follows:

"For Women of Full Proportions."

If that doesn't get the idea across with the sting removed as much as possible, it is hard to figure what will. Incidentally, it was learned a few days later that this was the best-pulling piece of corset copy that store had ever run. Here is a case where it paid, and paid well, to have that particular detail of the copy exactly right.

A CLOTHING COMPANY FINDS A GOOD ALTERNATIVE

While we are on the general subject of clothing, it might be well to mention a remarkably clever and subtle phrase recently employed by the manufacturer of a comparatively new brand of men's ready-made clothing. For years one of the most important problems such advertisers have had to face is the instinctive aversion on the part of a great many well-groomed men to the idea conveyed by the expression "ready-made" and "ready-to-wear." Men who are accustomed to have their clothes made to measure are very likely to be strongly prejudiced right at the start against any copy attempting to interest them in ready-made clothes.

Nevertheless, the concern in question sincerely felt that it had a product and a service that would provide even the fussiest dresser with as satisfactory an outfit in ready-made clothes as he could expect from the best custom tailors. Therefore, the idea behind the advertising campaign was not so much to capture the habitual buyer of ready-made clothes as to make a direct, smashing frontal attack on the made-to-measure market itself. This sort of campaign implies an attempt to change the buying habits of a large number of consumers, which is always likely to be rather dangerous unless the concern attempting it knows every step of the way. It is not the purpose of this article to go into the details of the merchandising campaign, but merely to point out that one of the important factors in the success of the campaign is said to lie in the suggestion conveyed by the phrase:

Digitized by Google

"Custom-Made Clothes—Ready-to-Put-On."

This phrase was used prominently in the advertising copy, and it is rather remarkable how the expression "ready-to-put-on" conveys the ready-made idea without smacking of any cheapness or lack of individuality. It would be difficult to select a more dignified method of referring to ready-made clothes, and this high-toned atmosphere is exactly what the manufacturer was attempting to create in as few words as possible.

A somewhat broader and more far reaching application of the principles under discussion has been made by certain trade associations which have developed a tendency to spread, by means of various kinds of advertising propaganda, designed to stamp out the public use of certain obnoxious terms and expressions connected with a particular industry. A case of this sort is the recent edict of an association of persons dealing in rags, paper, iron and similar articles to the effect that they are not to be called "junk dealers" any longer. They are hereafter to be known as "waste material dealers!" The National Association of Waste Material Dealers has started a campaign to dignify the name on account of the immense volume the business has attained since the Government started scrapping its vast stores and supplies. They feel that men whose business represents millions should not accept such a classification as "junk dealer."

These are merely a few of many instances where the whole market for a commodity has been benefited by advertising widely the use of a single word which replaces an objectionable expression without affecting in the slightest degree the truthfulness and accuracy of the impression conveyed to the reader.

Directs H. K. H. Silk Advertising

K. E. Humbert, formerly with Frank Seaman, Inc., New York, is now advertising manager of the H. K. H. Silk Company of New York, Inc.

Cycle Appropriation Will Be Larger

THE Cycle Trades of America is sold on the advertising that has been a prominent feature of the work of the organization during the past year. Four hundred and twenty-five delegates were registered at the convention held in Atlantic City two weeks ago and not a dissenting voice was heard when J. P. Fogarty, retiring chairman of the publicity committee, said that an advertising appropriation of $250,000 to $300,000 would be needed for the forthcoming year. Last year the amount invested was less than $100,000.

"When we meet again next year," said Mr. Fogarty, "we should be able to report that the bicycle—the cheapest transportation known to man—has reached a production of at least a million a year."

One of the greatest obstacles that the advertising is succeeding in overcoming, according to Walter Rinck, executive secretary, is the feeling in the minds of some people that to be seen on a bicycle puts them in the "soft-shirt class, rather than in the white-collar brigade—a foolish snobbery that has in past years prevented thousands of sales of bicycles to good citizens who want to ride and who should ride."

One of the most interesting parts of Mr. Rinck's report stated that the insertion of 40-inch newspaper copy, in some papers but once and in others twice, had secured the equivalent of 150 solid pages of paid advertising on the part of bicycle dealers.

H. R. Drummond With Rowland Agency

Harry R. Drummond, for the past three years with *Editor & Publisher* and formerly advertising manager of Bloomingdale Brothers, New York; Kaufman-Straus Company, Louisville, Ky., and George H. Perry Service Agency, New York, has joined the merchandising and copy department of the Rowland Advertising Agency, Inc., New York.

Digitized by Google

Advertising Goes After Carpenters

At the Hog Island shipyard in Philadelphia a few days ago seven ships were launched in one hour. The completion of these vessels will finish the yard's contract with the Government. On the day of the launching Geo. W. Smith & Co., Inc., whose business is interior fittings of ships, used advertising in Philadelphia papers, 100 lines over three columns urging carpenters and joiners to attend the launching and see the shipyards.

This was the opening gun in a campaign to procure expert workmen to fit out thirty ships under construction at the yard. The copy is illustrated and written in the language of the men it is seeking. After these thirty ships are fitted out, it goes on to say, there will still be two years' work ahead, with fat pay envelopes and "all inside work—no time lost."

New Publication Plans of "World Outlook"

World Outlook, which during the last ten months has been affiliated with the Interchurch World Movement, will now, upon the closing up of the affairs of the Interchurch Movement, be published by A. S. Watkins, publisher of *American Business.*

Willard Price, who has edited the magazine from the beginning, will continue as editor, and the policy will remain unchanged under the new publisher.

Most of the personnel of the staff will be transferred to the new organization, including Morgan Steinmetz, art editor; Adelaide Lyons, assistant editor; L. M. Holtz, circulation manager, and B. F. Wolfinger, advertising manager.

Junior Chamber of Commerce

A Junior Association of Commerce for business men between the ages of eighteen and thirty, is being organized by the Milwaukee Association of Commerce. It is expected to start with a membership of 300, eventually increasing to 500.

New Publication Planned for Chicago

The Chicago Geographic Society is making plans for the establishment in Chicago of a commercial geographic magazine. The plans when completed will be submitted to the leaders in Chicago trade, industry and banking.

Nitro, W. Va., Manufacturer to Advertise

The Fabricated Roofing Company, Nitro, W. Va., has placed the William H. Rankin Company in charge of its advertising account. Magazines and trade papers will be used.

Perkins Service Has Special Agency Department

The Perkins Service has added to its organization a Special Agency Department to represent in the Chicago territory the classified departments of various newspapers. M. A. Bettman has been appointed manager of the new department. For sixteen years he has been selling classified advertising in the Chicago field for Guenther-Bradford.

Among the papers now represented are the Baltimore *Sun,* Milwaukee *Journal,* St. Louis *Globe-Democrat,* Indianapolis *Star* and Duluth *News-Tribune.*

New Pacific Coast Publishing Organization

Stamm Brothers, of San Francisco, have merged their publishing interests. The Stamm Publishing Company, publisher of *Pacific Laundryman,* which was recently moved from Seattle, has been reorganized. The new company takes over the *Pacific Laundryman,* owned by A. G. Stamm and the *Western Baker,* published by G. W. Stamm. This company plans shortly to launch several new trade journals covering the Pacific Coast and Rocky Mountain territory.

Duncan in Advertising-Printing Business

John P. Duncan, for more than ten years in department store advertising with Gimbel Brothers and other New York stores, previously in the printing business and for the past three years with the *American Fur Buyer* and other trade papers, has engaged in the advertising-printing business in New York.

Cole & Freer Make Appointments

Miss Lillian Carr, of St. Louis, has been appointed representative in that territory of Cole & Freer, of Chicago, publishers' representatives. Roy J. Buell has been appointed in a similar capacity in the Detroit territory.

New Advertising Manager for The Austin Company

A. L. Chubb has been appointed advertising manager of the Austin Company, Cleveland. He was formerly office manager and succeeds C. F. Chard, who becomes district sales manager.

Joins Kirkpatrick Agency in Portland

Tom J. Sinnott, formerly of the Couche Advertising Service, Portland, Ore., has joined the W. S. Kirkpatrick advertising agency of the same city.

Digitized by Google

FRED C. COLEMAN

Fred Coleman was with the Proctor & Gamble Co. when I first met him. He was nearly as popular with the advertising fraternity as "Ivory Soap," which he was selling at that time, was with the general public. Then he went with the Butterick Co., and after twelve years with that concern he joined my organization.

To-day Fred Coleman is not only one of the best known advertising men in the East but is one of the most valued members of my organization.

Paul Block

The New York Evening Mail

The NEW YORK EVENING MAIL is gaining with every issue. It is gaining in circulation, in advertising volume and in prestige. Probably no paper in New York City enjoys the confidence of its readers more than the EVENING MAIL.

To-day, the MAIL has a circulation of over 175,000 net paid daily, which is a greater circulation, at 3c. per copy than the MAIL ever had when the price was 1c. per copy. This shows how the MAIL is growing.

Serial Adv. No. 15

Digitized by Google

Herald-Traveler Policy I:

The Boston H

TODAY—IS

The BEST BU

We Are

Continue Our Presen

Boston Newspaper Rates Have

Herald-Traveler	POST
Advanced 5c	Advanced 15c
From 35c to 40c	From 45 to 60c

The Herald-Traveler is ***First*** *or* ***Second*** *in*

Digitized by Google

o Protect Its Advertisers

ra'd-Traveler

BSOLUTELY

Y in BOSTON

abled to

Rate of 40c Per Line

Been Advanced in 1920 as Follows:

GLOBE	AMERICAN
Advanced 10c	Advanced 8c
From 35c to 45c	From 42c to 50c

Every Classification of Display Advertising

Digitized by Google

Equipment Counts

THE present high cost of labor has emphasized the importance of equipment as a factor in cutting printing costs. Especially is this true of big editions and publication work.

Goldmann equipment effects these economies without sacrificing one iota of quality. A night and day plant is at your service.

ISAAC GOLDMANN COMPANY

Printers since 1876

80 Lafayette Street
New York City

Telephone
Franklin-4520

Digitized by Google

How Salesmen Interpret Consumer Needs

Athletic Outfitters Submit Designs to Sales Force, Which Is Made Up of Experts

THERE are three ways for a manufacturer to consider the perfection of his product. He can assume that he knows it so much better than any of his customers that he will use his own judgment and do whatever educating is necessary to convince buyers that he is right.

In the manufacture of highly technical products there is little doubt of the correctness of this method. One of the good printers of the country makes a specialty of memorial books and library catalogues. Very few of his customers have a definite idea of the technical get up of a book that they would want. But they have confidence in the printer's judgment, and they like what he gives them—furthermore, they pay him up to $250 a volume for an edition of fifty copies of one or two hundred pages.

Another way for a manufacturer to gauge his product is to get the requirements of his customers and supply them, even though he does not think them the best. The retailer expresses that by saying: "I give them what they call for." That means that he does not concern himself with whether the article is good or bad; simply fills the demand. Manufacturers who produce goods on contract and who cater to seasonal styles belong to this class. Also manufacturers who sell goods of a certain price that is popular with the public come under this classification. The head of an extensive cigar factory said about two years ago that men wanted a five-cent cigar, and that is what he would make, regardless of the material necessary to meet the price. He was mistaken. Frequently manufacturers are, who assume that position.

Then there are manufacturers who study their customers' needs, adding the benefit of their own experience. In other words, they co-operate with customers in developing the product. Both of the last two classes keep in very close touch with the sales departments, for it is only through the salesmen that they get a definite idea of what will please the public.

The first class depends on selling the sales department on the wisdom of the product, the size package used and all the terms of the sale. Then they expect the salesmen to go out and sell their customers. The second follow the styles largely as interpreted by themselves. The third use their salesmen, under the best practice, as trade investigators, and through the information thus gained work out advanced styles and new departures which become the vogue. This is the kind of institution that sets the fashions for others to follow.

THESE SALESMEN KNOW FROM EXPERIENCE

The Alex Taylor Company, New York, athletic outfitter, follows the last method with its salesmen. In talking over how he had built his business, Mr. Taylor told a representative of PRINTERS' INK that he made it a first principle to make every article just as good for the intended purpose as it could be made, and then to fix the price so that there would be no temptation to skimp the quality. And in order to determine when an article is meeting requirements, or when it needs changing, the salesmen have to be close students of how it is used. That means that they must know the various sports and all the implements and equipment used in sports and athletic contests.

"Take the ski shoe as an example," said Mr. Taylor, as he picked up a plain, solid looking shoe quite resembling the kind that readers who have turned the

Digitized by Google

furrow will remember as "plow shoes" and which were to be had for $1.25. "The least little bit of looseness will so interfere with guiding the ski that its efficiency will be greatly reduced. Yet if the foot is cramped so that the muscles will not have full play, the user will be hampered by it. The toe part of the sole must be flexible with a rigid shank, so that when clamped to the ski it will give the muscles of the foot full play and at the same time be just as nearly a solid piece of the ski as possible. I did not perfect this model until after I had studied lasts and styles in some of the shoe factories of England."

The requirements of the ski shoe was learned through the use of skis by attending tournaments and consulting with those who are expert in the skiing art. So it is with baseball, tennis, football, soccer and all the other sports. The salesmen know the game, know those who excel in it, and their requirements in the way of equipment.

WHERE THE SALESMEN ARE OBTAINED

How are such salesmen found? Unlike the poets, who are supposed to be "born that way," these salesmen are at least partially made. Men who have been active participants in college athletics and who have had selling experience in haberdashery, or some other line whose patrons are predisposed to athletics, and have thus kept the salesman in touch with athletics, are the "raw material" upon which Mr. Taylor builds, for he is his own sales manager. He uses athletic goods as well as sells them, and is a student of athletic sports.

The training and duties of the Taylor salesmen are attractive in the extreme: to attend athletic contests, to "hang around" and visit with the participants, to talk with managers, umpires, referees and extensively with the budding athletes, especially in preparatory schools and colleges. "We get them while they are young," Mr. Taylor explains, "and then we always keep them." His ideal salesman should be something of a coach, an athletic adviser, an expert in athletic equipment. Then he should be a salesman of the type to whom orders "just come."

The advertising is closely connected with the selling. College, academy and high school papers and annuals are used; also special programmes for athletic events. Two catalogues are issued, one for the spring and summer sports and one for the fall and winter. In these the results of the sales department are effectively used. If a salesman has succeeded in selling some athletic equipment for the use of one who has made a record, that fact is mentioned with the description of the goods. For example, under baseball bats is the statement: "The models listed under players' names are the ones they favor." Then there is a list "Eddie Collins model," "Ty Cobb model," etc. With one brand is the statement that "Babe Ruth hit one out 533 feet."

Also with the tennis goods is given a list of the players who use Taylor products. The effect on the amateurs of showing the use of goods by distinguished athletes does not need description. And when they grow up with the "Taylor habit" they usually retain the admiration for the line of goods they knew as boys—it is the sales department's business to keep them sold, even after they become professionals. The house makes that easy, for long ago it adopted the doctrine of infallibility of the customer, and every complaint is treated as justifiable and reasonable, even when it isn't.

Many inquiries come for catalogues in response to the advertising in the publications mentioned. To these a specially prepared catalogue is sent having a full description of the products, but recipients are advised to go to the dealers for the goods. The descriptions given in the dealer catalogues, as described above, furnish the best of selling talks for clerks without suggesting that that is the purpose.

Even in the retail store which

Digitized by Google

the firm conducts salesmen are instructed to note all criticisms carefully without argument, and if there seems to be merit in the complaint which is made, to pass it on to the proper department. Also clerks are directed to "cater to the youthful buyer—he is the future big buyer; the younger he is the most lasting the impression, if you exert yourself to win his regard."

Mr. Taylor's idea of salesmanship is shown in the following quotation from a confidential message to his clerks, but which is also applicable to his representatives in the field: "Practice positive salesmanship and learn to carry conviction when you speak to a customer. 'Do you want something?' is an idiotic salutation to give a man who has come in the front door to make a purchase. Say 'Good morning,' or 'How are you, Mr. Smith?' if you know him. When through, don't say, 'Anything else you want?' Of course there's something else he wants, but don't put the burden up to him of thinking what it is—you're a salesman, a suggester; show him what he needs."

Mr. Taylor's salesmen try out the new products before they are offered to the trade, and their suggestions for alterations are first given consideration. As a result practically no mistakes are made in selecting wrong designs, and the salesmen have a more intimate interest in the success of an article which has passed their scrutiny while in the process of manufacture.

This might not be possible with a large number of salesmen, but in this institution the results of conferring with salesmen have been so satisfactory some way will be found to get their ideas and information however large the force may become. It is desirable both for the factory and for the effect on the salesmen.

J. C. Patterson, formerly advertising manager of the Continental Rubber Works at Erie, Pa., resigned August 1 to become associated with the advertising department of the Lakewood Engineering Company, Cleveland.

Officers of New Agency Elected

The United Advertising Agency, which was recently incorporated under the laws of New Jersey, has established executive offices at New York. Branch offices will be maintained at Newark, N. J.; Paterson, N. J.; New Haven, Conn.; Bridgeport, Conn., and Dallas, Texas.

The officers of the new agency are: Samuel Pratt, president of the United Advertising Corporation, outdoor advertising, chairman; Leonard Dreyfuss, vice-president of the United Advertising Corporation, president; Herman C. Daych, formerly eastern advertising manager of *Associated Advertising*, New York, vice-president; Theodore S. Fettinger, formerly head of the Theodore S. Fettinger Advertising Agency, Newark, N. J., treasurer, and Forrest Fettinger, secretary.

The business of the Fettinger agency has been purchased by the United Advertising Agency.

Appreciation of Salesmen in the Advertising

The Monitor Stove Company, Cincinnati, manufacturer of the Caloric pipeless furnace, has found a new way of using advertising as a good-will builder. On the occasion of its salesmen's convention it purchased newspaper space approximating one-half page in size to welcome and pay tribute to the men.

A list of the salesmen was given, high lights of the week's programme, and a line-drawing of a crowd of enthusiastic men representing the homecomers.

The advertisement appeared in both morning and evening papers in Cincinnati. "It developed so much good will for us," S. C. Baer, advertising manager, tells PRINTERS' INK, "that we expect to repeat on a much larger scale next year."

National Advertisers' Sales for Six Months

The Miller Rubber Company reports sales of $18,374,793 for the first six months of the current year, compared with $10,990,515 for the corresponding period of 1919.

Sales of the Brunswick-Balke-Collender Company for the six months ended June 30 were $15,243,178, a gain of $5,181,803. Net profits after all taxes were $2,309,826.

Omaha "Bee" Raises Price

The Omaha *Bee* has been advanced in price to three cents a copy for the week-day editions and ten cents on Sunday. By carrier the prices are eighty-five cents a month, or twenty cents a week, for either the morning or evening edition and the Sunday edition.

Digitized by Google

Rowe Stewart Heads Associated Clubs

Elected President to Fill Out Term of Charles A. Otis, Resigned

AT the meeting of the executive committee of the Associated Advertising Clubs of the World at Cleveland, August 12, Rowe Stewart, of Philadelphia, was elected president of the association to succeed Charles A. Otis, of Cleveland, whose resignation was accepted at that time. Mr. Otis said that the heavy pressure of business duties made his resignation necessary.

Mr. Stewart, the new president, is the advertising manager of the Philadelphia *Record*, has twice been elected sectional vice-president of the Associated Clubs, which he now heads, and has been active in advertising-club work, both in the Poor Richard Club of his home city and in the national association for many years. He was general chairman of the Philadelphia convention committee when that city entertained the national convention in 1916.

Fifteen years after Mr. Stewart's birth in Philadelphia he started work in the advertising department of the newspaper with which he is now connected, and the twenty-nine years of his life since then have been spent in advertising work. He has been connected with the advertising departments of New York and Philadelphia newspapers most of that time, and for a short time with the Tracy-Parry advertising agency, the firm name being changed to Tracy, Parry & Stewart. He left agency work to take up his present duties in 1914.

H. H. Charles, of New York City, was elected a vice-president for the Second District, to succeed Mr. Stewart.

The committee also set the date for the next international convention of the Associated Advertising Clubs for the week of June 12 at Atlanta.

ROWE STEWART

Jack Hanford Joins Martin V. Kelley Agency

Jack Hanford, who was recently superintendent of advertising for the Winchester Repeating Arms Company, New Haven, Conn., has joined The Martin V. Kelley Company, New York. Mr. Hanford was with Frank Seaman, Inc., New York, before joining the Winchester organization.

Digitized by Google

*Items for the Socratic space-buyer's note book**

Anaemia and Circulation

The amount of blood in a person's body has nothing to do with his strength or ruggedness. A person may be anaemic and still have as much blood coursing through his veins as a healthy looking gridiron star.

The difference lies in quality, in the *active* red blood corpuscles. This is equally true of magazine circulation. A magazine may have a large circulation, but if that circulation is forced by premiums or clubbing offers, it will be anaemic. It is the active red blood corpuscles that count; the readers of high responsiveness and influence.

150,000 persons have *chosen* Munsey's. They represent buying-power. They show that they want Munsey's by demanding it spontaneously. There is no forced circulation, no leverage applied with premiums and clubbing offers.

People who know what they want in magazines know what they want in motor cars and breakfast foods and shaving creams and every other thing they use in daily life.

MUNSEY'S

**It was said of Socrates that his reason was stronger than his instinct*

Digitized by Google

More "Hooks"— For a Larger "Catch" of Business!

To fish with ONE hook is, perhaps, more sportsmanlike, than to use a trot line, with say NINE to THIRTEEN hooks— but given the same stream, or fishin' hole, the man with the *most hooks* gets the *most fish* every time!

It is the same with ADVERTISING here in rich Oklahoma. The advertiser who uses only ONE newspaper, supposed to "cover" the state, might be called the better sportsman—at least he takes all the chances—but advertising these days is a cold, hard, business proposition—and the advertiser who PLAYS SAFE, by advertising LOCALLY in EACH of Oklahoma's 9 rich market centers, is the one who gets the MOST BUSINESS.

Why is it necessary to advertise LOCALLY in 9 cities throughout Oklahoma to take full advantage of this rich BILLION DOLLAR market? Because 75 to 80% of

"MAKE *EACH* OF OKLAHOMA'S

Digitized by Google

Oklahoma's vast buying power is concentrated in the 9 centers listed below—and there is *no* way to reach a paying number of the people in these 9 rich districts, except by using at least one LOCAL paper in each city.

When you advertise LOCALLY in these 9 centers, you not only reach the majority of your prospective customers—which you CANNOT do with any "outside" paper—but you reach them more EFFECTIVELY. The live merchant himself uses his LOCAL newspapers to advertise his wares—would not think of advertising in any other city—and you, too, must advertise in his city, or at least in his immediate district, in order to REALLY HELP move your goods from his shelves.

That you may advertise so as to cash in to the full on Oklahoma's great market possibilities, write us TODAY for the results of our recent market survey of each of Oklahoma's 9 principal trade centers listed below. Also, feel free to call upon each of our members for LOCAL co-operation.

Oklahoma Daily League

P. O. Box 994. 409 W. Grand Ave., Oklahoma City

OKLAHOMA NEWS
Circulation—25,139

TULSA DAILY WORLD
Circulation—25,194

TULSA TRIBUNE
Circulation—20,170

MUSKOGEE PHOENIX
Circulation—15,454

MUSKOGEE TIMES-DEM.
Circulation—12,005

McALESTER NEWS-CAP.
Circulation—3,360

ENID NEWS
Circulation—6,350

ENID EAGLE
Circulation—5,356

SHAWNEE NEWS
Circulation—4,215

CHICKASHA EXPRESS
Circulation—2,100

LAWTON NEWS
Circulation—3,000

LAWTON CONSTITUTION
Circulation—2,473

BARTLESVILLE EXAMINER
Circulation—3,393

9 RICH MARKETS PAY YOU"

Digitized by Google

Try out your new plan painlessly in a typically-American "small city"

Chiefly, its a railroad town; g.h.q. for two railways; division headquarters for the Katy; and over 2,000 families of railroad men live here. You know what buyers they are.

Also, it's an oil-center. This year they'll produce about four million barrels right around Muskogee. Ten times that in our district. And a million tons of coal.

If that doesn't mean buying power, a cow can sing. And besides our own city's 45,000, this town sells to 200,000 people in its 80-mile trade-radius.

From October 4 to 9 the Oklahoma Free State Fair will bring a quarter million visitors here. What a chance to try out your selling plan then through the Phoenix!!

They'll raise sixty million dollars worth of crops around here this year

The MUSKOGEE PHOENIX

Mornings . . . 14,351
Sundays 15,454

Willingly serviceable, without servility, to the self-respecting foreign advertiser. Glad to talk over any distribution problem.

The Muskogee Phoenix belongs to The Oklahoma Daily League.

Tell 'em in

Mus-k-gee

45000 OKLAHOMAS THIRD CITY

The Relation of the Farm Bureau Movement to Marketing and Advertising

With a Statement of Its Origin and Its Significance to Every Advertiser

By George A. Cullen

Vice-President of the North American Fruit Exchange

THE interview with J. R. Howard, President of the American Farm Bureau Federation, published in PRINTERS' INK of August 12, is very good reading. I happened to have a talk with Mr. Howard in his offices in Chicago a few days ago and was impressed, much as I am by this article, with the sound constructive attitude he and those associated with him in leadership of the Farm Bureau movement are taking toward the three principal features touched on in the published interview, namely, the elimination of class consciousness, the establishment of better marketing conditions and the use of advertising. As I write this there sits in my office E. B. Cornwall, of Middlebury, Vt., member of the Executive Committee of the American Farm Bureau Federation, and I find that he, representing New England, takes the same general view as that of Mr. Howard, who may be said primarily to represent the Middle Western mental attitude.

This serves to illustrate what I know to be a fact, that the American Farm Bureau Federation is the most genuinely representative body in the agricultural life of America to-day, as it is unquestionably the most powerful influence for the betterment of farm life, particularly in its economic phases. I am amazed when I think of the extraordinarily rapid and, at the same time, sound and substantial growth which this organization has had. As Mr. Howard says, the movement had its inception in Broome County, N. Y., ten years ago, and those of us who happened to be instrumental in founding the first Farm Bureau are obliged to admit that we "builded better than we knew." The spontaneity and naturalness of the origin of this movement account in a large measure for its success, and I have an idea that the readers of PRINTERS' INK may be interested in a brief story of the acorn from which this oak has grown.

INCEPTION OF THE MOVEMENT

In the fall of 1910 Dr. Raymond A. Pearson, then Commissioner of Agriculture of the State of New York (now President of Iowa State Agricultural College), called a meeting of the various industrial interests of the State to consider means for developing agriculture in New York, and the writer, representing the Lackawanna Railroad, attended this meeting, at which Dr. Pearson and other experts made it very clear that something must be done to restore the proper equilibrium between production and consumption of foodstuffs in order to avert national calamity. This was at the time of the "Back to the Land" movement, when many visionary, and one might almost say frantic, suggestions were being made to stem the eddying tide of farm production.

From this meeting the various delegates went forth, inspired by a determination to put their shoulders to the wheel and do what they could to save the day. Many plans were considered, particularly by the railroads, whose connection with agriculture is so intimate, and the whole subject of the operation of demonstration trains, the employment by the railroads of agricultural development agents, the establishment and operation of demonstration farms and a hundred other projects were

Digitized by Google

given serious consideration. In the maze of conflicting suggestions, it occurred to the writer to consult that storehouse of experimentation and knowledge, the United States Department of Agriculture, and it was my good fortune to get in touch there with the man who is the real author of the whole Farm Bureau movement in America, Dr. W. J. Spillman, at that time Chief of the Bureau of Farm Management of the United States Department.

Dr. Spillman, a man not only of wide experience, but of vision and splendid intellectual grasp of farm conditions and needs, had developed most clearly and with fine enthusiasm the idea that some connecting link must be established between the scientific and practical activities of the professional students of agriculture and the farmers themselves, in the form of an organization which would lead to some close kind of team-work. It had become demonstrated that the bulletins of the United States Department which had been issued in millions and millions of copies were largely ineffectual, for the one reason that there was no medium for translating them into active results through organized and co-operative work among the farmers. It was also found through personal experience that demonstration farms conducted by the Government or by the States or by railroad companies were ineffectual because they were in the nature of something which the farmer regarded as handed down to him and in which he did not have active participation, and consequently viewed with doubt and a certain degree of suspicion as to the practical results claimed.

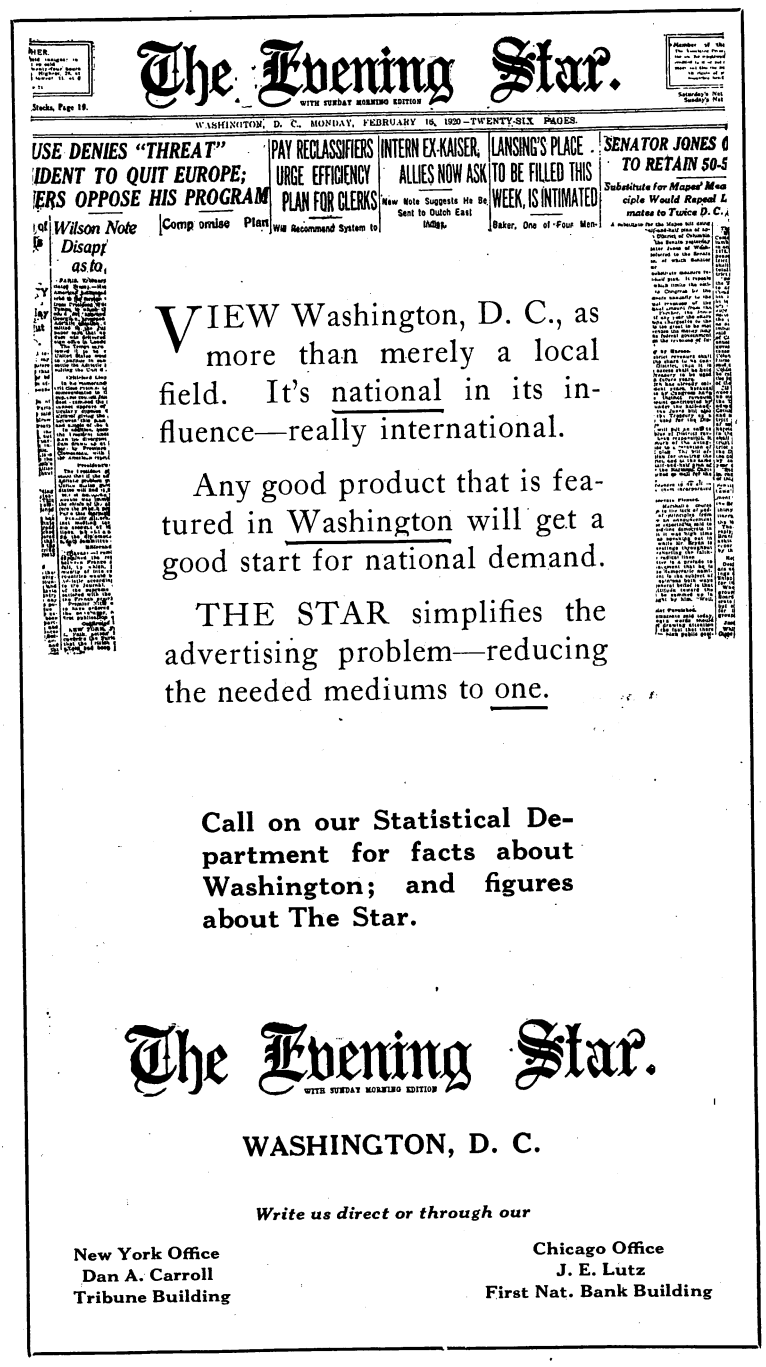
DR. SPILLMAN'S PLAN IN OPERATION

Dr. Spillman had reached the conclusion that the one practical method was to organize in each county an association of farmers with their own officers and committees, free and independent of Government or State control, who would utilize the advice and services of the scientific and practical representatives of the Government known as County Agents, so that the farmers themselves would feel that the work of carrying out and putting into practical effect the measures recommended would be their own and not those of the Government, and would therefore take an interest not otherwise possible in making a success of the practical application of scientific and business methods. Dr. Spillman had been unable to secure any appropriation from the Government to finance county organizations of this kind, and when he found the Lackawanna Railroad willing to assume the principal part of the financial obligation in establishing and operating a Bureau for a period of at least three years (until the experiment could be given thorough trial) he seized upon the opportunity, and the ready acquiescence of the Binghamton Chamber of Commerce in the plan in furnishing a point of local contact made it possible to establish the Farm Bureau in Broome County, of which Binghamton is the county seat.

The first year of the Broome County Bureau was one that I would not wish to go through again. The farmers were disposed to look askance at anything done for them so freely by a railroad company and a Chamber of Commerce, and it was not until this prejudice could be overcome and the farmers themselves led to contribute largely to the support of the Bureau that its success was assured. Shortly after the founding of the Broome County Bureau, the Lackawanna Railroad effected the establishment of similar organizations in Sussex County, N. J., and in Cortland County, N. Y., since which time the movement has progressed by great strides to the enormous proportions described by Mr. Howard.

The Farm Bureau movement, in addition to developing production, has contributed more than any other agency to opening the eyes of farmers to the immense importance of improving their marketing facilities; in other words of employing marketing agencies of their own selection

Digitized by Google


The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C., MONDAY, FEBRUARY 16, 1920—TWENTY-SIX PAGES.

USE DENIES "THREAT" IDENT TO QUIT EUROPE; ERS OPPOSE HIS PROGRAM

Wilson Note Disapp as to

Comp omise Plan

PAY RECLASSIFIERS URGE EFFICIENCY PLAN FOR CLERKS

Will Recommend System to

INTERN EX-KAISER, ALLIES NOW ASK

New Note Suggests He Be Sent to Dutch East Indies.

LANSING'S PLACE TO BE FILLED THIS WEEK, IS INTIMATED

Baker, One of Four Men

SENATOR JONES TO RETAIN 50-5

Substitute for Mapes' Mea ciple Would Repeal L mates to Twice D. C.

VIEW Washington, D. C., as more than merely a local field. It's national in its influence—really international.

Any good product that is featured in Washington will get a good start for national demand.

THE STAR simplifies the advertising problem—reducing the needed mediums to one.

Call on our Statistical Department for facts about Washington; and figures about The Star.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
Tribune Building

Chicago Office
J. E. Lutz
First Nat. Bank Building

Digitized by Google

Keeping Up With The Times

A FACT A DAY

Washington merchants find they can cover this city daily with the two evening newspapers, but that they cannot cover the local field with any other combination. Consequently most Washington advertisers use the great bulk of their daily advertising in the two evening newspapers.

The Washington Times

(A 3c Newspaper)

WASHINGTON, D. C.

rather than being, as formerly, dependent upon the uncertain facilities afforded them by the buyers of their products. It has enabled them to see the folly of permitting the buyer rather than the seller to fix the price of their commodities, which is economically unsound, and in the long run destructive of production. No subject is to-day so engrossing the attention of the million and a half members of the American Farm Bureau Federation as that of marketing.

As an integral part of marketing food products, as of all merchandising, advertising has come to be recognized by the Farm Bureaus as both a means of securing a larger market for their products and of improving the quality of those products which, when advertised, must naturally be sold under a brand or trade name, which in turn enforces conformity to high standards. The farmers know as well as manufacturers that to advertise a certain quality and then to fail to maintain that quality is a sheer waste of money.

I look to see the Farm Bureaus, especially through their national and state organizations, employ advertising on a large scale to enlighten the consuming public on a number of questions of great importance to the public in general as well as to the farmers themselves, such, for illustration, as direct marketing, the need of a protective tariff for certain farm products, the employment of farm labor, the effect of daylight saving, and indeed a great variety of subjects on which it only requires that the public be correctly informed to secure needed legislation, or joint voluntary action helpful alike to the producer and the consumer.

To Handle Foreign Language Advertising

David Malkiel and Henry Lench, respectively New England associate advertising manager and New England assistant advertising manager of *The Day*, Jewish daily newspaper, have established a foreign-language newspaper advertising agency in Boston.

Digitized by Google

Made in Springfield, Mass.

GILBERT & BARKER

Gasoline Self-Measuring Pumps

Gilbert & Barker pumps stand like beacons marking the countless gasoline filling stations along highways throughout the country, giving quiet, faithful, honest service to thousands of of autoists daily.

To keep production up to the required level, a large force is kept at work in a plant covering many acres. These pumps are made in Springfield and have a world wide distribution.

Your newspaper schedule for Fall should include Springfield, Mass., the third city in the state in population and one of New England's largest industrial centres.

City and rich suburban territory covered thoroughly by the

Springfield Republican and The Daily News

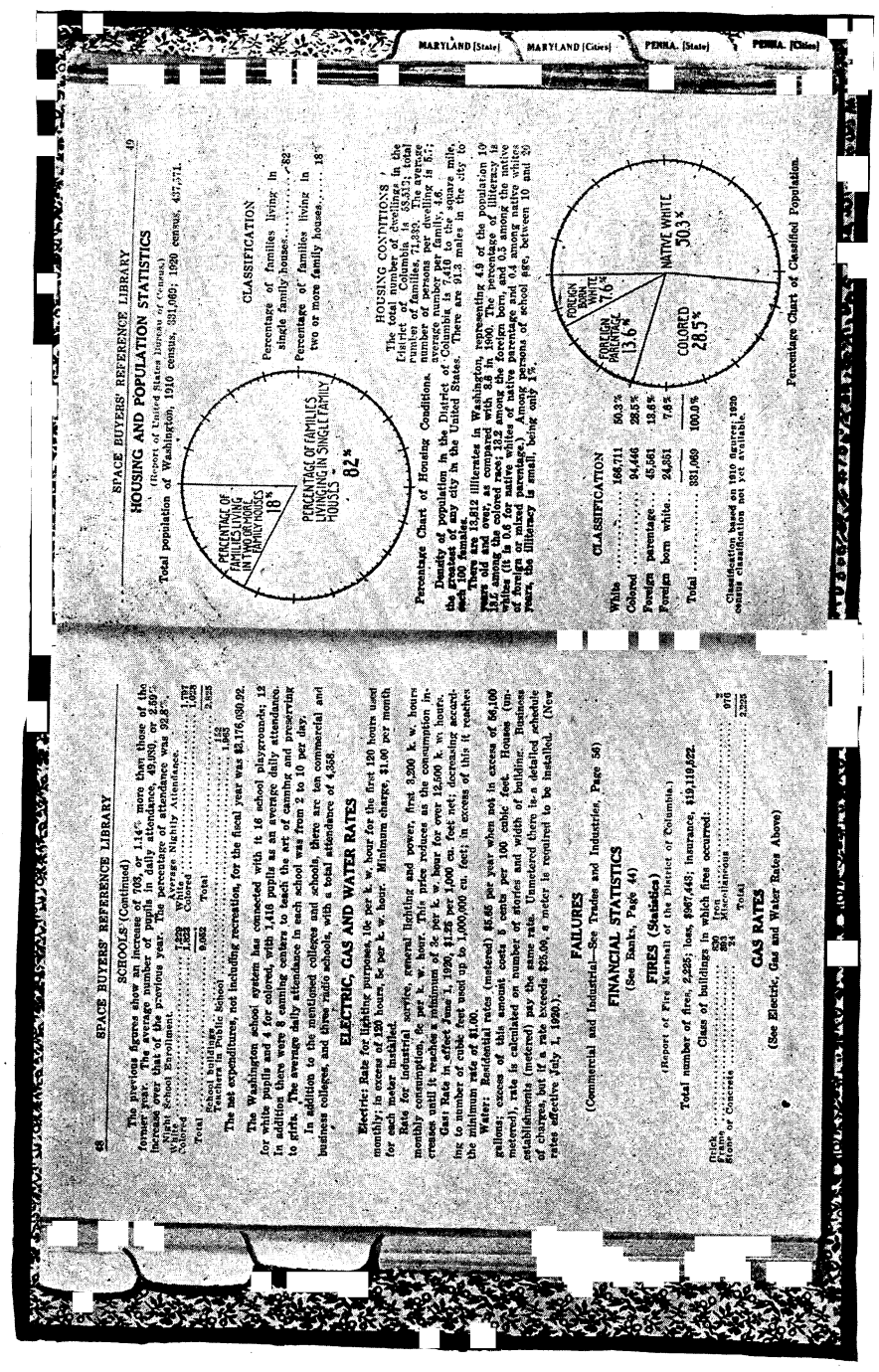
Circulation over

50,000

Largest Circulation in Massachusetts Outside of Boston

Kelly-Smith Co., Foreign Representatives Marbridge Bldg., New York Lytton Bldg., Chicago

Digitized by Google



SPACE BUYERS' REFERENCE LIBRARY 49

HOUSING AND POPULATION STATISTICS

(Report of United States Bureau of Census.)

Total population of Washington, 1910 census, 331,069; 1920 census, 437,571.

Percentage Chart of Housing Conditions.

CLASSIFICATION

Percentage of families living in single family houses..... 82%
Percentage of families living in two or more family houses..... 18%

HOUSING CONDITIONS

The total number of dwellings in the District of Columbia in 1920 is 71,890; number of families, 71,330. The average number of persons per dwelling is 5.7; average number per family, 4.8.

Density of population in the District of Columbia is 7,440 to the square mile, the greatest of any city in the United States. There are 913 males in the city to 1,000 females.

There are 13,812 illiterates in Washington, representing 4.9 of the population 10 years old and over, as compared with 8.8 in 1900. The percentage of illiteracy is 13.7 among the colored race; 13.2 among the foreign born, and 0.4 among the native whites. (It is 0.6 for native whites of native parentage and 0.4 among native whites of foreign or mixed parentage.) Among persons of school age, between 10 and 20 years, the illiteracy is small, being only 1%.

CLASSIFICATION		
White	166,711	50.3%
Colored	94,446	28.5%
Foreign parentage	45,561	13.6%
Foreign born white	24,851	7.6%
Total	331,069	100.0%

Classification based on 1910 census; 1920 census classifications not yet available.

Percentage Chart of Classified Population.

50 SPACE BUYERS' REFERENCE LIBRARY

SCHOOLS (Continued)

The previous figures show an increase of 703, or 1.14% more than those of the previous year. The average number of pupils in daily attendance, 49,193, or 2.59% increase over that of the previous year. The percentage of attendance was 92.8%.

Night School Enrollment:	
White	1,797
Colored	1,428
Total	3,225

Average Nightly Attendance:	
White	1,797
Colored	1,428
Total	3,225

School buildings	148
Teachers in Public School	1,142
Total	2,525

The net expenditures, not including recreation, for the fiscal year was $3,176,030.92.

The Washington school system has connected with it 16 school playgrounds; 12 for white pupils and 4 for colored, with 3,416 pupils as an average daily attendance. In addition there were 8 community centers to teach the art of canning and preserving to girls. The average daily attendance in each school was from 2 to 10 per day.

In addition to the mentioned colleges and schools, there are ten commercial and business colleges, and three radio schools, with a total attendance of 4,558.

ELECTRIC, GAS AND WATER RATES

Electric: Rate for lighting purposes, 10c per k. w. hour for the first 120 hours used monthly; in excess of 120 hours, 5c per k. w. hour. Minimum charge, $1.00 per month for each meter installed.

Rate for industrial service, general lighting and power, first 3,500 k. w. hours monthly consumption, 6c per k. w. hour. This price reduces as the consumption increases until it reaches a minimum of 2c per k. w. hour for over 12,500 k. w. hours.

Gas: Rate in effect June 1, 1920, $1.25 per 1,000 cu. feet net; decreasing according to number of cubic feet used up to 1,000,000 cu. feet; decreasing accordingly the minimum rate of $1.00.

Water: Residential rates (metered) $5.65 per year when not in excess of 66,100 gallons; excess of this amount costs 3 cents per 100 cubic feet. Houses (unmetered), rate is calculated on number of stories and width of building. Business establishments (metered) pay the same rate. Unmetered there is a detailed schedule of charges, but if a rate exceeds $25.00, a meter is required to be installed. (New rates effective July 1, 1920).

FAILURES

(Commercial and Industrial—See Trades and Industries, Page 56)

FINANCIAL STATISTICS

(See Banks, Page 44)

FIRES (Statistics)

(Report of Fire Marshall of the District of Columbia.)

Total number of fires, 2,225; loss, $967,448; insurance, $19,119,622.

Class of buildings in which fires occurred:	
Brick	3
Frame	809
Stone or Concrete	670
Miscellaneous	743
Total	2,225

GAS RATES

(See Electric, Gas and Water Rates Above)

Digitized by Google

MEMBERS: AUDIT BUREAU OF CIRCULATION

MEMBERS: BARBOUR'S ADVERTISING RATE SHEET SERVICE

TEN VOLUMES — SERVICE — 400 PAGES EACH

LOOSE LEAF — TRIPLE INDEX

CLOTH BOUND — SIZE 9"×7½"×1¼"

The Faulkner Service AND THE SPACE BUYERS' REFERENCE LIBRARY

TREATING EVERY STATE AND CITY

"Supplies the need that has existed ever since advertising assumed national proportions."—FIELD & FLINT, Successors to Burt & Packard, BROCKTON, MASS.

The FAULKNER SERVICE, of which the LIBRARY is but an adjunct, stands as an intermediary between the information the buyers of space desire and its original source. To commence to describe the SERVICE is impossible in this limited space.

"Contains important information not obtainable in such comprehensive form elsewhere."—BERRIAN & CO., NEW YORK.

And we know you

"Would be very glad to use such service."—ATLAS ADV. AGENCY, NEW YORK.

And

"Fills the needs of Space Buyers."—PERIODICAL PUB. ASS'N, NEW YORK.

You will agree that

"Every Space Buyer in the country will certainly want it."—G. LOGAN PAYNE, CHICAGO.

THE SPACE BUYERS' REFERENCE LIBRARY

"It is a valuable Reference Library."—SHUMWAY & CO., BOSTON.

"Indispensable to every large Space Buyer throughout the country."—GARDNER JOHNSON, WASHINGTON, D. C.

"A wonderful fund of information and knowledge which is the last word in co-operative service."—PAYNE, BURNS & SMITH, NEW YORK.

"Making a remarkable total of usefulness to anyone who wants to know the people and newspapers of the country."—EDGAR D. SHAW, NEW YORK AMERICAN.

The conclusion is inevitable that—

"Its comprehensive and detailed information and easy 'get-at-able' form will unquestionably save a great deal of time in the development of sales and merchandizing plans."—PHILIP RITTER CO., NEW YORK.

SEND AT ONCE FOR SPECIMEN PAGES, OUTLINE OF SERVICE AND SCHEDULE OF RATES.

FAULKNER, INC.
Munsey Building
WASHINGTON, D. C.

TRADES AND INDUSTRIES — NEWSPAPER CIRCULATION — AGRICULTURE — COMMERCIAL OUTLETS — EDUCATIONAL — POPULATIONS CLASSIFIED — INCOME TAX — TRADING AREAS — PUBLIC UTILITIES RATES — THOUSANDS OF OTHERS — ACCURACY

ELECTRIC WIRING — FINANCIAL DATA — FIRE STATISTICS — TAXATION — HOUSING STATISTICS — AUTOMOBILE — BIRTHS AND DEATHS — CHARTS AND MAPS — NEWSPAPER RATES — THOUSANDS OF OTHERS — AUTHORITY

Digitized by Google

Standardized for Safety

A life-and-death emergency taught us how to build "the bridge to France" by standardizing every unit from keel to funnel. And the war was won. The emergencies of Reconstruction have taught the lesson of building business by standardizing every possible unit of paper on the

Basic Line

Made in U. S. A.

Basic Bond for business correspondence; Basic Ledger for accounting, Basic Safety for financial transactions; Basic Text for deckle edge brochures; and Basic Covers for every purpose requiring up-standing covers at rock-bottom prices.

THE WHITAKER PAPER CO.

HOME OFFICE—CINCINNATI, OHIO

DIVISIONAL HOUSES—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton, O., Indianapolis, New York, Pittsburgh.

BRANCH HOUSES—Birmingham, Columbus, Ohio, Richmond, Virginia.

SALES OFFICES—Akron, Buffalo, Cleveland, Colorado Springs, Kansas City, Knoxville, Lexington, Louisville, New Haven, Philadelphia, Providence, Salt Lake City, St. Louis, Milwaukee, Washington, D. C.

Digitized by Google

Migratory Workmen Handicap Advertising's Results

The Losses That Industry Suffers from Labor Mobility

By Chester M. Wright

Assistant Editor, "American Federationist"

[EDITORIAL NOTE: PRINTERS' INK has published several articles showing how advertising has been used to cut down labor turnover and overcome Labor Mobility. Among them may be mentioned "Advertising to Cut Down Labor Turnover"—issue of June 13, 1918; "Reducing Turnover of Labor"—January 30, 1919; "Reducing Labor Turnover by Educating the Foreman"—*Printers' Ink Monthly* for June, 1920.]

THE recent story in *Printers' Ink Monthly* about the General Electric Company gives me an excuse to introduce a new bug. You remember that story described how this conservative company utilized bugs to impress its distributing jobbers—and to bring home to them visually some of the problems they must overcome. The Man-jo Bug, one of those which appeared at their Sales Convention, had as his habitat the contact between manufacturer and jobber, and he fed mostly on indifference.

The bug I want to introduce is not quite so dramatic—but even more deadly. He, too, uses the same breakfast-food, indifference—also dissatisfaction.

Every seller of goods, every man who is after the good will of the man who buys, should be interested in this bug. His name is Labor Mobility. Perhaps advertising can help kill him off. But as I am not an advertising man, but a consumer—and part of that thing you call labor—I'll just set down the facts and let you draw your own conclusions and suggest your own remedies.

As the result of an intensified and justified propaganda for increased production Jonathan J. Public was all set to rise up and paw the air a few days ago when the United States Department of Labor announced that more than four million workers had been involved in strikes and lockouts during the year 1919. To be exact, the report of the Department showed that in 1919 3,950,411 workers engaged in 2,399 strikes, while 162,096 workers were affected by ninety-four lockouts. These strikes were important to production because they affected chiefly such industries as the building trades, the clothing industry, the metal trades, mining, the textile trades and transportation.

Strikes stand out in the public mind like so many sore thumbs. Yea, even as so many toes that have been kicked against chairs in the dead of night. This is so because the strike is almost always attended by something dramatic. The collective action of a group always is more or less dramatic in itself.

Moreover, those who have established themselves as commentators on labor affairs are for the most part none too deep in their searching. There is a good deal of superficial writing, thinking and studying where labor is concerned.

So, the thought that industrial conflict involved four million men in the course of a year flashes across the vision of multitudes as a horrific and unholy proposition.

MORE STATISTICS AND THEIR INTERPRETATION

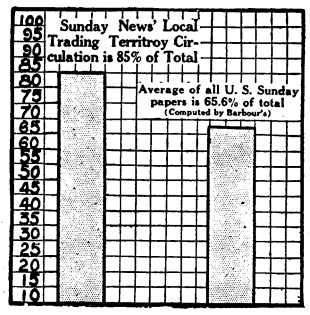
Far be it from me to claim wisdom or to assert authority beyond the general run of human units which make up the well known human race, and from whom springs that *vox populi* which is by no means always *vox dei,* as we have been told by those who ought to know.

But any person who will take the trouble to open both eyes and keep both ears in readiness for action may learn much that is denied to those who only read the headlines.

The same department of Uncle

Digitized by Google

In America's 4th Largest City



IN the local trading territory—the territory which is easily accessible to Detroit and metropolitan newspaper influence, The Sunday News has 85% of its circulation. Such concentration means that the advertiser's appeal is delivered just where he has the best opportunity for making sales. The average for local trading territory concentration of Sunday papers in America is 65.6 according to charts prepared by Barbour's Semi-Annual List. The Detroit Sunday News is thus about 30% ahead of the average in this important respect.

The Sunday News offers advertisers 74.617 more circulation in local trading territory than the only other Detroit Sunday paper, the Free Press. The Sunday News leads substantially in total circulation besides.

Sam's Washington establishment which produced the information in relation to strikes has gathered other information in relation to industry which ought to produce something more than a ripple of excitement between prize fights and campaign speeches.

The Department of Labor has discovered, isolated and put under glass this little bug called Labor Mobility. He isn't so big—but he is deadly. He who looks only upon the monster called Strikes and passes by the little bug called Labor Mobility is passing up a high grade thrill and is missing a great portion of his industrial education.

Every storekeeper, every salesman, every production manager, every advertising writer, every editorial writer, every person who has anything to do with things to eat, wear, live in or look at ought to get a line on this Labor Mobility phenomenon. Later we shall see just how directly the importance of it comes home to us all.

Cyclones are big, visible, dramatic things, and they are furious while they are on the job. But a flock of malarial mosquitoes, flitting where they please, all but unnoticed, could do more harm than all the cyclones to which the populace is subjected in a year. Size and looks cannot always be depended upon as guides to character and potentiality. Let us give heed then to the bug.

The Department of Labor has compiled statistics on 176 industrial establishments for the year ending May 31, 1918, which show that in those establishments there were a total of 1,244,640 labor changes. That number of individual comings and goings took place in those plants. To maintain an aggregate working force of 305,901 there were 631,173 men hired, while 613,467 were either laid off or discharged or quit of their own accord.

There is presented in those figures a fair picture of a cross section of American industry, since the reporting establishments are of a wide range of character. The little bug called Labor Mobility surely stung generously and with-

Digitized by Google

Some Pickers!

THEY rather give three cents for the NEW YORK AMERICAN than two cents for the Times, Sun-Herald, World or Tribune.

They know what's good, they insist on getting it—and they pay the price.

They constitute the most discriminating and loyal following of any New York newspaper.

That's why merchants and manufacturers who advertise in the NEW YORK AMERICAN get such excellent results.

Digitized by Google

Food Market of a Million

A million and a quarter Kentuckians, — rich stock breeders and farmers of the Blue Grass; oil drillers, coal miners, and lumbermen of Eastern Kentucky, — buy through Lexington, a rapidly growing manufacturing city of 45,000 live-wire inhabitants. Advertising in

THE LEXINGTON HERALD

The only morning paper in Lexington, dominates this wonderful trade center and appeals to the wealth of the Blue Grass and of Eastern Kentucky.

Hourly interurban service to five county seats. Excellent railroad connections with fifty tributary counties. Daily truck service to all points within 75 miles.

For information concerning this market for your product, write the Lexington Herald's Service Department, Lexington, Ky., or address,

JOHN M. BRANHAM CO.,
Foreign Representatives
Chicago New York St. Louis
Detroit Atlanta Kansas City

out regard to race, creed, color or previous condition of servitude.

In the year 1919 the reports cover only nineteen establishments. In those there was an aggregate working force of 42,632 workers. To maintain this force it was necessary to hire 38,751. The separations from the pay-roll numbered 36,100.

WORKERS' WANDERINGS

But the Department obliges us with a larger picture than this. It has prepared a table covering the ten-year period from 1910 to 1919. Let us put the figures down in single file, where they can show up to best advantage:

Number of workers, 2,117,682.

Total hours worked, 6,353,046,000.

Number hired, 2,564,037.

Number of separations, 2,481,280.

Total flux, 5,045,317.

There is enough music there to wreck any pianola.

Government departments always present figures of this kind without any spotlight in attendance. They rig them up in cubes and squares so as not to have them too easily understood. Before anyone except a dyspeptic or a statistician can get any meat or music out of them they have to be jazzed up a bit. But the Department of Labor helps us somewhat in this case by explaining that these staggering totals really mean that "On the average for each year of the decade 256,404 accessions, 248,128 separations, or a total of 504,532 labor changes were involved in the maintenance and the necessary enlargement or curtailment of a labor force of 211,768 workers."

Labor Mobility evidently works while all is serene with the rest of the world. But let the Department of Labor continue to drive home the elemental crudeness of industrial life:

"This means that the maintenance and the necessary expansion or curtailment of the requisite work force involved labor changes considerably more than equivalent to a complete annual over-

(*Continued on page 137*)

Digitized by Google

ADVANCE
IN
CLOSING DATE

FORMS FOR THE OCTOBER NUMBER OF THE HOUSEHOLD JOURNAL WILL CLOSE AT THE HOME OFFICE ON SEPTEMBER 6TH. DELIVERY TO THE SUBSCRIBERS BY THE 20TH.

475,000 COPIES MONTHLY

$1.90 THE LINE

The HOUSEHOLD JOURNAL

The Small Town Magazine With a Mission

THE HOUSEHOLD JOURNAL

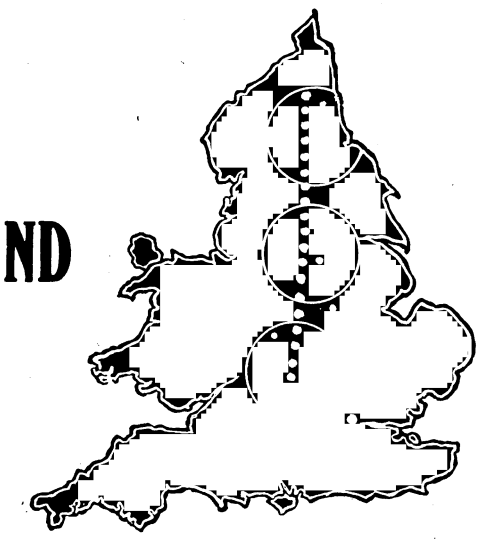
CHICAGO
2003 Harris
Trust Bldg.

I. E. SEYMOUR, Adv. Mgr.
BATAVIA, ILLINOIS

NEW YORK
A. H. GREENER
116 W. 39th St.

Digitized by Google

THE BACKBONE OF OLD ENGLAND IS



The 'Always - Busy' Three.

THE PAGE OPPOSITE WILL INTEREST YOU.

"THE BIG THREE"

THE NEWSPAPER HOUSE

169 & 170, FLEET STREET,
LONDON, E.C.4.

Digitized by Google

THE
ALWAYS-BUSY
THREE

The 3 Great Rivers of the North
The Tyne, The Wear, The Tees,
are sufficient to indicate the importance of the district — the North-East Coast—for which "The Northern Echo" caters. From York to Berwick everybody is busy. It is one of the Three Always Busy Areas.

SHEFFIELD and District
will always recall the huge efforts made during a critical period of the nation's history. This district, of which Sheffield is the metropolis, includes Rotherham, Mexbro', Barnsley, Doncaster, Worksop, Retford, Chesterfield—an area on which "The Sheffield Independent" concentrates. It is one of the Always Busy Three.

BIRMINGHAM and The Midlands
that great centre of a thousand trades — has never been busier than at present. Big money is being made by all concerned. The popular morning paper, with a sale five times greater than any other morning paper in its district, is "The Birmingham Gazette." The area covered is one of the Busiest Three in all England

ARE
BEST COVERED
BY
THE BIG THREE
EACH OF WHICH IS THE DOMINANT MORNING PAPER in its RESPECTIVE AREA

Rates Separate & Inclusive.

The Big Three

The Newspaper House,
169 and 170, Fleet Street,
London, E.C.4.

Digitized by Google

Fanfare

Tim Thrift trumpets the author of a series of articles for his journal, *The Mailbag:*

"James Wallen has few equals as a master copy-writer. Although by no means a purist, his fine choice of words, and the lucidity, excellent reasoning and definiteness of his writing set a standard for all advertising men. Everything he writes is fundamentally sound, grounded on facts, logical, yet not for an instant does the reader get the impression of heaviness or "dry-as-dust" preachment. Not cleverness, but intense interest, enthusiasm, "humanness" weave a magic spell into all he writes. He carries you along with an irresistible salesmanship possessing a travelling power and penetration that are amazing."

JAMES WALLEN

Persuasive
Advertising Copy

STUDY: EAST AURORA · N·Y

Digitized by Google

turn of the work force. This is as if during one year all the employees had left their jobs and a complete new set of work people had taken their places. It appears, then, that each year on the average the number of persons who quit, who were laid off or were discharged, as well as the number who had to be hired, was much larger than the total number of workers on the force at any one time."

In American industry there is going on a continuous milling around, an unending whirl and torment, a ceaseless shifting and turning, the effect of which is stamped indelibly, though not visibly, on production.

I have seen within the last few weeks fully a dozen elaborate programmes and formulas for the stopping of strikes. All of these formulas were worked out by committees representing great organizations having an aggregate membership running probably into the millions. Not one of the programmes would work, for the simple reason that each of them met with the violent opposition of some group whose consent was vitally necessary to their success. In one way or another, however, thousands of Americans are trying to contrive a method by which strikes can be eliminated. They've all got their eyes on strikes. They overlook our little bug, Labor Mobility.

This silent movement of the millions, this endless shifting from job to job, has a cause and it has an effect. Its effect is undeniably on the volume of production—it bears a definite relation to the volume and perhaps the quality or the visible supply of created things. But there is more to it than that. There is an effect on the human wealth of the nation. It is reflected in the homes and in the home life of those who have homes and it is reflected in the standing, independence and general character of the individuals. This army on the move is not moving without leaving a trail. You cannot spurlos versenk a thing like that. Like the little pea under the other shell, maybe you don't think it's there, and maybe you don't see it, but it is there and somebody sees it, at least in part.

THE PROTEST OF THE UNORGANIZED

In its simplest terms this man rotation is a business of silent, unorganized protest. There is back of it the same mainspring that starts a strike. Men quit their jobs because, in the majority of cases, they are not satisfied. They don't like the job, they don't like the pay, they don't like the boss, they don't like the shop, they don't like something that means enough to them to drive them on to some other job. If they are discharged they are discharged for two main reasons—the force is too big or the boss isn't satisfied with them. The big, bulking reason in this turnover is dissatisfaction — protest.

The Department of Labor offers some light on this side of the question. The figures show that the highest rate of labor motion was in those years when there was most industrial activity. In 1915, the year of least industrial activity, there was the least labor instability. In the years 1913 and 1917-18, years of great industrial activity, there was a high Labor Mobility.

The logic of this is clear. When jobs are scarce men will stand a great deal before they will quit a job. When jobs are plentiful and there's nobody in sight to walk right into a vacated place men will quit freely when conditions are irritating or when wages are not satisfactory.

Two other facts show the protest nature of this motion. There is a higher percentage of change among so-called unskilled workers than among skilled workers. And there is a higher rate of change among night workers than among day workers. It is an endless revolt against the undesirable, the uninteresting, the unsatisfying, the uncongenial and the unremunerative.

It will be well if complacent and comfortable persons who roll along softly on the top of things possess themselves of a better

Digitized by Google

PERSONNEL INKLINGS

The fundamental purpose of this service is to obtain men for our subscribers.

For the best interests of the subscribers we confine our activities to the more important positions, requiring men of business or technical training whose experience and ability qualify them for salaries of $2,500 or more a year.

The cost is on a flat yearly contract basis.

This service offers the advantages of constantly solving a problem which is faced only occasionally by business firms.

PERSONNEL INKLINGS
INC.
340 Madison Avenue
New York City

understanding of the slippery, skidding nature of things further down. It may help save a bad fall later.

This problem of labor change is often a problem of the non-union workers. The strike is the protest of the organized. Both are problems of protest. I don't mean to suggest that a worker who belongs to an organized craft union never leaves his job, but unorganized workers leave individually when they are sore. They don't get put down in the strike statistics, but they don't produce or buy when they are moving. The hopeful gleam that we get from the skyline is the fact that we know much progress has been made toward removing causes for protest, and therefore have a right to believe that more progress can be made.

But there will be greater progress if the nation realizes where its trouble lies—if it realizes that not only do strikes jam up industry, but that the little bug called Labor Mobility is constantly slowing the wheels and deadening the life of its work places.

Finally, there is one great essential difference between organized protests, such as strikes, and the individual wanderings of dissatisfied thousands scattered through the industrial machinery of the nation.

The strike is a unified thing. It presents a specified grievance. There is definiteness about the whole thing. The grievance is righted, or it is partly righted, and the strike ends, work goes on. The whole operation is clean-cut.

The aimless shifting and drifting of individuals is a vague ailment running through nearly the whole of industry. There is nothing definite about it. Not even its volume is definite. Like the tides, it heaves and swells, and no man's hand avails against it.

The process of interference with industrial high-speed is everlasting. The little bug, like a fever germ, poisons and saps the vitality of our productive life.

Finally, the protesting individual worker, battering his way hither and yon, pressing against

Digitized by Google

In Advertising— *Results Count*

But when results are equal why pay the high cost of electros when

O'FLAHERTY'S
PEERLESS MATS

can be had for 75% less? And the work they produce could never be told from that of an original.

Also makers of stereotypes and electrotypes.

***Made by* O'FLAHERTY**
225 West 39th St. New York

What Is Rotary?

¶ Rotary is a live organization with an ever developing standard of business and professional ethics, calculated to encourage the greatest efficiency and usefulness, thru honest service, in all worthy and legitimate occupations and make for a univeral fellowship and a belief in the sacredness of all business transactions.

¶ Do you want to do business with the type of men who compose this organization? There are 55,000 of them—you can reach them by advertising in

THE ROTARIAN

The Magazine of Service

Member Audit Bureau of Circulations

CHICAGO

Eastern Representative
Wells W. Constantine
7 West 16th St., New York

Great Britain
Thos. Stephenson
6 So. Charlotte St., Edinburgh, Scotland

Advertising Manager
Frank R. Jennings
910 So. Michigan Ave., Chicago

Subscription price: $1.50 in U. S. A. and Cuba; $1.75 in Canada; $2.00 in all other countries.

Published Monthly by the International Association of Rotary Clubs

Digitized by Google

IN Great Britain old classifications and distinctions have vanished and forces that began to exist before the War, set free by that gigantic thunderbolt, are reshaping and re-grouping the best of the old elements into a compact and effective form.

¶ The old "classes" are gone. There emerges not a new social system which can conveniently be described by any customary terms, but an order compounded from the best elements of all and constituting a new people.

¶ Educational advancement, facilities for rapid travel, by destroying insularity, have had a momentous influence: the creation and redistribution of thousands of millions of money; the sudden expansion of commercial activity on an unprecedented scale, have brought riches, or at least comparative affluence, to great numbers.

¶ To the man with horizon the salesmanship possibilities are immense; but the key to success lies in a thorough understanding of British class-psychology. Many an American house in the past has been led astray by this misunderstanding, and for lack of a good guide to the British mind.

¶ Business Builders, Ltd., represents forceful scientific salesmanship. The policy of the House is to limit its operations to concentration upon the building up of a few selected businesses which offer prospects of rapid, profitable and unlimited expansion. It is this policy which has resulted in such remarkable success.

¶ A cordial invitation is extended to representatives of American business houses, when in England, to visit our Studios and Offices at 26, Great Ormond Street, London, W. C.

Digitized by Google

overwhelming force, contending with uncomprehended agencies, too frequently becomes *unemployable*. There is a virus about the whole thing that is too costly.

A DEAD WEIGHT ON ADVERTISING

It is not difficult to preach and moralize about a situation as grave as this. But I resist the temptation. Let us, instead, bring other facts into relation with the subject. Let us nail down alongside Labor Mobility this fact: Every man on the march from job to job is a *consumer* on the march.

To view the matter from that standpoint will make the whole thing look different to every seller of goods, to every seeker after the good will of the man that buys.

Millions of men go rambling over the United States constantly, looking for a better deal, with their earning power interrupted by recurring vacations, their buying power curtailed by the same token. And because they must buy fitfully when they earn fitfully they cannot buy as well nor live as well. The damage that the little bug does goes on and on. Society is free from the menace of a social ill only when the ill has been conquered.

The reason for bringing forward the point of view which shows these roving nomads of industry as consuming nomads, is to show just that point—the concern of these is the concern of many others. Millions of men read the car ads, posters or the periodical and newspaper advertisements until they get the conviction that there's something they want to buy—and then they get stung by the little bug called Labor Mobility, and it's all off. That is not the point of view of the workers who are the victims, and quite frankly it is not the point that I find most interesting or most vital, but it is an important point in a complex social problem, the magnitude of which has just been brought forward with dramatic force by the reports of the Department of Labor.

This ill will toward the job is not something that *has* to go with a job. It may be facetious to re-

READER-INTEREST

THE most valuable attribute of any publication as an advertising medium for high-class goods and service is genuine "Reader-Interest."

It is a fact that for almost seventy years before specially cultivating the sale of advertising space "PUNCH" catered only to "Reader-Interest" and so built up a world-wide "Reader-Interest" among people who have been loyal admirers and constant, faithful, interested readers, in many cases for several generations.

This wonderful "Reader-Interest" in "PUNCH" is the greatest factor in making its advertising space such a valuable Investment, and accounts largely for the very great success of advertising of high-class goods and service in its pages to Britons at home and abroad.

THERE IS NO SUBSTITUTE FOR "PUNCH"

ROY V. SOMERVILLE
Advertisement Manager, "PUNCH,"
10 Bouverie Street
London, E.C., Eng.

Digitized by Google

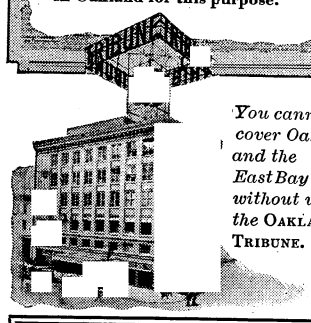
Oakland Tribune HOME EDITION

SHIPYARD CARPENTERS OF BAY REGION VOTE TO RETURN TO WORK

Oakland, California

¶ The circulation weakness, (which means an advertising weakness), of all the San Francisco dailies combined—in Oakland and the East Bay cities—is proved by the fact that the leading retail stores in San Francisco use regular schedules in the Oakland Tribune to reach the East Bay homes while at the same time the San Francisco dailies carry the same space.

¶ During the year of 1920 almost a million lines were used in Oakland for this purpose.



You cannot cover Oakland and the East Bay Cities without using the OAKLAND TRIBUNE.

Paper Boxes
***for* Canada**

"Made in Canada"

Your satisfaction is assured in our:

—Capacity

—Equipment

and intent to please you.

RUDD PAPER BOX COMPANY, Limited
W. P. Bennett, Pres.
374 Richmond St., West
Toronto, Canada

mark that the rate of labor turnover among bank presidents is not high. Nor is it high among supreme court judges and railroad executives. But though the comment may sound lightsome, there is a certain evidence of a very definite industrial factor contained therein. Bank presidents like their jobs; they can get enthusiastic about them—and they usually get mighty good livings. The contrast is wide and generous, but it is worth a fleeting thought none the less.

However, we need not go so high in the scale of social standing and business prestige for comparison. I believe the history of the glass bottle blowers offers a striking and wonderful example. There came a time when automatic machinery came into that trade. It threatened to displace men by the hundreds. But the men in that trade liked their trade and they had sense and they had a hatred for the little bug called Labor Mobility. They took a vote and by the good old American rule of majority decided to stick and co-operate with the employers, taking an actual reduction in wages in order that employee and employer, in co-operation, might work out the problem of using the machine for the benefit of both sides of the industry. I believe that in that story there is a great American industrial classic.

The United States offers thousands of examples of employers who are so wise and so just that their plants are home to those who give their effort in them. They see the little bug coming, but they provide an antidote in advance.

So. There are some facts. They came that way from the mill of life. They make a story of life.

Mittelsteadt Advanced With Dodge Brothers

O. E. Mittelsteadt, for more than five years associated with the advertising department of Dodge Brothers, Detroit, has been appointed assistant director of advertising. George H. Phelps continues as head of the department.

Digitized by Google

Slip This Under the Glass on Your Desk

Many advertisers tell us that their circulation charts show they are either reaching only about 60% or over 200% of the Iowa farms—that Iowa is the hardest state in which to strike a correct balance on circulation. In either case there is a loss. In the first a loss of opportunity. In the second a loss of time, effort and money.

Here's Something To Think Over:

As long as advertising campaigns are hewed to a line set by state and national publications it will be practically impossible to strike the right ratio between the available circulation in a given territory and the number of farms or rural population. This is especially true of Iowa because so many agricultural publishers, far and wide, have aimed their circulation guns out this way, realizing, of course, that Iowa is perhaps the very best farming state. We do believe sales possibilities in Iowa will justify a more intensive advertising effort than in any other state, but to realize the greatest benefit from an advertising investment we believe that Iowa should be considered as something more than a state, for her state lines do not determine anything but her geographical boundary.

Recall your trips through the middle west. Could you distinguish between Eastern Iowa and Northern Illinois, Northern Iowa and Southern Minnesota, Western Iowa and Eastern Nebraska, Southern Iowa and Northern Missouri? Then consider the facilities for distribution. This "Greater Iowa" is immediately accessible to distributors in Chicago, St. Louis, Kansas City, Omaha, Sioux City, Minneapolis, St. Paul, Milwaukee and Des Moines—the bull's-eye. Call this a section or a zone or anything you please, but the fact remains that this is the way to consider Iowa, and the way to reach the farmers in this territory most effectively is to pick the papers that are published for them and have the greatest immediate and most direct influence on them.

Nine Years of Work Have Brought Corn Belt Farmer To This Point

Less than 1% of our circulation is outside of the Corn Belt. 91.1% is west of the Mississippi River. In fact, of all farm papers published or circulating in Iowa there is only one with more Iowa circulation than Corn Belt Farmer. It will pay you to study Corn Belt Farmer's relation to this situation. We believe you can save money and increase the effectiveness of your advertising by including

The Corn Belt Farmer

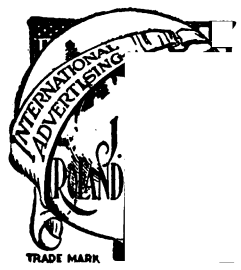
Published Monthly at Des Moines, Iowa

PAUL B. TALBOT, Publisher **M. A. COVERDELL, Editor**

Advertising Representatives

CONE & WOODMAN, Inc., New York, Chicago, Detroit, Kansas City

Digitized by Google



Foreign Service

TO-DAY the American Manufacturer is looking to the World Markets as an outlet for his surplus production.

Advertising has proved itself in the Home Field —it will do so as certainly Abroad if properly handled.

The J. ROLAND KAY CO., with its world-wide facilities, its many years of experience, its unrivalled organization, can do for you what it has achieved for many of the leading American Manufacturers, in building up connections in any civilized country.

For one client we are placing advertisements in EIGHTY-NINE countries, and set in FOURTEEN different languages.

We are equally at YOUR service.

J. ROLAND KAY CO. INC.

FOUNDED 1904

INTERNATIONAL ADVERTISING AGENTS

Conway Building, CHICAGO — 18 East 41st St., NEW YORK

LONDON: (Associate House) John Haddon & Co. (Est. 1814)

TOKYO: J. Roland Kay (Far East) Co.

PARIS: Jégu, Haddon & Roland Kay

SYDNEY: J. Roland Kay Co.

Buenos Aires and Rio de Janeiro

Digitized by Google

Printz-Biederman Welcomes New Competition

Takes Extensive Space in Trade Publications to Pay Tribute to Its New Competitor's Business Methods — Stresses the Importance for Retailers of a Branded Line

THE Printz-Biederman Company, Cleveland, is using a full page in five of the leading trade papers to welcome Hart Schaffner & Marx into the field of women's wear goods. While this is not the first time a competitor has been given such a welcome, it happens so seldom and this welcome is extended in such a wholesome way as to make it distinctive.

The advertisement is headed, "A Welcome to Hart Schaffner & Marx." The copy reads:

"The Printz-Biederman Company extends cordial greetings to Hart Schaffner & Marx upon their entrance into the women's ready-to-wear field, and wish them every success.

"To us this marks a milestone in the women's clothing industry.

"Although we will be competitors, we welcome Hart Schaffner & Marx into our industry, because we know their influence will strengthen the demand for quality garments, and concentrate the consciousness of American women on the importance to them of the maker's label.

"We believe that this additional force working along the same broad merchandising principles by which our business has been built will make for higher standards throughout the industry."

While the spirit shown in the advertisement is of the broad gauge that marks the best in American industry, the effect will probably be good on the Printz-Biederman dealers. Showing that the manufacturers are not perturbed over the competition of such a formidable competitor will do much to reassure the dealer who is handling the Cleveland

LK Co.

For Printing—

Choose your printer as you would choose a partner in your business. His ability and devotion to your interests are important factors in the success of your campaigns.

The Kehlmann organization gives this special kind of service to many prominent advertisers. Enlist it in your own service.

L. Kehlmann Company

Designing — Printing — Embossing

239 West 28th St., New York City

Apartment Buildings—

millions of dollars are being spent in the construction of apartment buildings to meet the unprecedented demand for homes. In every city the story is the same.

The owners who construct and choose the material and equipment for these buildings can be reached effectively thru

BUILDINGS

***and* BUILDING MANAGEMENT**

Member A. B. C. and A. B. P.

City Hall Square Building
Chicago

Digitized by Google

An Alger Story

I work in a bush town and for a retail store. But I have managed to make you fellows in New York hear of me.

If you appreciate the retail point of view, I'll be a good man for you. I've got a good job, but it's a retail job. Five years of agency and store retail work is enough. I want to make the break into national idea and copy work before my youth and nerve desert me.

There's money in me if you catch me young. Let me bring a batch of my work to New York to show you. Address O. S., Box 20, care P. I.

A HIGH-GRADE CLASS PUBLICATION

seeks the services of a competent salesman in the Eastern territory. The position offers further rapid advancements and an income on par with the ability of the man. In order to qualify for the position you must possess energy and initiative and an acquaintance with national advertisers and agencies in the Eastern territory. In answering, state fully positions held for the last three years, your earnings, and present position.

All replies will be treated strictly confidential and no inquiries will be made until after an interview.

Address

A. F., BOX 22, PRINTERS' INK

firm's line and expects soon to have local competition from the Hart Schaffner & Marx representative.

The message also implies that the business which the Chicago firm will develop will be at the expense of the nondescript garments made by the unadvertising manufacturers. That again is a subtle assurance to dealers that such a well known brand as Printz-Biederman need not fear competition.

It so often happens that the big, generous thing to do is in the long run the most profitable!

To Speed Up Handling of Materials

A Material Handling Section of The American Society of Mechanical Engineers has been formed, to endeavor to counteract the advancing costs occasioned by increased costs of handling of production. Inefficiency of the freight handling system, the Society believes, is not due so much to a lack of equipment as to a lack of adequate means of loading or unloading and more effective means of filling cars to capacity and the providing of suitable warehouse facilities.

A meeting of the new section, held in New York last week, was addressed by Harold V. Coes, of Ford, Bacon & Davis; F. M. Feiker, of the McGraw-Hill Co., Inc., and E. Logan Hill, formerly secretary of the Post and Harbor Facilities Commission of the U. S. Shipping Board and assistant general manager of the Erie Railroad.

While the Clock Ticks Four Times

Dentists who are of a statistical turn of mind will be attracted by a statement of The L. D. Caulk Company to show the great number of Synthetic Porcelain fillings it has sold. Measured in tons, or even in pounds, it would be a modest figure, but the company has sold in a little more than nine years enough of this material to make more than four hundred million of these teeth "restorations."

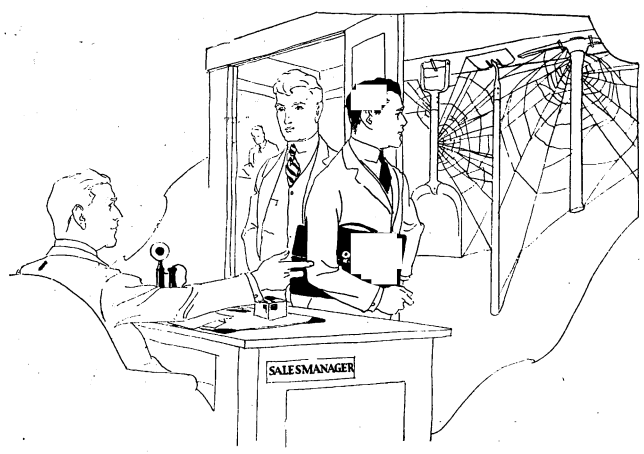
"Four ticks of the clock means five more Synthetic fillings," is the statement made.

"Since the first package was shipped, on July 8, 1911, enough Synthetic Porcelain has been sold to fill seventy-six cavities every minute, day and night, for ten years."

I. S. Lewis Leaves Agency

I. S. Lewis has resigned from the advertising agency of Sternfield, Godley & Lewis, Inc., New York. The agency name remains unchanged.

Digitized by Google



"Get Down Those Tools and Use Them"

"We've wandered far away from first principles," says the sales manager. "In the old days, we had to dig, plant, and cultivate.

"Then times changed; we hung up the shovel and the hoe.

"But now we're going to feel natural again. *Selling* is coming back into its own. Let's get down those tools and use them."

Printed matter with sales personality is likewise coming into its own—especially "Dramatized Sales Helps." Economical selling demands just such qualities as they possess. Let us confer with you.

Bert L. White Company

Originators and Producers of

"Dramatized Sales Helps"

(Reg. U. S. Pat. Off.)

Office and Plant: 1215 to 1227 Fullerton Avenue

Chicago, Illinois

Digitized by Google

The lands that Caesar trod—

RAND McNALLY

RAND McNALLY BLACK *and* WHITE MILEAGE MAPS

A new series of State Maps featuring steam and electric railroads and railroad mileage between cities, towns and junctions. Made unusually distinct through elimination of other detail. Each map folded to convenient pocket size with index giving location and population of cities and towns, their principal industries and products, telegraph and mail service, hotels and rates.

Other features which will appeal to the progressive business man, salesman and tourist.

All States
All Canadian Provinces

PRICE 25c EACH

Department stores, news stands, bookstores, stationers, drug stores and cigar stores have the RAND McNALLY map you want or will get it for you.

PRACTICALLY every conceivable map for every conceivable purpose is made by RAND McNALLY. These maps are not only accurate when first printed, but they are regularly and continually revised to date, the result of new surveys, of research, and of travel being carefully recorded year by year in the plates.

Here, for instance, is a map of Ancient Gaul, showing the lands that Caesar trod—marking the lines of his advance into Britain and the dates at which certain points were reached.

You say that you may never use such a map? Quite true. But some one will! And therefore RAND McNALLY makes it.

We believe that you should know that no other house in this country has equal facilities for securing and handling such data. No matter what kind of a map you may need, be it a map of New York City or of Ancient Gaul, you will find it good business to get a RAND McNALLY. Fifty years of experience mean something in the map business.

RAND McNALLY & COMPANY

Map Headquarters

536 S. CLARK ST., CHICAGO—42 E. 22ND ST., NEW YORK

BUY RAND McNALLY BLACK AND WHITE MILEAGE MAPS FROM YOUR DEALER

Digitized by Google

Tells Why There Is No Prospect of Trade with Russia

Rumanian Commissioner Warns Business of Grave Danger in Bolshevism as New Religion

By Martin Hussobee

"HERE is something else in which American business men are very much interested. What can you tell us of Russia? We hear so much about the Soviets being ready for trade with us and in a big way."

It was toward the end of a long interview with Michel N. Constantinesco, leader of the Rumanian Finance Mission now in this country, that a PRINTERS' INK representative put this question. It brought out a new view of Bolshevism and a warning to business men.

"That, indeed," replied Mr. Constantinesco, "is a matter which should deeply interest you, for it gravely concerns business men. Russia is about as ready for trade with you as a group of peaceful citizens backed against a wall are ready to shout for the police while the pistols of the hold-up men are pointing to their breasts."

"You mean that they would like to but daren't?" he was asked.

"Precisely that, so far as the Soviet bodies themselves are concerned," replied Mr. Constantinesco. "But the Russian who formerly thought of world commerce no longer dreams of calling for the police. He has faced the hold-up men so often, he has nothing left, hardly even his manhood as he once knew it. He is now driving a cab, happy to be still alive.

"Judging from the facts as known in Rumania, it is impossible that there can be for quite a long time yet any likelihood of Russia being ready again for external trade. Even internal trade, as trade is understood in the United States, does not exist to any extent. It is only barter in kind that remains, and that in a form rather of begging than of business, for those who have don't want to sell.

"That is one of the most astounding parts of the story of Bolshevism. The great majority of the Russian people are accepting the new conditions and living quite happily. They are settling down into a state exactly like that which existed in the Middle Ages, the Dark Ages.

"All that the Russian peasant wants to-day is to be left alone. The men want to till only just as much ground and raise such animals as will supply the needs of the family. The women are weaving their own fabrics and making the family clothes. They are contented.

"Where the glare of Bolshevism falls, the darkness of the Middle Ages follows. The needs of civilization cease to be understood, cease to be wanted. It is this that makes Bolshevism something that business men should know about."

BOLSHEVISM FIRST-HAND

"Have you had personal experience of the Bolsheviki?"

"Yes, I was in Odessa when they entered that city," continued Mr. Constantinesco. "I exchanged my clothes for an outfit like a beggar's and passed as a workman. Eventually I escaped, but not until I had had time to see the full meaning of Bolshevism both in theory and practice.

"Bolshevism is nothing but a hold-up planned on the scale of a continent and mistaken for a religion. It is the most terrible autocracy the world has ever seen. Lenin, Trotsky, they are now mere puppets of the Frankenstein monster into which they breathed life. They have to go on.

"Not four per cent of the Russian people are Bolshevik. But the ninety-six per cent are the men without guns and they are backed

Digitized by Google

I have the facilities and the standing to insure the success of an enormously profitable business directly bearing on the advertising industry.

Most of my time being demanded by other interests, I wish to associate myself in this enterprise with a man familiar with the advertising business as a whole, and with a certain amount of capital who can also give his services to this undertaking.

To such a man I am prepared to make a very attractive offer, making due allowance for services in lieu of capital.

As an investment alone the soundness and exceptional possibilities of this proposition invite the closest examination, and merit the attention of a conservative investor.

Communications should give connections as well as approximate amount of capital available.

Immediate action necessary as several big contracts are pending.

Address "B. C.," Box 23, care of Printers' Ink.

against the wall. The others have accepted Bolshevism as a new religion. They are devotees, fanatical devotees, more Bolshevik than Trotsky or Lenin."

"Against the common sense of the people it must soon wear itself out?" was suggested to Mr. Constantinesco.

"I am not so sure of that," he returned. "If the people had what you call common sense, it would quickly wear out, of course. But the people are ignorant, grossly ignorant. Bolshevism seems to them the something they have always longed for, something that will end the wrong of poverty. They see it as a better religion, a religion of reward, not in a hereafter, but in this life, right here and now.

"Without knowledge of this side of it, Bolshevism cannot be properly understood. You will think only of Lenin and Trotsky. But it is these poor, pitiful fanatical followers who really count now. It is they who give to Bolshevism a power beside which the sword of Mahomet may come to seem merely a blade of grass.

"A Bolshevist convert, become an overseer of labor, carries out the Bolshevik law, as he understands it, with a strictness and completeness that put all other disciplinarians in the class of suckling babes. His way of dealing with strikes is short and conclusive. I have seen it in operation.

"'You strike?' he cries to the men. 'How can you strike? You are no longer men, you are masters. You are the employers, you fools, you cannot strike! You do strike! You say you do strike? Then you must not live!' And carried away by his exaltation, he starts the shooting. Some may run. But none escapes.

"Here is an illustration of the way they put into practice their belief in equality. All the Russian universities have been temporarily abolished. The reason given for this is that not all the people have yet been to gymnasium, as the schools are called. When all have been to school, then those who

Digitized by Google

Character

The difference between a success and a failure is frequently a difference of Character.

Character displayed in presenting a product to the public gives it the distinction it deserves. That's why so many important advertisers "tie up" their magazine announcements with the stores where their goods are on sale with

"ING-RICH" SIGNS

Porcelain Enameled Iron

For Character is built into "Ing-Rich" Signs. Their beautiful, glossy colors are not mere paint applied to the surface, but solid mineral porcelain fused into a sheet steel base. They never fade or discolor and defy all kinds of weather.

Your product deserves this kind of representation. Drop us a line today for details.

INGRAM-RICHARDSON MFG. CO.
COLLEGE HILL BEAVER FALLS, PA.

Digitized by Google

From the Excellent Presses of the Alco Gravure Company

THE OMAHA BEE

Sunday Rotogravure Section

will be produced, starting with the issue of September 5th. Two years of careful study of the various Rotogravure processes has resulted in selecting the company which produces Rotogravure sections for such papers as—

New York Tribune *Washington Star*
The Sun and New York Herald
St. Louis Globe Democrat

In planning your next Rotogravure advertising campaign make sure of including

The Omaha Bee

located in a territory which has enjoyed increased population and prosperity for the past 30 years. This year promises to be a banner year.

Over 60,000 Sunday Circulation

Selling for 10 cents a copy

The page size of The Bee Rotogravure Section is:
7 columns wide by 20 inches deep
Columns—13 ems wide by 285 lines deep.
Advertising Rates—40c per line flat.
Closing Dates on Application

The Omaha Bee

R. A. CARRINGTON, Advertising Manager

REPRESENTATIVES:

Prudden, King & Prudden
286 Fifth Avenue
New York

Prudden, King & Prudden
1720-23 Steger Bldg.,
Chicago

R. J. Bidwell
742 Market Street,
San Francisco

V. P. Maloney
Globe Bldg.
Boston

Digitized by Google

may wish may go to college, but none may go to college until everybody has been to school. All must first reach the same level before any new level can be permitted to any.

"Religion, the new religion of Bolshevism, is the secret of the success of the amazing Bolshevist army. It is a power which may easily take that army to the Rhine. If Poland fall, Hungary, Austria, Czecho-Slovakia, Germany, even, I fear, my own country, would at once go Bolshevik. Italy, too, perhaps.

"In Rumania we do not believe that Lenin and Trotsky were the founders any more than they are now the real leaders. They were mere tools. We see the Bolshevik army trained and led by Germans—we draw conclusions."

ONCE MORE THE PEOPLE LAUGH AWAY THE DANGER

"But this notion that the Bolsheviki are likely to eat up all Europe—is not that rather enlarging a danger?"

"No, it is not," replied Mr. Constantinesco emphatically. "I have said that the power behind Bolshevism is religion, but the power which is leading that force is seeking disruption, destruction, not construction. What can a commercial blockade do to a country which has no commerce and to leaders who want none?

"Bolshevism is based on an alluring mental misapprehension. Its antidote is clear understanding. But how will you get that? In all countries employers and business men should be at pains to see that their employees have the chance to get the right understanding of Democracy. It should be demonstrated that true equality is no more to be found in a labor autocracy than any other form of autocracy, and that a labor autocracy is the worst form of all for labor in the end—and the end comes quickly in disaster to everybody."

Mr. Constantinesco had already told of some of the remarkably advanced steps taken by his own country.

WANTED

An Experienced

Capable Advertising Manager

Must be able to write clear, convincing copy—plan booklets and trade paper ads.

Must have the vision and grasp of business fundamentals to work in close harmony and co-operation with sales-department.

Must have the experience and ability to analyze both product and market.

For the right man, the opportunity is a rare one.

The firm is established. The product is by far the best of its type on the market and has excellent distribution.

The surroundings and personnel are pleasant; congenial in the extreme.

If you are the man—or if you have a friend who is—write at once to

R. M., Box No. 24
PRINTERS' INK

Digitized by Google

Manufacturers Desiring Sales Representation in Chicago—Read This

I have received many offers to manage sales that would take me away from Chicago, and I have steadfastly refused. I am a New Yorker by birth, and many of my offers have been to locate there. I wouldn't live in New York City on a bet, for I'd lose the bet.

What I want is another good live sales account for the Chicago territory. I have a few good accounts now, and employ one salesman (have had as high as four). I want room to grow, and to add to my expense by employing more salesmen.

You can carry a stock of your goods in my warehouse, and you can pay me a commission monthly. I want only a good account, because I am a good Sales Manager. I sell to the Department Store and Drug trade, both wholesale and retail, and to Banks, Street Railways, etc.

Exclusive representation only considered. R. A. Morgan, 170 West Randolph St., Chicago, Ill.

Young Man Wanted *for* Copy-Writing and Lay-Outs

Well-known New York manufacturing concern has place for young man of good education who wants a position in the advertising field which offers a broad and thorough training and unusual opportunities for advancement.

The ability to write good English, recognize the selling points in a proposition and express them in clear, forceful language, make layouts for printer and art department, prepare dummies and follow a printing job to completion are necessary qualifications. A general knowledge of type, paper, engraving, etc., are important. Some experience in direct-by-mail advertising and the ability to originate effective folders, cards, circulars, etc., will be valuable.

In writing state age, education, business experience, nationality, salary expected and other particulars. Address "C. P.," Box 26, care of Printers' Ink.

"In Old Rumania," he said, "a landowner might own any quantity of land and some held as much as 40,000 square hectares, 100,000 acres. In New Rumania the largest estate must not exceed 500 hectares, 1,250 acres. Eighty-five per cent of the population are peasants. To make the lives of these people easy and to encourage intensive cultivation, the new government is taking over the land and distributing it, paying part of the purchase price itself and allowing the peasant to pay his share in instalments.

"We used to have a very limited suffrage. Now we have full manhood suffrage and women vote for local councils.

"Further to ameliorate conditions, Rumania has passed a new rent law. On houses built before the war the rent cannot be increased beyond twenty per cent of the old rent. On new houses any rent obtainable is permitted, and these rents are ten times the pre-war figures.

"The government is now calling in all the war paper money, much of which was printed by the Germans during their occupation. This money is making things terribly dear in Rumania. A pair of shoes that used to cost 20 to 30 lei now cost 400 to 700 lei, and suits of men's clothes formerly costing 60 to 120 lei now fetch 1,000 to 2,000 lei. Those are examples.

"There are many needs in my country. That is why we are appealing to the United States to assist us in arranging credit here. We could purchase these things in Germany, but we do not want to do so. We want to obtain them here, but we cannot pay cash in full for them because of the high prices and the great difference in the exchange rate."

Shulte-Tiffany Has Two New Accounts

The Tropical Paint & Oil Company and Daniel M. Luehrs, construction engineer, both of Cleveland, have placed the Schulte-Tiffany Company, Cleveland advertising agency, in charge of their advertising.

Digitized by Google

The Times-Picayune

NEW ORLEANS' LARGEST NEWSPAPER

The Times-Picayune has the distinction of publishing more advertising during the first six months of 1920 than any other paper in the Entire South.

FIRST IN THE SOUTH

The following figures are taken from the Mail Order Journal of July, 1920:

The Times-Picayune 7,984,874 lines

The Birmingham News - - 7,944,860 lines
Memphis Commercial Appeal 7,363,664 lines
Houston Chronicle - - - 6,390,958 lines

Largest Home Delivery
Largest Circulation

Foreign Representatives
CONE & WOODMAN, Inc.
NEW YORK CHICAGO DETROIT
ATLANTA

Digitized by Google

Copy Writer and Advertising Salesman

One of the most progressive newspapers in America requires the immediate services in its advertising department of two men, one a copy writer, preferably a department store man who is capable of making attractive layouts and writing good, strong, and constructive copy rapidly; the other a salesman who has specialized on new business. Young men preferred. This paper is located in the South in a healthful, delightful climate and affords a splendid opportunity to the right men. Please write in detail, mentioning salary necessary to start and give other information which may be of value. Address F. P., Box 25, care Printers' Ink.

Advertising Manager of Large National Account Wants Assistant

Man who knows engraving, printing, paper and layout work is needed. He should possess the ability to conduct a real advertising office.

College graduate preferred.

Address "D. R.," Box 29, care of Printers' Ink.

The Way Todd Conducts a Sales Convention

TWO weeks ago the Premier Club of the Todd Protectograph Company's salesmen held a four-days' convention in Rochester. Many salesmen not members of the club were in attendance, but the executive sessions were for members only. This club is composed of salesmen who have obtained thirty-three "Legion of Honor" degrees. A certain amount of sales must be made for each degree, and, to retain membership, the record of sales must be continued each year.

The business sessions included addresses by Todd "super-salesmen," a discussion by G. W. Todd of the insurance feature of the Protectograph system, the presentation of prizes won in the "Maytime - Junetime - Hottime" contest, and a selling bee, conducted by George W. Lee, sales manager, along the lines of the old-fashioned spelling bees.

In the burial of Alibi Ike, the character representing the worker who fails to perform the task assigned him and offers an excuse, or alibi, in lieu thereof, the salesmen banished from their lives the habit of making excuses instead of sales. This was a ceremonial in which the spectacular was combined with humor and solemnity.

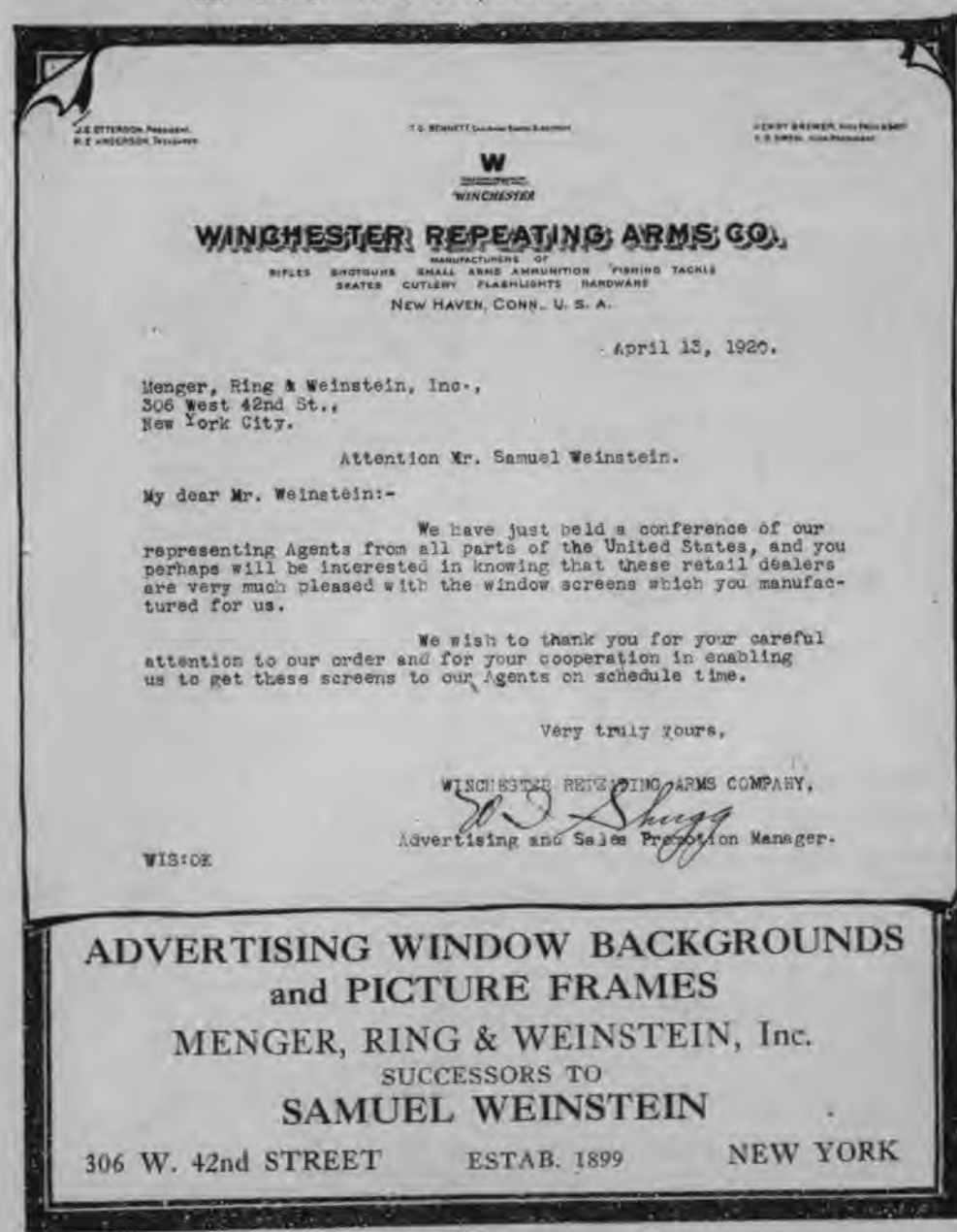
"The burial of Alibi Ike," says the Todd company, "offers a lesson not only for salesmen, but for all who have work to do. Figuratively, we all are trying to bury Alibi Ike and forget him. We are striving to devote our minds, not to the task of framing plausible reasons for not doing what we set out to do, but to the work in hand."

Byron Musser With Stanford Briggs, Inc.

Byron Musser, recently art director of N. W. Ayer & Son, has joined Stanford Briggs, Inc., art service, New York.

Digitized by Google

"IF IT'S WOOD, WE MAKE IT"



J. E. OTTERSON, President.
R. E. ANDERSON, Treasurer.

T. G. BENNETT, Assistant Sales Executive.

H. CHOATE BREWER, Vice President & Sec'y.
T. S. SHEAL, Vice President.

W
WINCHESTER

WINCHESTER REPEATING ARMS CO.

MANUFACTURERS OF
RIFLES SHOTGUNS SMALL ARMS AMMUNITION FISHING TACKLE
SKATES CUTLERY FLASHLIGHTS HARDWARE

NEW HAVEN, CONN., U. S. A.

April 13, 1920.

Menger, Ring & Weinstein, Inc.,
306 West 42nd St.,
New York City.

Attention Mr. Samuel Weinstein.

My dear Mr. Weinstein:-

We have just held a conference of our representing Agents from all parts of the United States, and you perhaps will be interested in knowing that these retail dealers are very much pleased with the window screens which you manufactured for us.

We wish to thank you for your careful attention to our order and for your cooperation in enabling us to get these screens to our Agents on schedule time.

Very truly yours,

WINCHESTER REPEATING ARMS COMPANY,

W. D. Shugg

Advertising and Sales Promotion Manager.

WIS:OK

ADVERTISING WINDOW BACKGROUNDS
and PICTURE FRAMES

MENGER, RING & WEINSTEIN, Inc.
SUCCESSORS TO
SAMUEL WEINSTEIN

306 W. 42nd STREET ESTAB. 1899 NEW YORK

Digitized by Google

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31 bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year. $1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, $100; half page, $50; quarter page, $25; one inch, minimum $7.70. Classified 55 cents a line, Minimum order $2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:
C. P. Russell — Albert E. Haase
Roland Cole — C. H. Claudy

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, AUGUST 19, 1920

Advertising and the Wanderlust

The statistics recently published by the United States Department of Labor and discussed by Mr. Wright in this week's issue of PRINTERS' INK will startle many men who read them. The figures indicate a waste in money and, even more important, in productive power, which is stupendous. As the author points out, labor mobility is a phenomenon which is usually caused by dissatisfaction. It must be admitted, however, that a certain percentage is caused by the inherent wanderlust of man, be he union or non-union. In this respect at least the power of advertising can assuredly be of real help.

The fact was conclusively proved during the war. Certain progressive cities were able to cut down labor mobility materially with the aid of local advertising campaigns. What was done then can be repeated now, and the statistics would indicate that it is a timely and necessary task. The same selling arguments which changed wanderlust to comparative domesticity during the war should prove effective now.

When a man and his wife have it pointed out to them in a series of local advertisements that the city in which they are now living has certain advantages, they are not quite so apt to pull up stakes and move. It is a failing of human nature to take for granted certain assets toward happiness which we possess, whether they be qualities in people near and dear to us, in our country, our town, or our job. These assets, especially as they concern the town and the job, can be made permanent through advertising.

When a man and his wife, under the evening lamp, read in paid space the story of the town in which they now live, its library, its parks, its spirit, the promise of a few more dollars a month at a city several hundred miles away doesn't look quite so good to them. The school where Jennie has made so many friends, the playground where Jack enjoys himself, the polite service of Mr. Johnson, the corner grocer, these and similar assets are suggested by an advertising campaign based on civic pride. "Stay here" is a more unselfish slogan than "Come here."

Many a Chamber of Commerce could save thousands of dollars for its members, and do its part toward killing the deadly germ of labor mobility, if it would promote the sort of stay-in-your-own-town campaigns which proved their effectiveness during the war. The right kind of advertising can help overcome man's natural instincts toward wanderlust.

Digitized by Google

An Advertising Opportunity

The savings banks of the country apparently have not yet been able to see the tremendous advertising opportunity that lies before them in the development of their business through the mails.

A few months ago PRINTERS' INK described the community advertising campaign of a group of savings banks in Cleveland. Little, if anything, was said in any of the advertisements used in this campaign about the banking by mail facilities of any of the banks that participated in the movement. Banks through the Middle West, however, have as a rule given more space to the featuring of this phase of banking than banks in other parts of the country.

Savings bank advertising is showing more improvement every year, but aside from the bare mention of a "Banking by Mail Department," few of these institutions use a sufficient amount of advertising space to describe this feature of their service to give real information about it to those who might be interested.

The advantage to the bank, to the depositor, to the economic health of the community and the wealth of the nation would seem almost too apparent to require mention. The accessibility of the savings bank is a check against extravagance. The necessity for visiting a bank in person has lost the bank many a deposit, and the depositor many savings. Making it easy to put money in the bank, at any time of the day or night, in any amount without the necessity of making a special trip to the bank will coax money out of the pockets of thousands of people who might otherwise spend that money foolishly.

Banking by mail eliminates time and distance. It enlarges a bank's territory. The bank has mail to deal with instead of waiting depositors, and the depositor takes his own time to prepare and mail his deposit.

The sales of chewing gum would be less than what they are if it was advertised less universally and continuously. Advertising has put it on sale in every store everywhere. Banking by mail puts a savings bank in every letter box.

Banking by mail is as yet but dimly understood by the man on the street. He needs to be told what it is, how to do it, what its advantages are to him, and how he can learn more about it. The bank's advertising must be educational. It must explain how money is deposited by mail and how it is withdrawn, and all other details connected with the transaction.

The savings banks are confronted with an unusual opportunity to employ advertising to increase their deposits, multiply their depositors, encourage thrift in the nation and facilitate business by the accumulation of larger capital for investment purposes.

The Advertising Mind

The advertising mind should be applied more often to some of our great national problems, the problem of farm-product distribution especially. For the type of mind that makes an advertising man successful combines vision and practicability, and the combination is essential in solving problems which are fundamental and difficult.

It is the advertising type of mind which, by finding new uses and knowing markets, turns waste products into valuable articles of commerce. Apricot pits, for example, are a waste by-product of the fruit farm. In California approximately 7,000 tons a year, at first entirely wasted, were, just previous to the war, sold to Germany and Denmark at about $45 a ton. When these nations stopped purchasing the price dropped to $15 a ton, with no takers. A man who was stuck with a large quantity utilized that unbeatable combination—the chemist and the advertising man—one to find methods, the other to search out markets. As a result he started to

Digitized by Google

market a substitute for olive oil, a meal used in cooking, oil of apricots, known as bitter oil of almond, American blue, from which Prussic acid may be made, and several other substitutes. The total sales prices of these by-products which have been worked out through practical study and marketing vision give a total yield of more than $200 a ton for apricot pits.

Surely if such a by-product as apricot pits can be salvaged by work and vision, the opportunity for the advertising mind was never so apparent as it is to-day, with waste about us on every hand. The farmers, especially, need our help.

With proper study and co-operation the farmer and the advertising man should be able to astonish and incidentally feed the world.

When Bankers Give Advice

There are present trends and tendencies in the public mind which should teach a real advertising lesson where it is needed most. There has always been a certain type of banker, and he is often on the board of directors of firms which are large national advertisers, who underestimated public opinion and its corollary, good will. He is the type of man who, without understanding the fundamentals of advertising, has often looked at it as something apart from the business, and has influenced changes in advertising policy, because he never truly believed in the tangible effects of public opinion. This kind of man has had his eyes opened recently.

He has been up against the most powerful advertising medium in the world—the human tongue. Started in motion by display advertising of firms who hastened the price trend, this oldest medium of all has built up a public mind which at the present time is practically in control of prices.

This is the conclusion which bankers interested in the woolen, leather, cotton and other industries have arrived at after much study of charts, cycles and endless discussion. The public is also in control of that powerful force of credit, heretofore considered by bankers to be their own exclusive property. Witness the following statement by one of our largest banks, made at the end of a statistical study of proportion of bank loans, purchasing power, inflation, re-discounts, and what not:

"The most hopeful feature of the situation is the fact that the public seems to be finally impressed that expansion must stop, and that business must be handled within existing lines of credit . . . common sense tells sensible people that a riot of inflations cannot go on indefinitely and that every interest will be served by halting the movement."

Live bankers are noting the tremendous influence of the public mind in curing fundamental evils. They will probably take more interest in advertising as a force which molds the public mind.

They will then be able to give valuable advice in directors' meetings along positive lines regarding advertising, since they see its direct effect on movement of goods and credit.

Realizing its power in molding public opinion, they will be more likely to extend credit to the man who doubles up his advertising appropriation in times of slow turnover, when dead inventories become a liability in a falling commodity market.

New Account of Erwin, Wasey & Co.

The Edison Electric Appliance Company, Chicago, has placed its 1921 advertising account with Erwin, Wasey & Co., of the same city. Copy will be placed in national mediums.

Now Art Director for Vanderhoof

Albert W. Ross, formerly with the Grauman Studios, of Chicago, has joined the advertising agency of Vanderhoof & Co., in that city, as art director.

Digitized by Google

Announcing

JAMES HAMMON

Mr. Hammon's versatility, fine sense of arrangement and able draftsmanship have established his reputation with national advertisers.

CHARLES DANIEL FREY COMPANY

Advertising Illustrations

Flatiron Building NEW YORK

Monroe Building CHICAGO

Digitized by Google

A Creative Organization
for
Merchandising Service

GEORGE SETON THOMPSON CO.
608 So. Dearborn St., Chicago

Bankers' Directory

(Estab. 1872)

July, 1920. Now ready. A valuable assistance in collecting thru our bonded lawyers, also for credit reports. Lists 150,000 names. Sent postpaid for $15.

RAND-McNALLY COMPANY
B. G. Boyle, Editor
Dept. A-2 Chicago

Attention Publishers and Agencies in New York

If you have any space to sublet to an organization of 3 artists let us know. Art work in return. 400 or 500 feet of space. Address "L. C.," Box 27, P. I.

Working Foreman Wanted for Open Shop; rotary printing and binding plant. Address in confidence stating experience, etc. C. E., Box 28, care of Printers' Ink.

Unused Postage Bought

We buy unused postage stamps of any amount or denomination for spot cash. Mail them to us, and receive cash by return mail. We also buy old gold, silver, platinum, diamonds, watches, jewelry, War Bonds and Stamps—anything valuable. Goods returned within 10 days if you're not satisfied with the amount we return you. Bank references. The Ohio Smelting & Refining Co., 283 Lennox Bldg., Cleveland, Ohio.

TRAVELING SPACE SALESMAN

A new publication with national circulation needs men on part-time basis. Straight commission. Write stating line now carried, class of concerns with whom you are in touch, and territory covered. We have a number of strong and unique talking points on which space can be sold. Leads furnished and direct mail co-operation given. Address, E. M. Roberson, 703 Fidelity Trust Building, Indianapolis.

Finns Making Paper Again

The American Red Cross has announced that its workers report rapid rejuvenation of the paper industry in Finland. Giving figures upon the industry, the Red Cross bulletin said:

"Although export trade was impossible for eight months during 1919, owing to shipping restrictions effective in Europe, 46,000 metric tons of paper were exported from Finland. Virtually all of this was supplied to fifty of the largest periodicals in England, a new market exploited by the Finns after the breaking up of the Russian market.

"The total export of paper mill products in 1919, the greater part of which came during the last four months of the year, was 200,451 metric tons, which included wood pulp, cellulose and cardboard in addition to white paper."

"Easy" Washer Corporation Account With Logan

The advertising account of the Syracuse Washing Machine Corporation, of Syracuse, N. Y., maker of the "Easy Vacuum Electric Washer," is now being handled by Thomas F. Logan, Inc., New York

This company has recently completed a new factory in which it will manufacture a complete line of electrical household devices.

A metropolitan campaign using New York newspapers will be undertaken immediately. A campaign in which general mediums will be used will follow this first campaign. R. B. Woolley is in charge of the account for the Logan agency.

Gulden's Mustard Account With Howard Agency

Charles Gulden Inc., of New York, manufacturer of Gulden's Mustard, has put its advertising account in the hands of the E. T. Howard Company, Inc., also of New York.

BAD DEBTS AND FEDERAL TAXES

Bad debts play an important part in computing your Federal taxes. We have prepared an interesting letter on the subject, which is sent upon request to those interested.

AMERICAN ADJUSTMENT CO.,
406 World Building, New York City

GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000	4-page Folders, 3¼x6¼ in.	**$10.00**
	Each additional thousand	**3.50**
1000	4-page Folders, 4x9 in...	**12.50**
	Each additional thousand	**4.50**
1000	4-page Folders, 6x9 in...	**16.00**
	Each additional thousand	**6.00**

FREE—our large package of samples

ERNEST A. FANTUS CO., Printers
525 So. Dearborn St., Chicago

Digitized by Google

The man we want

isn't looking for a job—nor is he so satisfied with his outlook on life that opportunity means nothing to him.

He is 30 to 35 years old—probably university trained and has had several years selling experience either as salesman or director of sales with some progressive company.

He is mentally alert and has proved that he has sales instinct of the highest order.

He must be able to assume authority and responsibility without being overbearing and know how to work with and as one of a thoroughly efficient organization.

Salary to be discussed later, but we do not want a man who hasn't proved to the satisfaction of others that he is worth $5000 a year.

Only written applications will be received. Make it in detail, be sure it will be treated in confidence and address it to R. G. Box 21, care Printers Ink.

If your reply is considered favorably an interview will be arranged at a mutually convenient time and place, and at no expense to you.

Digitized by Google

The Little Schoolmaster's Classroom

DO your branch offices make good use of the envelope stuffers, folders, bulletins and the various other printed advertising that you furnish them? Put this question to a group of advertising managers and nine out of every ten must doubtless answer in the negative or confess to a lack of definite knowledge.

The Schoolmaster came across an interesting little plan used by Walworth Manufacturing Company which provides efficient check on this matter. Each branch manager is required to make a weekly report showing to what extent he has distributed the advertising and the manner in which it was done.

* * *

The form is headed "Weekly Report of Advertising Matter Distributed" and the first part reads: "We have enclosed the following advertising matter with outgoing correspondence." Then appears a line for each day of the week, with space to indicate "nature of enclosure" and "approximate number." The latter half of the form provides space in similar manner to report special distribution of matter, through circular letter campaign or otherwise, and to state upon what class of business directed.

This report, received by the advertising manager, keeps headquarters closely in touch with advertising work of the branch houses. Perhaps a more valuable service, however, is that it keeps branch managers themselves informed of how closely the mailing department is following instructions and serves as a weekly reminder in case there is a tendency to let down. Envelope enclosures are usually entrusted to mail boys, who sometimes do not realize the importance of including the printed material when the volume of correspondence runs high and mailing work extends beyond the usual time. Mail clerks, too, sometimes change their jobs and the new employee may not be thoroughly instructed. It is a matter that needs frequent checking up. A copy of the report is placed on the branch manager's desk and any backsliding is thus brought quickly to light.

Excerpts from suggestions to managers printed on the form really outline a good plan of organizing the envelope-stuffer work: "We endeavor to supply sufficient advertising matter so that enclosures of blotters, small circulars, etc., can be made with most outgoing mail. When supply runs short, applications should be promptly made for more. Requirements should be anticipated at least thirty days.

"Recommendation is made that the same piece of advertising matter be not enclosed more than one week at a time, because receipt of the same circular becomes very monotonous to the recipient.

"In the column headed 'approximate number' please fill in the approximate number of circulars sent. It will not be necessary to make an exact count, but approximate quantities are desired. A good method is to have the person in charge of the mail count out in the morning 50, 100 or 150 enclosures and note number remaining on following morning; the difference of course, will be the number sent out to customers and such number can be noted in column 'approximate number.'

"Recommendation is further made that some one person be placed in charge of this and make out a schedule of enclosures each week for the mail clerk to follow."

In some houses dealing with the trade many an advertising rose withers away unseen, which if transplanted to the sunshine of another soil, would blossom brightly and let fall the kind of seeds that grow up into orders.

* * *

Digitized by Google

One ad produced thousands of dollars in orders

PHILLIPS & WIENES
Typographic Servants
160 East 25th St.
New York

August 3, 1920.

Printers' Ink,
185 Madison Avenue, New York.

Dear Sirs:—

Believing you are sincerely interested in the result of your clients' advertising in your publications, we wish to give you an idea of how valuable your space has been to us.

We placed in Printers' Ink Weekly, of June 24, 1920, an advertisement announcing the fact that we had increased the price of our little type book "from nothing to $2.00 the copy."

If you will remember we told you at the time that it was not replies we wanted, but rather to curtail the inflow of demands and requests for booklets from all sorts of people not in any way connected with advertising.

It will probably surprise you to learn, that even today, more than a month since the publication of this advertisement, we received an order from England.

Nearly every day since the publication of the advertisement we have received orders, not only from almost every state in the union, but also from Canada.

To say that we are pleased with the result is putting it too mildly, for in reality we are more than pleased—we are delighted.

With each booklet sold, we sent a letter stating, that if the recipient was not thoroughly satisfied, or felt that he had been over-charged for this little book, he had the privilege of returning it and getting his money back. Instead of returning the booklet we usually received a letter full of compliments. In one instance only was the booklet returned. This came from a feather renovating company in Tennessee.

The actual business in dollars, directly traceable to this one advertisement, runs into the thousands with prospects of no limit to the amount.

Assuring you that we are now doubly sold on Printers' Ink Weekly for our business, we are

Very truly yours,
PHILLIPS & WIENES,
Per Fred N. Phillips.

P. S.—Just this minute received second order from Europe.

Digitized by Google

Harry Simmons

A nose
For news;
A keen sense
Of human
Interest values;
And a familiarity
With human nature
Resulting from
Twenty years of
Business life!
When you want
A writer
Like that,
Remember Simmons.

29 South LaSalle Street
Telephone State 5499
CHICAGO

Why not have Simmons write it?

SAVE ON
Typewriter Supplies

Waxed typewriter ribbons will not fill type or dry out. **Waxed** carbon paper will not smut or wrinkle. Unequalled for manifolding. Clear work—wears long—non-smut, low cost.

You Take No Risk

Will mail one dozen ribbons and 100 sheets **waxed** carbon paper on approval. Use a ribbon and 25 sheets for 30 days. If you like them remit $7.00 for ribbons and $2.50 for paper. If not return unused portion at our expense and pay nothing. Order on business stationery; state color of ribbon, make of typewriter, and whether light, medium or heavy carbon.

THE RIBBON WORKS
Galveston, Texas

"See that young chap over there," said a business man to the Schoolmaster, "he's the smartest solicitor I think I ever met. And I give him a piece of business every time he comes in—almost. He's one in a thousand. Why don't they start a School for Solicitors and teach 'em the rudiments of salesmanship? It's simple when you get right down to it.

"Ninety-nine per cent of the men who come in to see me, just poke their head in the door and smile, and say, 'Anything doing?' —and there isn't.

"This young fellow, every time he calls, has an idea. It is an idea built for me and for my business. It shows that he has studied our problems. Not all of these suggestions are usable, but some of them are and it is the hustling cleverness of this type of solicitation that wins me over. I warm up every time he comes in.

"Here is a man who, in between calls, has been giving my proposition constructive thought. The ideas are distinctively ours. He never wastes my time, because while I can't accept all his schemes, I'm afraid to miss any of them."

* * *

Some unusual tests of the staying qualities of color can be made, as a matter of personal reassurance. There is a well-grounded suspicion that certain colors fade when exposed to sunlight, and this is unquestionably true. It seems to be largely a matter of certain mixtures and combinations of pigments, and it is contended that while, alone, certain colors will hold, when mixed with a second color, to produce a third, they become susceptible to weather conditions, light, etc.

Just to test all this out, try a little experiment. Take all of the various colors and combinations of colors, and paint inch-wide strips on paper or white-pine wood.

Straight down the middle of these color stripes, place a piece of heavy cardboard, tacking it in place. Then place the experimental board outdoors, where

Digitized by Google

BOOKBINDING

Printing and Binding of School Books and Edition Work in Large Quantities our Specialty Correspondence Solicited.

International Textbook Press
SCRANTON, PA.

We are fully equipped for High-Grade Catalogue and Three- and Four-Color

PROCESS WORK

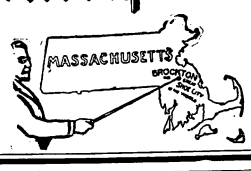
Population 66,138 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. Earning millions in wages. Paper established 1880

Brockton Daily Enterprise

Printing 19,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch
Afternoon Paper, Sells for 2 cents
Averages nearly 2 pages of want advertisements



We can get business for any manufacturer who is willing to let us back his student paper advertising with the same college town merchandising that has made so many of our accounts successful.

USA

Collegiate Special Advertising Agency, Inc.
503 Fifth Avenue, New York
Established 1913
Chicago Office: 110 So. Wabash Avenue

"GIBBONS Knows CANADA"
TORONTO MONTREAL WINNIPEG

Digitized by Google

Concrete

314 New Telegraph Bldg., Detroit, Mich.

A paper for contractors. It also reaches architects, engineers, road builders, cement and lime manufacturers. A live paper in an up-and-doing field.

The MAILBAG
A Journal of Direct-Mail Advertising

APRIL — 1920

The DIRECT-MAIL "HOW"
is answered in this monthly journal of direct-mail advertising. Articles from those who have had practical experience with letters, booklets, circulars, enclosures, house organs etc. How to Write Letters that Win; How to Collect Money by Mail; How to Conduct a Real Follow-Up; How to Use Mail Salesmen --these and similar subjects covered. If you want to keep abreast of the latest in direct-mail work--if you want the biggest dollar's worth you ever bought, send your subscription NOW.

$1.00 a year

MAILBAG PUBLISHING CO.
1806 E. 40th St. Cleveland, Ohio

WORLD SALESMAN

News-stands, subscribers, everywhere Japan. Japanese section reaches Japanese buyers. Published Yokohama. Tremendous prestige Japan; as well as entire Far East. Sample copy 10c.

182 West 4th St. New York.

POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. $1; 1 year $2.

POSTAGE 18 East 18th St., New York City

The Richey Data Service

Don't use out-of-date, inaccurate figures. New data on sales, advertising and business conditions each month in pocket form. August Bulletin and literature mailed you on request.

THE RICHEY DATA SERVICE
403 Meridian Life Bldg., Indianapolis, U. S. A. RDS

Howell Cuts
for house organs direct mail and other advertising
ask for proofs
Charles E. Howell · 303 Fifth Ave. New York

sunlight will surely strike it every day for a fair period of time. Leave it there, in all kinds of weather, for no less than ten days. It is customary, however, to protect the colors from rain by plate glass.

At the end of this time, remove the center strip. The whole story is told at a glance. The parts that have been protected from light and sunlight will remain approximately the same as when painted on the board. The exposed parts will loudly proclaim just what effect sunshine has upon certain colors.

* * *

Sales talks and dealer helps have a habit of getting into a rut unless the man who issues them is continually on his toes.

The "we expect and deserve your co-operation" of the old days seldom appears in these. In the sales message sent out by the Chevrolet Motor Co., signed by W. C. Sills, general manager of sales, are some thoughts which surely keep out of the rut.

They hit the problem from the dealers' and salesman's side of the fence.

There is no technical talk in them, but the kind of material that is designed to help the individual in his own personal problem of getting the most out of himself. Here is a sample of the "sales talks."

More than 2,000 Hardware Dealers
in the Philadelphia territory subscribe to the
RETAIL HARDWARE LEDGER
Twice a Month; Sub. $1.00 a Year

SPOT CASH
WE BUY
Job Lots, Close-Outs, Discontinued Stocks, etc., in all lines. No quantity too large. Quick Cash for bargains.
Send Samples and Full Particulars
BARGAIN BULLETIN FREE
FANTUS BROS. 521 S. Dearborn St. CHICAGO
WE BUY ANYTHING

Digitized by Google

"A Convention of One!

"Holding a little convention with yourself is not a bad idea.

"Conventions are held for the purpose of exchanging ideas, of getting information, of making progress.

"Holding a convention with yourself means going over your own record, of studying yourself, of analyzing your traits, good and bad, in an impartial, fair manner.

"It's a good thing to hold these conventions often so as to check up on your personal efficiency and to plan definite ways of increasing it.

"It's a good thing to compare what you have accomplished with what you had planned. If you have done better than you expected know the reasons why. If not, know why you failed.

"Find out in your convention every personal characteristic that has contributed to your success. Study every fault that has handicapped you.

"Be honest with yourself. Resolve to develop your good points and to throw the others into the discard.

"And before you adjourn the meeting you should decide upon a definite date ahead for holding the next one. Set a definite goal to be attained before that time.

"You will find these little periodical conventions a great incentive in your daily work."

Los Angeles — The largest city in the West
IN LOS ANGELES
IT IS THE
LOS ANGELES EVENING HERALD
MEMBER A. B. C.
Government Circulation Statement
April 1, 1920
134,686
The Giant of the West
REPRESENTATIVES
New York: Lester J. Clarke, 604 Times Bldg.
Chicago: G. Logan Payne Co., 432 Marquette Bldg.

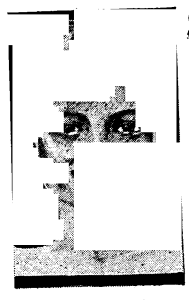
American Lumberman
Est. 1873. CHICAGO, ILL.
National in circulation and editorial policy. Weekly markets through paid correspondents; largest circulation in lumber field; distinctive retail feature "Realm of the Retailer" written from the field. Adv. rates on request.

America's 2,000 GAS COMPANIES
These big, active, prosperous public utility concerns are busy rebuilding and enlarging plants and promoting gas appliance sales. Sell them through
THE GAS RECORD
(Semi-monthly) 20 W. Jackson Blvd., Chicago
R. O. Jasperson, Editor. Walter V. Turner, Technical Editor. Herbert Graffis, Adv. Mgr.
Eastern Office: 56 W. 45th St., New York.
Telephone Vanderbilt 3695. Member of the A.B.C. and of the Associated Business Papers.

THE HOTEL BULLETIN
A monthly hotel magazine with a national distribution.
Purchasing power of readers is many millions.
Best producer in the hotel field.
Agency business solicited.
BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago

MILL SUPPLIES
A Profitable A. B. C. Medium for All Manufacturers of Mill, Mine and Steam Supplies, Machinery and Tools, Desiring to Increase Distribution Through the More than 2,000 Jobbers and Dealers in Their Line. Members of the Associated Business Papers, Inc. Address
MILL SUPPLIES,
537 South Dearborn St., Chicago

OIL ADVERTISING
Send for sample copy and rate card of
PETROLEUM AGE
Representative publication of an industry where quick action and big money rules—a market that speedily and richly repays cultivation.
PETROLEUM AGE (Monthly)
20 West Jackson Boulevard, Chicago
Eastern Office: 56 West 45th Street, New York
Telephone Vanderbilt 3695


'10!
FOR SUNNY, IRRESISTIBLE COPY—SEE
LaPorte & Austin
ADVERTISING & MARKETING
NEW YORK

Digitized by Google

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Copy and layout man with sound agency experience. Give full details in first letter; send samples and state salary. Wilson H. Lee Advertising Service, 6 Church St., New Haven, Conn.

Wanted—A good Printing Salesman, one who has some following, is wanted by an Art and Commercial Printing house. Detailed information is desired in first letter. Box 647, Printers' Ink.

WANTED—An experienced advertising agency solicitor on moderate salary at first—bright future for Atlantic States. Apply stating experience. Address "Recognized," Box 660, Printers' Ink.

Commercial Artist

designer and figure man in line and wash. An excellent opportunity for substantial high grade man with old established Eastern Photo Engraving concern doing highest grade of work. Give full particulars in reply. Address Box 638, P. I.

COMPOSING-ROOM FOREMAN wanted by a printing house doing the better class of catalogs, booklets and advertising literature with a business of half million. The applicant must prove his ability and reliability. Position permanent with excellent salary. Give definite information with application. Box 642, Printers' Ink.

Advertising Men Wanted—National publication of merit with a limited number of advertising prospects in every city of 5,000 population and up wants representative in every city. Prefer men engaged as advertising solicitors. Very little time required to keep in constant touch with our prospects and as a side line will not detract from regular position. Occasional leads furnished. Liberal commission. Address Box 646, Printers' Ink.

One or two young men who can control high-class advertising accounts can become associated with growing agency of unimpeachable standing. Give full particulars in confidence. Address Box 256—58 West 59th Street.

Wanted--Sales Executive

Opportunity offered in Philadelphia to man who can produce satisfactory results on a line of high-grade cigars, backed by advertising campaign. Must possess executive qualifications and supervise advertising, write concise, convincing letters and handle salesmen. State experience and salary expected. Box 637, Printers' Ink.

Wanted—A first-class technical copywriter and general advertising man. A real opportunity for the right man. State age, experience and salary desired. Address Box 663, Printers' Ink.

SALESMEN—The rapid growth of our business makes necessary the addition of salesmen to represent a nationally known manufacturer of paints, varnishes and specialties in Indiana, Ohio and New York. Young, hustling, live-wire men with energy and proud records wanted. In replying state age, qualifications and salary desired. Box 636, Printers' Ink.

ADVERTISING SOLICITORS. Established export monthly offers exceptional openings for profitable, pleasant side-line to local representatives all over United States. Familiarity exports desirable, not essential. Unlimited opportunity for future exclusive control of lucrative territories. Liberal commission basis only. Also want forceful man for full time in New York; drawing account. Box 640, Printers' Ink.

WANTED—An alert and experienced Solicitor with a few active accounts. He will be backed by our Agency with an exceptional service organization. We are securing a great many good leads, which we turn over to our men. A worth-while opportunity for a capable man. Apply in person or with fully written details to Mr. George S. Dyer.
THE BROWN ADV. AGENCY,
25th Floor, World's Tower Building,
110 West 40th Street, New York City.

A SECRETARY

for a busy executive, a young lady who is an expert typist and stenographer and who has a knowledge of bookkeeping. Must possess tact and initiative and be able to relieve this executive of details. Prefer a person who has had some experience in the advertising business. Salary is secondary if we can secure the right person. We will treat all replies strictly confidential. Box 644, P. I.

SUPERINTENDENT WANTED

By big edition magazine and catalogue printers and binders. Must have a record for ability to schedule work, get production and handle help on a large scale. Applications will be held in strict confidence. Address Box 656, Printers' Ink.

Digitized by Google

WANTED—Man experienced in Syndicate advertising. Capable of organizing and managing Sales Department. Address Box 667, care of Printers' Ink.

ADVERTISING MAN—One who has had wide experience, especially in writing copy and preparing circulars for selling food products; only high-class, intelligent person need apply; state age, experience, reference and salary. P. O. Box 831, Cincinnati, Ohio.

Electrical trade journal advertising solicitor who wants to make a change into similar work wanted by an organization not in the publishing business. All replies will be treated confidentially. Box 661, Printers' Ink.

Capable, diplomatic and experienced man for executive secretary of employers association in leading Southern city. Must be firm believer in "open shop" principles and know the methods most efficient in promoting them. Good position for thoroughly competent man with proper training. Give full particulars and state salary expected in first letter. Address Box 671, Printers' Ink.

STENOGRAPHERS

SEVERAL ATTRACTIVE, PERMANENT POSITIONS OPEN WITH THE COSMOPOLITAN AND GOOD HOUSEKEEPING MAGAZINES. APPLICANTS MUST BE HIGH SCHOOL GRADUATES. PREVIOUS ADVERTISING EXPERIENCE ADVANTAGEOUS, THOUGH NOT ESSENTIAL. ALSO A NUMBER OF POSITIONS FOR STENOGRAPHERS WITH LESS EXPERIENCE IN VARIOUS DEPARTMENTS. SALARY IN PROPORTION TO ABILITY. HOURS 9-5, HALF DAY SATURDAY. CALL OR WRITE

INTERNATIONAL MAGAZINE CO.
119 W. 40TH ST.
MRS. HEUBACH,
11TH FLOOR.

WANTED BINDERY SUPERINTENDENT

Publication and catalogue bindery wants superintendent experienced in handling large forces of both men and women. Position offers good opportunity to the man who can skillfully engineer the binding of big editions. Address, in confidence, Box 655, Printers' Ink.

Wanted a man having advertising experience by large Flour and Mixed Feed Mill. Permanent position. Good prospects. Prefer he know something about the business. Location large middle-west city. Box 649, Printers' Ink.

Interest in Agency. Wanted an all-round advertising Agency Man, experienced in soliciting, broad, knows merchandising plans, capable of signing up business and holding it. To such a man, fully recognized agency doing good business will consider selling interest in the agency. Capital required from $10,000 to $15,000. Address "Confidential A. B. C.," Box 635, care of Printers' Ink.

The Position of Advertising Manager Is Open

Our idea of the man who will fill this office is a young chap who can step into a smooth-running, happy organization, add to it his personality, experience and ability, and create a future for himself. We don't want a floater or a novice. We are long established manufacturers of bicycle tires and automobile accessories and are national advertisers.

The man we select must possess a sound knowledge of both national and trade advertising, house-organ work and sales promotion.

If you think you're the man write us fully and sell yourself. Give us your idea of salary and tell us when you could join us.

CONTINENTAL RUBBER WORKS
ERIE, PA.

AGENCY-TRAINED MAN, 28, with a background of selling experience, wants job as right hand to an executive. You can depend on him. He gets things done. He can write terse, down-on-earth, human stuff with merchandising in it. He makes a strong, sensible layout a printer can follow. Can take hold and direct correspondence. Can get out a house-organ that will be read —full of news and humor and sound selling talk. A college graduate. People like him—and he wears well. It will be a responsible job with a future to it that will take him away from the small agency in a large Eastern city where for the past fifteen months he has been copy and contact man. Have you that job? Address Box 666, Printers' Ink.

Digitized by Google

A Money-Making Syndicate Advertising Service Offers an Unusual Opportunity—A successful Syndicate Advertising Service about to expand offers several energetic young men the opportunity to become associated with it by obtaining a small interest. Box 654, P. I.

MISCELLANEOUS

PRESS GRAFLEX CAMERA FOR SALE
B. & L. lens, roll holder and carrying case. First-class condition. F. T. Price, 313 City Bank, Syracuse, N. Y.

ADVERTISING WRITING—Retail, trade paper and general ads; letters, criculars, booklets. Also printing. Write or phone (Cortlandt 3115) and I will call. John P. Duncan, 200 Broadway, New York.

Printing Plants and Businesses
Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

A contributor to leading technical publications of the United States and Europe is prepared to furnish short articles of popular character on applied science to newspaper syndicates. Box 639, care Printers' Ink.

For Sale—Folder, Cleveland Model A. Good condition. Sheet 19x25; all folds, 19x38 one fold, down to 4x5. Includes either D. C. or A. A. variable speed motor for driving same. First check for $600.00 puts it on board Jeannette addressed to you. Jeannette Publishing Co., Jeannette, Pa.

BARGAIN FOR QUICK BUYER
New Addressograph Equipment.
1 Ribbon Print Power Addressograph No. F-2.
1 Power Graphotype No. G2.
1 Oak Cabinet, Capacity 22,000 Stencils.
10,000 New Frames and Name Plates.
Write A. H. Verrinder, 23 De Mott Ave., Clifton, N. J.

ADVERTISING MANAGER of one of largest printing machinery manufacturers wants new connection. Mature advertising and sales experience in this line; also in pneumatic, production tool and machinery lines. A practical printing house executive, qualified to superintend all processes from lay-out to binding. Know art work, how and where to buy it; originate inquiry-pulling periodical and direct-by-mail advertising, as well as write technically correct descriptive copy and build easy reference catalogs, instruction and repair parts books. Will consider position of advertising manager with large manufacturer, director of service department with established agency or executive position with high-class printing or publishing house. Prefer Chicago or New York, but will locate elsewhere if offer is attractive. Present salary $6,000—worth more to the right firm. Address Box 673, care of Printers' Ink.

GEORGE P. ROWELL'S
FORTY YEARS OF ADVERTISING
I will be glad to pay any reasonable price for this book. Box 676, P. I.

POSITIONS WANTED

COMMERCIAL ARTIST
Retoucher and designer seeks a position. Preferably with a trade journal. Address Box 674, care of Printers' Ink.

New York Advertising Copy Writer with ten years' successful agency and mail order experience wishes change. Good record. Address WILLIAM, 171 West 95th St., New York.

Copy Writer—Experienced; thoroughly familiar with layouts; college trained; employed by Cleveland retail store; in city few days. Will consider promising retail or agency opening. Box 669, P. I.

IN YOUR ORGANIZATION?
There's no advertising woman? Turn over that occasional job needing a feminine touch to me, a trained worker. Ideas, copy. References. Box 658, P. I.

Assistant Product Manager
A young man (23), four years' advertising and selling experience, desires connection as assistant production manager. Salary secondary in consideration to opportunity. Box 651, Printers' Ink.

Copy Writer—A man of ideas and imagination wants to break into advertising copy writing. Newspaper man and magazine writer. Willing to make a sacrifice in salary for chance to start. College graduate; thirty; married. Box 668, P. I.

ASSISTANT SALES MANAGER
Am connected with a national men's trade paper; understand merchandising; would consider first-class advertising agency or manufacturer looking for new young blood. Box 665, Printers' Ink.

Assistant to Advertising Manager or Executive. New York City or vicinity. Five years' general agency experience; one year newspaper solicitor. Age 23. Available immediately. Box 643, P. I.

Advertising and Sales Promotion Manager desires location in New York City; present contract expires September 1st. Experienced in handling Distributor, Dealer and Direct to Consumer campaigns. Will consider a Director of Printing contract. Address Box 672, P. I.

Experienced Sales Promotion and Advertising Manager for manufacturer having national distribution. Can install dealer help system, edit house organ, increase the number of your dealers. Box 650, P. I.

Digitized by Google

ADVERTISING MANAGER desires to locate in New York. Young enough to appreciate advice and display energy and initiative; old enough to have experience, tact and judgment. College graduate. Salary $3,600 to start. Box 657, P. I.

Publisher of magazine or farm paper who is not getting the advertising his publication merits can communicate with first-class advertising manager. Moderate starting salary if there is a big future. S. F. E., Box 641, Printers' Ink, Chicago Office.

Advertising Salesman of broad experience, including department and branch office manager, open for engagement on first-class publication. Familiar with general, trade and export fields; wide acquaintance New York and Eastern territory; worker and closer; best references; letters confidential. Box 659, P. I.

I'm a Round Peg in a Square Hole
Ex-newspaper Man, *employed*, 24, healthy; department store copy writing experience; ambitions, energy, experience, judgment; Agency, advertising department or an executive position in small concern. Salary: sixty a week, latter position. Box 648, Printers' Ink.

HIGH-CLASS AGENCY SALESMAN
wishes to locate with large Advertising Agency. I have good education, ability and personality. Age 30, married. Salary $7,500 to $10,000 a year. Have had 9 years' experience. Now located in St. Louis; will go anywhere for good connection. Box 645, Printers' Ink.

AVAILABLE

Man with executive experience covering market analysis, sales development and organization, also solicitation and closing of important contracts in manufacturing field. Branch location or special activity. New York location preferred. Box 653, Printers' Ink.

SALES MANAGER

AT LIBERTY SEPTEMBER 1st
Qualified to plan and direct combined sales and advertising campaign. Ten years' Drug Trade experience. Can obtain quick National Distribution for specialty and make all advertising self-sustaining. Age 35; married; Christian; American; salary $5,000. Box 664, P. I.

Publicity Man

with long and successful record will be open for new connection in the fall.

Thoroughly competent to manage campaigns, to conceive, direct and turn out newspaper and magazine stories that will go, and to edit class periodicals.

Wide experience in original and forceful printing, photographic illustration, educational motion pictures and lectures.

Interested only in work calling for constructive thinking, organizing ability and conscientious effort, and in which the co-operation of editors and public may be expected and enlisted.

Address Box 654, Printers' Ink.

ARTIST—Art Director of twelve years' experience—five years at present position—all-around art training and a thorough knowledge of engraving and advertising, desires a position in New York City. Address Box 670, Printers' Ink Pub. Co., 833 Peoples Gas Bldg., Chicago, Ill.

CIRCULATION MANAGER
20 years' experience on daily newspapers, knows circulation from A to Z, now employed where opportunity is too limited, desires connection with live daily newspaper, farm or trade paper where circulation building is wanted. Thoroughly trained in management and organization. Hard, energetic worker. Best of references. Write Box 634, Printers' Ink.

ACCOUNTANT, EXECUTIVE, OFFICE MANAGER
A man who has had twenty years of training, gained largely in the publishing field, desires position of responsibility; a thorough accountant and capable executive, familiar with the theory and experience in the practice of corporation accounting, finance and management; married; Christian; age 40. Box 662, Printers' Ink.

A High Grade Advertising Man for some agency or national advertiser—31, married, university graduate, 10 years' experience, seeks new connection September 1. Is a diplomatic service man, a plan man who thoroughly understands mediums, distribution and merchandising and a copy man who can produce good copy and a lot of it. Has had charge of production and can handle complete campaigns. For past two years has been manager of medium size agency and is leaving position entirely of own volition. Is real producer, efficient, loyal, and can furnish finest references. Desires position with agency or national advertiser located where winters are mild. Salary $5,200. Box 675, Printers' Ink.

Advertising Executive for Agency or Manufacturer

Advertising man now acting as account executive for a New York agency desires similar position with another agency, or as advertising manager for a manufacturer whose products are marketed through retail channels.

He has had more than 13 years of advertising and merchandising experience of such character as to ideally fit him for either position. He is especially qualified to handle the advertising for any line of merchandise sold through the modern department store or specialty shop and he has an intimate, *first-hand* knowledge of the sort of dealer service such stores prefer and how best to secure dealer co-operation.

He desires to leave his present employers solely because of restricted opportunities. Box 652, Printers' Ink.

Digitized by Google

Table of Contents

PRINTERS' INK, August 19, 1920

An Advertising Policy Is Not a "Thing Apart".....*Roy Dickinson* 3

Something New in Advertising a Highly Competitive Product..... 10

Manufacturer Strengthens Relations by Advertising Distributors to the Dealers.....*R. L. Burdick* 17

Helping the Dealer Who Does Not Sell Your Goods.....*Roland Cole* 25

Advertising Brings Corduroy Back with a Wallop.....*Edward T. Tandy* 33

The Present Coal Situation as It Affects Sales and Advertising..... 41
J. G. Condon

Even Doughnut Holes, This Man Finds, Can Be Advertised..... 53

Time Is Ripe to Improve the Routing of Export Salesmen..... 61
Walter F. Wyman

Wholesale Grocers Cannot Distribute, Manufacture and Speculate..... 73
Christopher James

Making the Inanimate Object Live in the Advertising.....*A. L. Townsend* 81

Conservative Bond House Adopts Human-Interest Copy..... 83

Flour Mill's Cook Book Becomes Famous by Advertising..... 87
Margaret A. Bartlett

The Dramatization of Advertising Ideas.....*E. McKenna* 93

When the Photograph Is Live News.....*Clayton R. Knite* 100

Strategic Words and Phrases in the Copy.....*Arthur Cobb, Jr.* 105

How Salesmen Interpret Consumer Needs..... 113

Rowe Stewart Heads Associated Clubs..... 116

The Relation of the Farm Bureau Movement to Marketing and Advertising 121
George A. Cullen

Migratory Workmen Handicap Advertising's Results....*Chester M. Wright* 129

Printz-Biederman Welcomes New Competition..... 145

Tells Why There Is No Prospect of Trade with Russia....*Martin Hussobee* 149

Editorials 158
Advertising and the Wanderlust—An Advertising Opportunity—The Advertising Mind—When Bankers Give Advice.

The Little Schoolmaster's Classroom..... 164

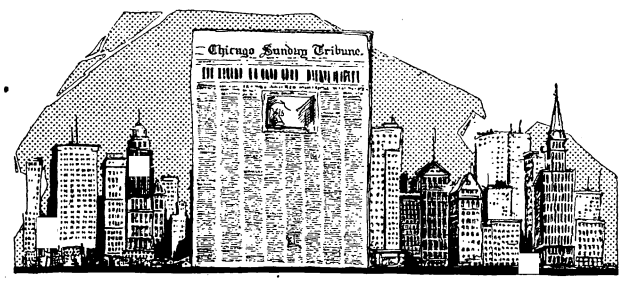
Digitized by Google

Your product becomes familiar to the buying public through Outdoor Advertising—it appears long enough to impress and create action

Thos. Cusack Co.

CHICAGO NEW YORK

Digitized by Google



A National Medium in 7000 Towns

A NATIONAL advertiser recently signed a non-cancellable contract for more than $125,000 worth of space to be used within twelve months in The Chicago Tribune.

The Chicago Tribune is recognized as one of the greatest mediums for national advertising because of its dominating power in a territory possessing one-fifth of the wealth of the United States and with a population double that of the Dominion of Canada.

WHY The Chicago Tribune is scheduled as a "national" advertising medium by progressive advertisers is explained by The Tribune's 1920 BOOK OF FACTS. One of many items in this unique publication is a list showing Tribune circulation in each of more than 7000 towns. This important reference book will be sent free to any selling organization if requested on business stationery.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation more than 400,000 Daily, 700,000 Sunday

Digitized by Google

PRINTERS' INK

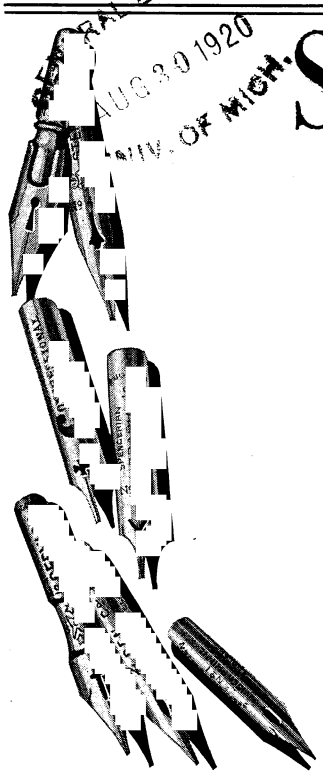
Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXII, NO. 9 NEW YORK, AUGUST 26, 1920 10c A COPY

AUG 30 1920 UNIV. OF MICH. LIBRARY



Fine Medium, Stub and Ball pointed

SPENCERIAN

PERSONAL

Steel Pens

FOR years people have associated the name Spencerian with good pens and excellence in writing.

But dating from copy-book days, there grew the fallacy that Spencerian Pens are fine pointed, whereas The Spencerian Pen Co. of New York make a type of pen for every individual style of writing.

For a number of years it has been the privilege of Advertising Headquarters to tell the reading public just how *personal* Spencerian Pens are—how there is a Spencerian pen for every personal writing need.

Our association with the Spencerian Pen Co. dates back nearly fifteen years, and they have been very pleasant years indeed.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK BOSTON CLEVELAND CHICAGO

Digitized by Google

Babson's Advice to Sellers

Depression Affects Crop States Last

It has often been stated that a wave of prosperity or depression begins in the East and moves Westward. Little has been said, however, about the rate of progress of this wave.

A close study of the depression of 1914-15 reveals some interesting facts. Roughly it shows that the industrial North and East were hit first, the wave moving slowly toward the South and West enveloping those states from three to six months later and finally encompassing the West Coast in another three to six months. New York, Philadelphia, Boston and Chicago in the order named were the first to feel a reaction in business.

Large industrial centers, wherever located, noted a slackening before the adjacent communities. Cities favoring to agricultural sections were better off than those situated in the heart of an industrial region. The present period of readjustment is not yet sufficiently under way to know definitely whether this same order will be followed or not. Indications are that it will, however. Many of the leading industrial centers of the East are already operating at a reduced capacity. It is also interesting to note that Brockton and other eastern shoe cities were forced to reduce operation three or four weeks ahead of the shoe plants in St. Louis which depend for their prosperity upon the agricultural states of the Central West and Mississippi Valley.

Generally speaking, we still believe that the South and agricultural West will be the best sales territory this Fall and Winter.—EXTRACT FROM BABSON'S REPORT—AUGUST, 1920.

The Standard Farm Papers
(Over 1,150,000 Farm Homes)

Western Representative
STANDARD FARM PAPERS, INC.
Conway Building, Chicago

Eastern Representative
WALLACE C. RICHARDSON, INC.
381 Fourth Ave., New York City

All Standard Farm Papers Are Members of the A. B. C.

Digitized by Google

PRINTERS' INK
Registered U. S. Patent Office

Issued weekly. Subscription $3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXII NEW YORK, AUGUST 26, 1920 No. 9

Multiplying the Uses of a One-Purpose Article

How Advertising Lifted Linoleum from the Kitchen Floor and Carried It All Over the House

By Roland Cole

WHEN the advertising executive, and all the officers above and below him, have exhausted their best thought in trying to devise new ways for customers to use their product and are not satisfied that they have done the best that can be done, one of the next best things they can do is to get out of their own field and examine businesses in other lines.

Manufacturers of automobile trucks may go to the makers of pickles, the designer of furniture may get an idea from the designer of clothing, the worker in glassware may find inspiration in Kodaks, the lamp man may study "barreled sunlight," he who makes paints may study the making of powder and the dealer in linen may look at linoleum.

If every advertising man in this country would resolve to visit one "alien" factory a week —one as utterly removed from his own line as he could find—the benefit to business in one year would be well nigh incalculable. For the "resistances" in every business are different. The executive who visits a plant in his own industry either gives or takes, depending upon whether the concern visited is smaller or larger than his own. But when he goes into "alien" territory he becomes a disinterested spectator in watching "a new set of wits solve a new set of problems."

Assuming that the reader of this article is in any line of business *but* linoleum, he is invited to take an armchair journey of fifteen minutes into a field which at first glance may not promise much return, as linoleum certainly sounds like the most commonplace of articles. So far from finding it commonplace, however, the reader will more likely find it crowded with unexpected points of interest, and these when looked at attentively will be found to bear intimate relationship to his own problems and offer many suggestions in finding more and better uses for the products of his own company.

Has the reader ever been scared out of doing a thing because of adverse criticism? The following incident actually occurred:

Two women looked at an advertisement in a magazine.

"This is going too far," said one of them. "Linoleum may be all right for the kitchen, and I might be willing to try it there, but when I'm told to use it in my living-room I refuse to take it seriously. It's absurd! I'd just like to write these people and tell them what I think of it."

Here is a case where the reader will probably agree that the manufacturer's vision of what his product should be used for was too exalted for this world. But the other woman did not make it

Table of Contents on page 182

Digitized by Google

unanimous. She just smiled and said quietly:

"My husband, you know, is manager in a downtown department store. He told me that a young couple came into his store recently and stated that they were building a bungalow and would like to pick out the furnishings. The salesman who waited on them began to show them linoleum and explained how it could be used all over the house. He got them interested, and the upshot of it was that six weeks later the young man came back and said that he had had the architect change the floors from hardwood to pine and he gave the salesman an order to put linoleum into every room in that bungalow."

COPY USED IN WOMEN'S PUBLICATIONS—IN FULL COLOR. NOTE EMPHASIS ON COLOR, NOT ON LINOLEUM

When a manufacturer conceives a wider use for his product than that for which it was first devised, there are always those who scout the idea as absurd. But this is the spirit that puts a washing machine in every home, that gives every family a telephone, a phonograph and an automobile. This is the spirit that will some day give every individual his own X-ray machine, his own little motorcycle airplane, his own wireless outfit for picking up the first announcements of world events and his personal and private moving picture screen, where from his residence he may watch the life of the whole world.

Take linoleum, for instance. Or chromel, or paper spoons, or asbestos, or a roofing material. But linoleum will serve the purpose. It first brings itself to people's attention as a floor covering for the kitchen. The people, familiar with the idea of oilcloth, accept it gratefully and find it to be an excellent floor covering. No great amount of advertising effort is required to introduce linoleum into general use for this purpose.

Then linoleum manufacturers improve their method of making linoleum, extend their patterns and perfect their quality. Linoleum soon becomes as convenient and suitable for use in a bedroom as it was in the kitchen. It is not long before its use is extended to the dining-room. The hall and reception entrance follow as a matter of course. The living-room is directly in the path of progress.

The manufacturer who hesitates to think his product good enough for the best use to which

Digitized by Google

Our Territorial Organization

WE have four offices, located at New York, Cleveland, San Francisco and Toronto. Each has its complete organization for the development of advertising plans, the selection of media and the production of all types of advertising—for both national and local campaigns.

Cleveland knows, especially well, conditions in the central states and in the Middle West. San Francisco knows the Coast and is in an advantageous position to prepare and handle a Pacific Coast campaign. Toronto knows Canada and how advertising to Canadians should be prepared and handled. New York, the home office, has at its disposal not only its own complete organization, but the supplementing advantages of each of the other offices. At each office a Vice-President of the Company is in charge. He is privileged to call upon the facilities of all offices in the execution of his work.

We have established these four complete operating organizations in the full belief that in this way, rather than by centering our organization at one point and establishing mere outposts, can the best service be rendered.

THE H.K. McCANN COMPANY
Advertising · 61 Broadway · *New York*
CLEVELAND SAN FRANCISCO TORONTO

This is one of a series of 15 explanatory talks on our organization and our facilities. The entire series in pamphlet form—"Our Business and Yours"—will be mailed you on request.

TRUTH WELL TOLD

Digitized by Google

it can be put is refusing to perform a service to a great many people who would be only too glad to use it that way if they knew about it.

The Armstrong Cork Company, manufacturer, among other things, of linoleum, found in its investigations that linoleum was used as a floor covering throughout the entire house in the homes of many European countries. The artistic possibilities of this floor covering have, in Europe, been developed to such a degree that many of the finer homes have all floors in the house furnished with this material.

There are always people who are unable to think more than one thought at a time, and this is the first thought presented to them. Thousands of people were told to think—once, a long while ago—that linoleum is used in kitchens. They have heard hundreds of times since that it is also good for the bedroom and other rooms, but the thought about the kitchen is in the way—takes up their entire head room—and the other thought cannot get in. The problem in a case of this kind is not to keep shouting at them, but to try a new form of communication, or to teach them how to be little Christopher Columbuses of their own and make some original discoveries.

For example, a dealer once wrote the Armstrong company as follows:

"Why do you devote so much space to advertising linoleum for dining-rooms, living-rooms and bedrooms? Most people are interested in linoleum for the kitchen. If you would advertise linoleum for kitchen use we believe we could sell more of it."

Many people may have thought the same thing, for the company seldom features the kitchen use of linoleum in its advertisements. The reason is interesting to other advertisers.

The most obvious use of linoleum is for the kitchen. For years the use of linoleum has been associated with this room in people's consciousness. The impulse to purchase it for this purpose is automatic. An advertising campaign to induce people to buy linoleum for the kitchen would be over 50 per cent waste. It would be like urging people to breathe air or drink water—they do both of these things without urging. They buy linoleum for the kitchen in the same way. Therefore the Armstrong advertising campaign wastes no time preaching to its own converts, but goes to heathen lands.

The advertising activities of

A Little Lesson on Floors

HAMMER and anvil—floor and foot. The business floor in truth has a hard job.

If you want a floor that is warm, resilient, quiet, comfortable, easily and economically cared for, and very long-wearing, get one of Armstrong's Linoleum.

It is made largely from cork. That makes it springy—hence sound-muffling, restful to the feet, and durable. For this reason it is used on the decks of many battleships of the United States and foreign nations, including the latest U. S. dreadnought, the Tennessee. Have your linoleum laid properly; that is, cemented down firmly over heavy felt paper. Then you will have a permanent, watertight floor. It is ideal over concrete floors in fireproof construction. No wooden "sleepers" are required.

Armstrong's Linoleum fulfils the many qualifications demanded for floors of offices, public buildings, hospitals, libraries, clubs, lodges, churches, and schools. Before you make up your mind about the floor for the new building you are planning, consult your architect about Armstrong's Linoleum floors. We can furnish data and specifications.

Send for booklet "Business Floors," which contains photographs of actual installations, color-plans of various colors, and recommendations for different uses; also specifications for laying linoleum and directions for its care. Ask for the name of a merchant near you who is equipped to furnish estimates and do satisfactory laying.

Look for the CIRCLE A trademark on the backup back

For Business Floors

ARMSTRONG CORK COMPANY, LINOLEUM DEPARTMENT
911 Liberty Street, Lancaster, Pennsylvania

Armstrong's Linoleum

GENERAL MAGAZINE ADVERTISEMENT—LINOLEUM FOR BUSINESS FLOORS. UTILITY, NOT BEAUTY, POINT OF THIS COPY

Digitized by Google

Are You Backing Your Dealers?

How much of your output is sold in the small towns? According to the latest available figures over 53% of the total population of the United States lives in small towns and rural districts.

What backing do you give the dealers who supply your goods to this majority of the country's population. The city newspapers and magazines having the bulk of this distribution in large towns and cities don't reach them.

The *American Woman,* with 86% of its circulation in towns under 25,000 will carry your message to a select small town audience and cooperate with the efforts of your dealers in building trade and good will for your merchandise.

THE AMERICAN WOMAN

"The Real Magazine of the Small Towns"

Member of the Audit Bureau of Circulations

Western Advertising Office
W. H. McCurdy, Mgr.
30 N. Dearborn St., Chicago, Ill.

Eastern Advertising Office
W. F. Haring, Mgr.
Flatiron Bldg., New York

Digitized by Google

the company reveal a most intensive study of the conditions in its field. The campaign is very effectively co-ordinated. Other advertisers will find it full of suggestion. The outstanding features follow:

In the first place, it does not take a very rare degree of perspicacity on the part of a manufacturer to announce: "Go to, now; my thimble is good for everything. In addition to the use for which nature intended it, it may also be used for a drinking cup, a nail-saver for stenographers, a fly-trap, or a candle-snuffer." Merely to announce that linoleum may be used for every room in the house would probably not meet with universal acceptation. Something more than an announcement is necessary. The Armstrong people went further back and related the thought to the whole idea of interior decoration, first by making sure that it was practical and then by offering a service to the public.

To understand how this was worked out, reduce the proposition to its simplest factors. A woman walks into a department store and says to the salesman: "I am building a new house and want some linoleum for the kitchen." For him to say, after making the sale, "Now, of course, you ought to have it in your other rooms, too," is hardly convincing.

If on the other hand he says, "What floor covering have you decided on for your bedrooms?" she will probably reply, "Oh, we will have rugs and hardwood floors." Then if he can say, "But there are other ways of treating bedrooms, which yield far more satisfactory results," she will probably be interested.

That is the point. The customer cannot be expected to conduct experiments in interior decoration. Discoveries of new uses and new combinations do not generally happen by accident. Most of them are the result of brain sweat on the part of the producer or manufacturer.

Right here the Armstrong company decided to install within its own organization a Bureau of Interior Decoration. A skilled and experienced decorator was employed. This department offered its services in three directions—to the factory in the selection of patterns; to dealers in devising combinations and displays; and to the public in offering advice in decoration.

The Bureau of Interior Decoration was featured in the national advertising campaign. The consumer was invited to write to the company direct on questions of interior decoration. These inquiries were given personal attention. Every question asked—no matter how trivial—was answered intelligently. When a woman wrote, "I have a bedroom finished in dark green and old rose. What would you suggest?" patiently the director of the bureau would endeavor to ascertain how the room was decorated and if the present decorations were removable, suggest grey in place of the dark green, and a linoleum design carrying out the same color treatment.

Every inquirer is referred to two local dealers, a high grade one and a middle class one so as to be sure and catch both types of buyers—the upper and middle class. Both of these names are given to the inquirer, who will certainly not be offended by being referred to the high grade dealer if she does not trade with him, while the wealthy prospect will simply throw away the card for the middle grade dealer. The form letter that goes to both dealers about this inquirer contains two mailing cards addressed to the prospect, either of which may be used, depending upon whether or not the dealer handles rugs in addition to linoleum.

THE ARCHITECT AND THE DECORATOR

The architect and the decorator are two important links in the chain, neither of whom could be overlooked in the movement to put linoleum in every room in the

Digitized by Google

The Standard Union is a red-hot Republican newspaper, yet live wire Democrats have to read it to get the real news of Brooklyn.

Most folks don't care whether it's a Republican or Democrat who buys their goods.

If you're fussy we can't help you.

Digitized by Google

house. A series of advertisements is running in the architectural publications. Retail merchants are provided with letters to be written to local architects in which the newer uses of linoleums are described and recent installations referred to.

A very effective feature of the campaign to architects has proved to be a vertical file folder containing complete printed descriptions of linoleum with specifications for installing it over any type of base; schedules of weights and comparative costs; and color plates of typical interiors. This publication is entitled "Armstrong's Linoleum Floors—Complete Description and Specifications." Its size corresponds to that recommended by the American Institute of Architects. When received by the architect it is all ready to be dropped into his standard vertical specification file. This publication was sent to the 6,000 architects in the United States and a selected list of interior decorators.

It is even money when the young couple, already referred to, come back to the architect and ask to have every room in their bungalow equipped with linoleum the architect is not altogether unsold.

HOW THE RETAILER IS COACHED

Too often a manufacturer thinks of his dealer as one thing, as to most Americans, Germany before the war meant the Kaiser. Germany now means a number of things to Americans. But to Armstrong, a dealer means five things—the store owner or buyer; the window trimmer; the store salesman; the advertising manager, and the linoleum layer. With a list of 30,000 retailers and over in the United States this meant actually a great many more than 30,000 units to keep in view.

Each one of these groups is dealt with separately. Blanketing all five groups is an extensive trade-paper campaign, which, linked with the consumers' campaign in the national publications, surrounds each group on all sides. The trade-paper campaign is very thorough and comprehends practically all the papers touching the floor covering field.

In order to make sure of the store owner or buyer a trade publication entitled "Linoleum Logic—Selling Sense Applied to Floor Coverings"—goes to him six times a year. The experiences of other dealers are described in this paper. Selling hints are exchanged and new and unusual uses discussed, one of which is linoleum for wall paper, an experiment by a well-known Philadelphia candy store.

A pretentious booklet entitled "Building Linoleum Business" sums up for the store owner every detail of the Armstrong campaign. A great deal of space in this book is devoted to window displays. One of these is a room display in which four rooms are shown—kitchen, bedroom, living-room and dining-room, and the interior decoration scheme of each is carried out quite completely. Another very effective display is an educational exhibit consisting of the various ingredients used in the manufacture of linoleum, such as cork, cork flour, flaxseed, linseed oil, jute, burlap, colors, etc., all arranged in neat little boxes plainly labeled. Twelve large photographs accompany the display and show the sources of the various raw materials and the different stages of manufacture.

The company made up sixteen of these displays and routed them about the country from dealer to dealer. Upon the initial shipment from the factory the freight was prepaid. The moral effect of this led most of the dealers to prepay the freight when shipping it to the next dealer. When occasionally a dealer complained to the factory at the amount of the freight charge the item was promptly paid. The advantage of this arrangement will be quickly understood.

Manufacturers who contemplate finding wider uses for their

Digitized by Google

A Long Pull and A Strong Pull

We all pull together these days and the tides of prosperity still roll on. Business is booming—every class feels the impetus of greater profits. The American fruit farmer—200,000 of him—isn't behind-hand. By taking advantage of every facility for increased production and distribution he is fast forging ahead. Manufacturers know it—are anxious to reach him. That's why during the first six months of 1920

21,586 lines of Tractor advertising, and

25,129 lines of Truck advertising

appeared in the pages of the AMERICAN FRUIT GROWER.

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

Guaranteed minimum circulation, 200,000 monthly

Members of Agricultural Publishers Association
Members of Agricultural Editors Association

SAMUEL ADAMS, Editor
ROBERT B. CAMPBELL, Publisher
J. E. FORD, Director of Advertising

Digitized by Google

product will do well to note the thoroughness with which the Armstrong company inoculated its selling organization with the idea that linoleum was suitable not only for every room in the house, but for office and factory buildings, banks, hospitals, hotels, schools, stores and public buildings generally.

The advertising campaign comprehends not only the trade press and the architectural field but the general field as well, with strong emphasis on the women's publications.

Here are two striking examples of how the public are being led to think that linoleum can be used "in every room in the house" and for every room in business. The first advertisement accompanying this article represents the style of copy used in the women's publications. This series is running in color. Quite a significant thing about the copy is the thought contained in the headline "Your Favorite Color," which centres attention at once on one of the big *advantages* of linoleum. The attractive living-room featured in this advertisement is probably the work of the company's Bureau of Interior Decoration—that is, the pattern and combination of colors. It would be hard to conceive a more delightful and charming arrangement. The eye is not attracted to the scene because of the linoleum but rather because of the inviting air of the whole room, with its blazing fireplace, beautiful mantel and the excellent taste of all its appointments.

The copy goes right to the point. The first suggestion made is that the floor of a home is often the starting point for the decorative scheme. The choice of color design offered in the linoleum coverings enables you, reads the copy, to establish a favorite motif to be emphasized in wall coverings and draperies. Then a book is featured, "The Art of Home Furnishing and Decoration," which the reader is invited to send for, by means of which the Bureau of Interior Decoration speaks to the prospective customer, not on the question of advisability of using linoleum for every room in the house, but on the far more important question of correct art treatment from the standpoint of interior decoration.

Turn from this advertisement, reproduced in colors, to the style of copy used in the more general magazines. Here the use of color is not attempted, for correct decorative treatment is not the burden of the story, but utility. The illustration occupies fully as much space as in the other advertisement but is subordinated to the text. The photograph represents an office of a large metropolitan hotel. The linoleum with which this office is equipped is plain—unfigured—not an easy thing to show in a photograph. This helps to concentrate the reader's attention on the big thought of the copy — utility, economy, comfort, quietness and cleanliness.

Thus every gun is loaded with the one kind of ammunition. All elements in the campaign give out the same impulse. The use for which the manufacturer conceives his product to be best suited is put foremost in the national advertising, the advertising to the dealer, to the architect, the window display in the retail store, the store owner and the retailer's advertising manager. One element in the campaign remains — able retailer's salesman—the contact point with the customer, as usual, the most important phase of the whole effort.

THE RETAILER'S SALESMAN — THE FINAL TOUCH

Manufacturers who sell their goods through jobbers and distributors have more things to worry about than those who sell them direct to the retailer. It is the relay from manufacturer to jobber, to jobber's salesman, to retailer, to retailer's salesman, that offers so many opportunities

(*Continued on page 162*)

Digitized by Google

This is the plant of one of Des Moines' six large wholesale grocers. Other wholesale grocers at Mason City, Davenport, Fort Dodge, Waterloo, Shenandoah, Marshalltown, Iowa City, Ottumwa, Oskaloosa, Creston, Red Oak, Cedar Rapids and Sioux City, Iowa, also supply retailers in the Des Moines trade territory covered by The Register and Tribune.

THE DES MOINES REGISTER AND TRIBUNE

with a circulation of 111,000 daily and 80,000 Sunday, cover the centre two-thirds of Iowa with a buying population of over a million people.

DOMINANT IN FOOD ADVERTISING

First Six Months of 1920

	Lines
REGISTER AND TRIBUNE (M. E. & S.)	576,856
Other Des Moines papers combined (2 evening, 1 Sunday)	467,096

The Evening Tribune, alone, carried more food lineage than any other evening paper. The Register is the only morning paper in Des Moines. Our merchandising department renders efficient co-operation. Ask for set of circulation dot maps.

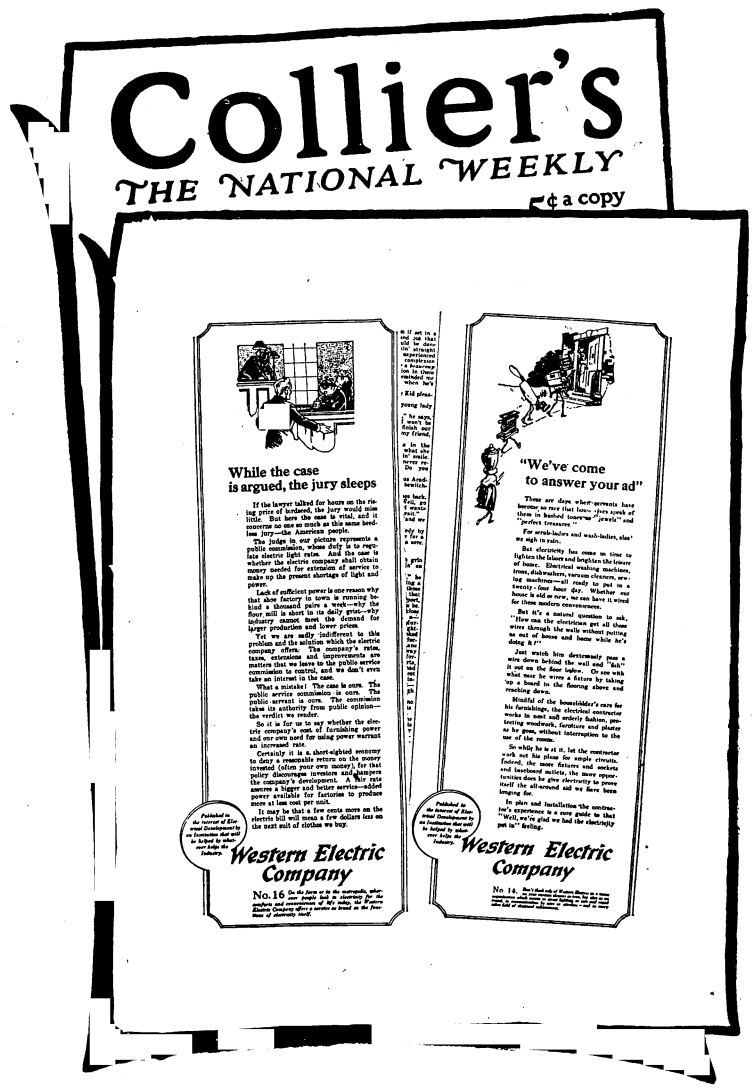
Representatives

I. A. Klein, Metropolitan Tower, New York

John Glass, Peoples Gas Bldg., Chicago

W. R. Baranger Co., San Francisco, Los Angeles, Seattle

Digitized by Google



Collier's
THE NATIONAL WEEKLY
5¢ a copy

While the case is argued, the jury sleeps

If the lawyer talked for hours on the rising price of bread, the jury would miss little. But here the case is vital, and it concerns no one so much as this same bewildered jury—the American people.

The judge is our picture represents a public commission, whose duty is to regulate electric light rates. And the case is whether the electric company shall obtain money needed for extension of service to make up the present shortage of light and power.

Lack of sufficient power is one reason why that shoe factory in town is running behind a thousand pairs a week—why the flour mill is short in its daily grist—why industry cannot meet the demand for larger production and lower prices.

Yet we are sadly indifferent to this problem and the solution which the electric company offers. The company's rates, taxes, extensions and improvements are matters that we leave to the public service commission to control, and we don't even take an interest in the case.

What a mistake! The case is ours. The public service commission is ours. The commission public servant is ours. The commission takes its authority from public opinion—the verdict we render.

So it is for us to say whether the electric company's cost of furnishing power and our own used for ruling power warrant an increased rate.

Certainly it is a short-sighted economy to deny a reasonable return on the money invested (often your own money), for that policy discourages investors and hampers the company's development. A fair rate assures a bigger and better service—added power available for factories to produce more at less cost per unit.

It may be that a few cents more on the electric bill will mean a few dollars less on the next suit of clothes we buy.

Published in the interest of Electrical Development by an Institution that will be helped by whatever helps the Industry.

Western Electric Company

No. 16 *On the farm or in the metropolis, wherever people live or electricity for the purpose, the Western Electric Company offers a service in behalf of the Electrical Industry directly.*

"We've come to answer your ad"

These are days when servants have become so rare that lovers speak of them in hushed tones as "jewels" and "perfect treasures."

For scrub-ladies and wash-ladies, also are sigh in vain.

But electricity has come in time to lighten the labors and brighten the leisure of home. Electrical washing machines, irons, dishwashers, vacuum cleaners, sewing machines—all ready to put in a twenty-four hour day. Whether our house is old or new, we can have it wired for these modern conveniences.

But it's a natural question to ask, "How can the electrician get all those wires through the walls without putting us out of house and home while he's doing it?"

Just watch him dexterously pass a wire down behind the wall and "fish" it out on the floor below. Or see what what may be wires a fixture by taking up a board in the flooring above and reaching down.

Mindful of the householder's care for his furnishings, the electrical contractor works in neat and orderly fashion, protecting woodwork, furniture and plaster as he goes, without interruption to the use of the rooms.

So while he is at it, let the contractor work out his plans for ample circuits. Indeed, the more fixtures and sockets and baseboard outlets, the more opportunities does he give electricity to prove itself the all-around aid we have been longing for.

In plan and installation the contractor's experience is a sure guide to that "Well, we're glad we had the electricity put in" feeling.

Published in the interest of Electrical Development by an Institution that will be helped by whatever helps the Industry.

Western Electric Company

No. 14. *Don't think only of Western Electric as a name for your electrical supplies. Use it also as a name to conjure with when you want to know what kind of electrical equipment, or service, will be most satisfactory.*

Digitized by Google

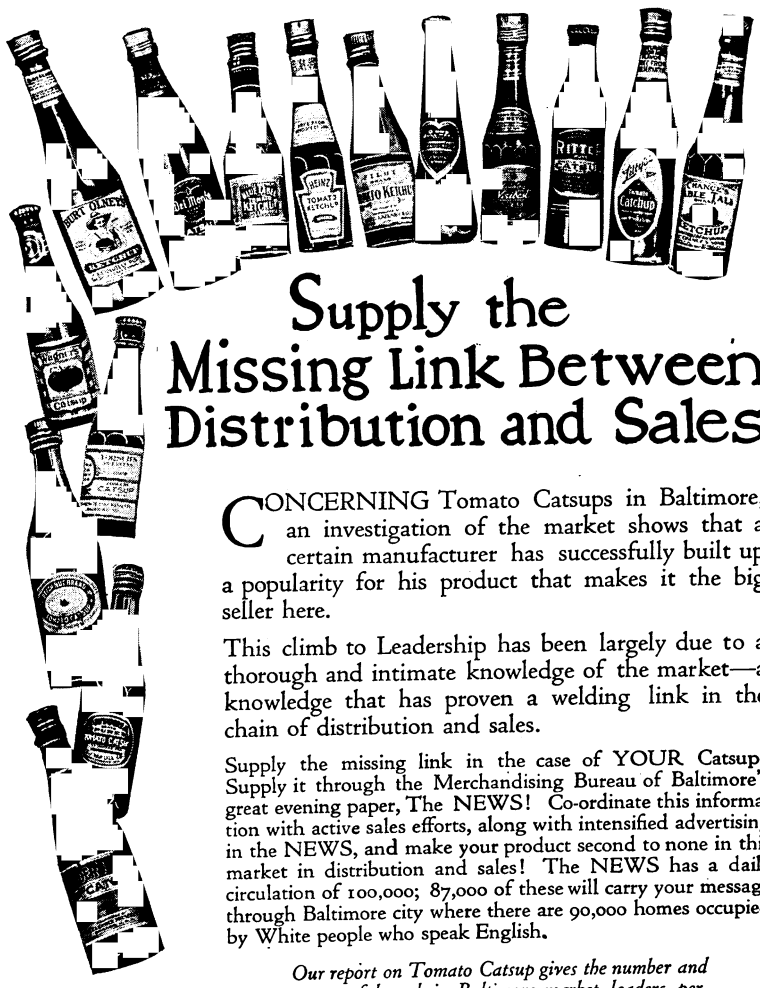
Western Electric and Collier's

Collier's has been chosen as a leading factor in publishing nationally the Western Electric Company's series of 20 institutional advertisements.

Collier's
THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

Digitized by Google



Supply the Missing Link Between Distribution and Sales.

CONCERNING Tomato Catsups in Baltimore, an investigation of the market shows that a certain manufacturer has successfully built up a popularity for his product that makes it the big seller here.

This climb to Leadership has been largely due to a thorough and intimate knowledge of the market—a knowledge that has proven a welding link in the chain of distribution and sales.

Supply the missing link in the case of YOUR Catsup! Supply it through the Merchandising Bureau of Baltimore's great evening paper, The NEWS! Co-ordinate this information with active sales efforts, along with intensified advertising in the NEWS, and make your product second to none in this market in distribution and sales! The NEWS has a daily circulation of 100,000; 87,000 of these will carry your message through Baltimore city where there are 90,000 homes occupied by White people who speak English.

Our report on Tomato Catsup gives the number and names of brands in Baltimore market, leaders, percentage of sales and distribution, activity ratings, reports of wholesale firms and retail merchants, etc., etc. If you want a copy request it of us upon your business letterhead.

The Baltimore News

Goes Home and *Stays* Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Wade
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Digitized by Google

When Salesmen Regard Year-Round Product as a Seasonal Seller

International Harvester Company Gives Sound Advice with Sugar Coating

THE salesmen of the International Harvester Company had the idea that a cream separator was a seasonal machine. Someone had said it was, the opinion got around that way, and the salesmen just took it for granted that it was right.

The idea was to sell the separator between March 1 and summer time. Then the effort would slacken up until fall, when a little more would be done.

The consequence was that the Harvester company's sales of its Primrose separators fell considerably short of the mark it was desired to reach. Clearly, the salesmen had to be educated to a correct attitude toward the separator and made to realize that it was a year-round proposition.

But there was difficulty in doing this because the salesmen had so many bigger machines to sell that the separator in comparison seemed insignificant and not worth bothering with.

The conventional way of going about it would have been to get out a bulletin telling the salesmen that through the work of the National Dairy Council and other means farmers have been taught to build silos. The silos making possible the moving in of rich pasture for the winter could keep the flow of milk coming along just the same. They could have been told that farmers, thanks to many educational agencies, had been taught the breeding of cows in such a way that they would not all dry up in the fall, according to the commonly accepted custom. The chances are, however, that a considerable part of this argument would not have gone over. The average salesman these days gets so much reading matter and is preached to so liberally that it takes something out of the ordinary to jar him into the right attitude of attention.

With these ideas in mind, the Harvester company's advertising department got out a little twenty-page book called "Globules." The idea of this was to use drawings, doggerel and clever colloquial English in a way that would sugar-coat an important message that it was necessary for the salesmen to assimilate.

TEACHING TRUTH WITH EASY DOSES

The little message starts out by expressing the opinion that it is a good thing the cows are not interested in the League of Nation's argument or they would put in too much time in talking and too little at eating, therefore making the milk supply short.

"Experience with some salesmen," it says, "who are still not selling as many separators as they should, indicates that you can lead a man to feel he oughter, but you can't make him think.

"The loss of wealth is loss of dirt,
Which energy may soon redeem.
But the loss which all the world doth hurt
Is the careless, slothful waste of cream."

Mention then is made of the well-known Mr. Hoyle, the gentleman of many rules. The salesmen are reminded that during the last year or two the Harvester company has learned to sell separators "according to Hoyle." And one of Mr. Hoyle's first rules is "keep on taking orders for Primrose separators the whole year through." Then follows breezily expressed information relative to the important developments in the great dairy industry which showed the salesmen beyond all argument that there is a profitable all-year demand for separators, and

Digitized by Google

that they were overlooking something more than worth while when they neglected them.

In short, the company had what it regarded as a good separator and one that should be pushed. To do this pushing it first had to sell the salesman.

Several thousand of the books were printed. One went to each salesman of the company. The results were regarded as encouraging enough to start out upon a regularly organized campaign of education among the salesmen. The pamphlet will be put out at intervals for exclusive use within the organization.

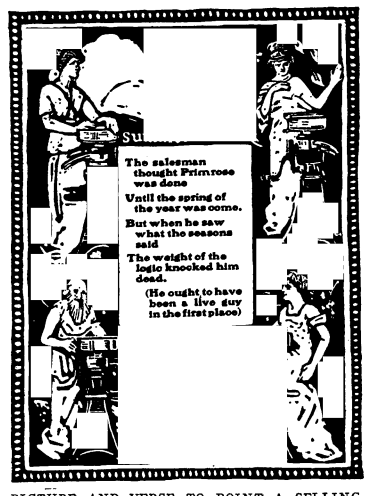
The salesmen will be instructed not only in the all-the-year possibilities of Primrose separators, but also in the essentials of selling them at retail.

Mr. Hoyle will express an opinion, for example, that dealers should be thoroughly taught the proper assembly, operation and care of the machines, so that they can teach the new separator customers they will get.

Another rule Mr. Hoyle will suggest to salesmen is that they should try to influence the dealers to display Primrose separators properly in their stores.

"We are attaching much importance to the matter of waking up our salesmen on the matter of separators," a member of the company's advertising department said to PRINTERS' INK, "not only because it is a line with huge possibilities, but because the success of any individual Harvester line of goods helps every other line. What we need is to give each individual line the specific treatment it needs to make it win to the fullest possible extent. Then, this is going to help every other line in the business.

"Just because we know a line is worthy and because we advertise and push it we do not make the mistake of believing that the salesman will fall into step automatically. We are right in assuming that he will be sold to a certain extent on any articles we bring out. But unless we can get him sold thoroughly we are not going to get the best results out of the field as a whole. I suppose we have a certain prestige among dealers and users. But we never would depend wholly upon this prestige. We never would presume to think that dealer and consumer acceptance would be 100 per cent just because a thing came from the Harvester company. Why will not this same principle work among salesmen?



PICTURE AND VERSE TO POINT A SELLING MORAL

"We want our salesmen to be thoroughly sold upon the company and its products. We believe practically all of them are. But when it comes to understanding the full sale possibilities of any machine, educational work must come in. At least this was the case with the separators. The salesmen did not know of the work of such an association as the Cow Testing Association, which has improved the milk-giving quality of the cow and thus increased the farmers' interest in raising milk and cream. How could they know unless they were told? The advertising department usually is considered as a means of selling a company and its products to its customers. Right enough. But a highly important function of the advertising department also is to sell the salesmen."

Digitized by Google

Adaptability the Greatest Factor in Salesman's Success

Attitude All-Important, Says J. B. Wright, Sales Director, Earl & Wilson—Company's Methods of Training Men

By Arthur McClure

THE subject of handling salesmen is like courtship or children—forever interesting and forever new. There is not a business situation anywhere that does not immediately bristle with life the moment the human side of selling comes upon the stage.

I will never forget a convention of stove salesmen I attended a few years ago. The principal speaker at the banquet that concluded the convention was a young and successful sales manager from another line of business. Every man about the table, grizzled veterans at the selling game, looked old enough to be the speaker's father. Two of them were old enough to be his grandfather. Assuredly there did not seem to be much that this young man could tell these veterans. They were not interested, and they showed it.

In the course of his speech the youthful sales manager said:

"Sometimes our best hunches come by accident. That is the way I learned to sell to partners. I lost many a sale by bringing the partners together and trying to sell them both at one time, or by seeking each one separately. One day I had just finished talking to one member of a firm of partners. I left the store intending to come back later and see the other. When I returned, the store was empty, but I heard voices in the back room. The man I had interviewed was talking to his partner and actually trying to sell him my line. He was using arguments I never could have used, based on an intimate knowledge of their own business. And while I stood listening, he made the sale. Believe me, after that I changed my method of selling partners. I saw one of them only and then let him sell the other. After that I rarely lost such sales."

When the speaker finished a complete change came over the salesmen attending that dinner. They became intensely interested. The eyes of every one of them had been riveted on the speaker. They never missed a word.

For weeks after the convention these stove salesmen kept talking about the good they had received from this boy's remarks. He had given them a new idea.

Every child that is born into the world creates the world new for child and parent alike. That is why the institution of childhood never grows old. The same is true of salesmanship. Every new salesman re-creates the whole subject. Every sales manager's experience contains lessons for us all, no matter how much or how little experience we have had.

STERN MEASURES TO TEACH A SALESMAN

The sales manager whose name appears in the sub-title of this article had occasion to visit the territory of one of his salesmen not long ago.

Going into a retailer's store together in a Tennessee town, the salesman introduced his chief to the proprietor somewhat after this fashion:

"This is our general sales director. He just came from the factory. Tell him what you told me. I'd just like to have him know what I'm up against in this territory."

Thereupon the retailer delivered an extemporaneous diatribe against this sales manager's goods and service that almost took him off his feet, it was so unlooked for. Not a word of warning had the salesman uttered about this before entering the store.

Digitized by Google

The situation was uncomfortable. The salesman had chosen a questionable way of demonstrating to his chief the dissatisfaction of the retailer with shipments.

The sales manager did some quick thinking. The incident gave sudden confirmation to his suspicions as to what was wrong in this salesman's attitude toward his customer and his house. The course he adopted was drastic. Turning away from the proprietor he addressed himself to the salesman:

"If you knew of this condition, why didn't you help this man out? You should have taken care of your own customer. Had we known about this at the factory, we would have wired to a dozen places where we have excess stocks of the styles he sells and had them to him in a week or less. You are wholly to blame."

The salesman was greatly embarrassed to be thus summarily reprimanded before a customer. Returning to the hotel, he complained bitterly at the action. He was told:

"I do not believe I could have made clear to you in any other way that your attitude toward yourself, your customer, your company, is the thing that is standing in the way of your success. No wonder you have been finding business bad in your territory. Instead of trying to help your customers out, you have been inciting them to riot. Now I'll go back to-morrow and straighten you out with your customer if you wish. But before I leave this town I want you to take me to your other dealers and show me you've got the idea."

The next morning salesman and sales manager entered the store of another retailer. Approaching the store owner, the salesman said:

"I've got good news for you. This is our general sales manager. He tells me of a plan whereby we can possibly get some goods to you in a hurry. I was all wrong about lack of co-operation. It was my fault in not knowing what we could do for you."

The change in the salesman's attitude had an immediate effect on the retailer's attitude. The latter's greeting of the sales manager was altogether different from that of the retailer called on the day before. He was grateful and considerate instead of being abusive and intolerant. The salesman in each case was the determining factor.

MUST BE ALL THINGS TO ALL MEN

Right attitude on the part of a salesman is the one big thing and about the only thing Mr. Wright seeks to cultivate in his men. Other things are important—honesty, hard work, resourcefulness—but right attitude in his estimation is more important than them all. It is not always easy to define. It manifests itself in a thousand ways every day. Unless a salesman has it, his work never will be wholly satisfactory to himself or his company no matter how efficient he may otherwise be. For example:

A salesman returned from a long trip. He told Mr. Wright the trip had not been a gratifying one. Conditions were upset. The trade was uneasy. Orders were hard to get. There was a lot of general dissatisfaction on every side. Prices were uncertain. Disturbing rumors were in the air and nobody knew what to expect.

All these things existed only in the salesman's mind, he told him. "Your attitude is wrong. You're infected, and when you go into a retailer's store, you spread the disease. Change your attitude!"

The salesman was impatient. "Attitude! I've told you the facts. If you don't want to believe them, is that my fault?"

Wright closed his desk and accompanied the man on his next trip. They selected a good-sized retailer whose orders had shown a falling off during the latest quarterly period.

The proprietor was not in a hopeful frame of mind.

"I don't know what the devil we are coming to," he said at lunch. "Business is not really so much worse than it was a few

(*Continued on page 25*)

Digitized by Google

Seal of Philadelphia

895,065 Men and Boys in

Philadelphia

Will Need Winter Suits and Overcoats

Clothing manufacturers all over the United States are naturally interested in the opportunity which exists in Philadelphia, *the third largest market,* as an outlet for their product.

205 retail and wholesale clothiers, custom tailors, haberdashers, etc., are possible outlets for your line, and many of them would welcome the exclusive selling agency of your product.

Send your representative to Philadelphia to look over the local situation here, tie up with a good local merchant and then back him up with the right kind of advertising.

Philadelphians like good, substantial clothes, are able and willing to pay the right prices for what they want, and educated to the merits of your garments, form a clientele that will be well worth your while.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

Net paid average circulation for the six months ending April 1, 1920, as per U. S. Post Office report: 466,732 copies a day.

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

Fifty-four ocean steamship lines operate from the port of Philadelphia each year.

Digitized by Google

SCRIPPS NEWSPAPERS

The Memphis Press

THE degree of confidence enjoyed by any newspaper in its community is judged by the volume of local circulation it has, and by the permanence and stability of that circulation.

That the Memphis Press is first in Memphis and that it has in large measure the loyal confidence and faith of the citizens of this thriving city, is shown by its supremacy in city circulation.

FOR the six months ending March 31, 1920, the average daily net paid circulation of The Press was 32,012, of which 28,708 was city circulation. City CARRIER circulation for this period was 19,483.

The Press has 7,954 more city CARRIER circulation than the other afternoon paper and 10,610 more total city circulation. The combined city and suburban circulation of The Press is greater than the combined city and suburban circulation of the other afternoon newspaper.

The population of Memphis is 162,351, which makes it the fourth city in the old south.

Digitized by Google

SCRIPPS NEWSPAPERS

THE evening newspaper is the family newspaper—the paper which every member of the family reads. Scripps Newspapers are evening newspapers and are leaders of thought in a million American homes.

The twenty-two Scripps newspapers are:

Akron Press.
Cleveland Press
Cincinnati Post
Columbus Citizen
Covington (Ky.) Post
Dallas Dispatch
Denver Express
Des Moines News
Evansville Press
Houston Press
Los Angeles Record
Memphis Press
Oklahoma News
Portland (Ore.) News
Sacramento Star
San Diego Sun
San Francisco Daily News
Seattle Star
Spokane Press
Tacoma Times
Terre Haute Post
Toledo News-Bee

Scripps Newspapers

Foreign Advertising Department
Union National Bank Building, Cleveland, Ohio
New York Office: MARBRIDGE BLDG. *Chicago Office:* 1ST NATL. BANK BLDG.

Digitized by Google

The Other Half of the Story

Advertising figures—rate cards—circulation statements—dry statistics tell a newspaper's story. But they tell only half of it. And advertisers today are demanding the other half.

They are beginning to measure editorial quality as well as circulation quantity; to realize that *how* reader attachment is formed is quite as important as *how many* readers are affected.

They are basing their judgment of newspaper advertising value on *personality* as well as *technicality;* on *reader* prestige as well as *advertising* prestige. A newspaper *must* be a good newspaper before it *can* be a good advertising medium.

The Chicago Daily News is read by seven out of every nine persons in Chicago who read the English language. That fact alone tells an important technical story to every advertiser. But *why* it is read by those seven out of nine tells a bigger—a *human* story.

The Daily News is a sane, clean-thinking newspaper, published for sane, clean-thinking people. A progressive newspaper that has grown and prospered for over forty-four years. A newspaper of international reputation, widely read and widely quoted. A reliable newspaper, untinged by yellow-journalism. And a newspaper that nearly every worth-while Chicago family *takes into its home*—the highest tribute that can be paid to *any* newspaper.

Because it is such a newspaper, The Daily News is read and trusted by over 1,200,000 people. Its nearly 400,000 daily circulation reaches the most progressive, intelligent and prosperous newspaper readers of Chicago. Because it is such a newspaper it is a great advertising medium.

Not alone from a circulation standpoint, not alone as an advertising medium, but as a *newspaper*—

THE DAILY NEWS

First in Chicago

Digitized by Google

months ago, but everybody seems to think it is. Take my clerks, for instance. They appear to be getting less interested every day. They come down to work later, they want to quit earlier, and while they're here they do not seem to care much whether they wait on customers or not. It doesn't do any good to fire 'em. New ones wouldn't be any better, and besides, there are no new ones to be had. I lost a man three weeks ago and have not been able to hire another since.

"It's a disease, I guess, or Bolshevism, for I notice they are not backward about asking for increases in pay. They want more and more money and they do less and less work for it."

"In other words," said Mr. Wright, "they haven't got the right attitude. Make 'em partners in your business, and watch them change. Work out a bonus or commission system or divide your profits with them monthly, quarterly or annually and see the difference it will make."

The retailer was interested. Where could he learn more about such plans? Mr. Wright went out and bought a book on the subject, brought it back and put it in the storekeeper's hands.

"The schemes in this book won't cure your troubles." Wright continued, "what you need is a reversal of attitude toward your men. You regard them now as hirelings. You pay each one a stipend. Change your attitude toward them and they will change their attitude toward their work and you. Making them partners will develop the initiative in each."

Later Wright told the salesman:

"That storekeeper can't think of us hereafter as just being interested in the orders we get from him. He's gained a new conception to-day of our interest in him."

In another store, the proprietor was inclined to lament stock troubles.

"It takes a wizard," he said fretfully, "to know what to order. I had intended to place a stock order with you for shirts and collars, when I happened to come across a lot of sport things I ordered a while ago that have never moved. Believe me, I order no more of nothing until I dispose of these sporting goods."

"Can you beat that?" *soto voced* the salesman in Wright's ear. "Penalizing us because he pulled a bone on that sport stuff! Where shall I soak him?"

But Wright only kicked his salesman gently in the ankle. Turning to the retailer he said:

"Say, I've got an idea on how you can move those sporting things. I saw a clever stunt in a Boston store last week. It was a window display based on a yacht race. Over on one side of the window was a sample of each line of goods. In the centre of the window was a couple of toy yachts to represent the *Shamrock* and *Resolute,* with a kewpie in each one, racing toward the special sale. Now we can work out the same idea on the Olympic Games."

The buyer and the window man were called, and for an hour and a half all five worked over the display. When Wright and his salesman left the store they also left a much pleased proprietor. What was just as important, they carried away a stock order for shirts and collars.

Salesman and sales manager directed a long, earnest look at each other. The salesman saluted and smiled. "All right, chief. I'm on," he said.

THE PROMOTION OF ADAPTABILITY

According to Wright, two things more than others have the most powerful influence on a salesman's attitude. The great desideratum in a salesman is adaptability. Right attitude makes for adaptability. Right attitude is determined to a very large extent by the method of compensation and the educational basis of a man's preliminary training.

The compensation plan upon which E. & W. salesmen work is a commission arrangement — a drawing account with extra earnings payable at quarterly periods.

Digitized by Google

The amount of the drawing account is determined by the quota established on the salesman's territory.

In establishing quotas the future re-division of territories is always kept in mind. A fruitful source of dissatisfaction comes from taking a portion of his territory away from a man after it has become highly profitable. Generally the commission arrangement makes unlimited earnings possible, and as these earnings begin to materialize the salesman becomes more and more sensitive to any move on the part of the house that looks like an effort to reduce his earnings. Cutting down his territory is the customary method.

In one case of Earl & Wilson this subject is thoroughly threshed out when the man is hired. He is told that his territory consists of certain good-sized towns, which have been called upon personally in the past. There are also other smaller towns, and besides these, still smaller towns. Many of these the company does not expect the salesman to call on now. Later, they will be worth visiting. Naturally, when that time comes the salesman's territory will have to be less in area to enable him to make all these smaller towns.

All this looks quite innocent on the face of it, but Wright knows it won't be long before the salesman will be wondering whether he was not a fool for acquiescing so readily, when he sees his sales mounting without the necessity of making any smaller towns.

Every salesman has a constitutional aversion for small towns. The sales manager who refuses to admit this has never had to make them.

Wright, therefore, went to work on a little mail campaign in one salesman's territory without saying anything to the man. During the sales convention, some weeks after this, he arose before the men one morning and told them of his plan, but did not name the territory. He described the mail matter that had been used, the size of the towns covered, and said:

"The experiment covered just ninety days. Result—twenty new accounts!"

Then he named the territory, but not another word was said.

Before the convention was over the salesman came around.

"Mr. Wright," he said, "you've convinced me on the advertising plan for small towns. I'll go to it and work them by mail as you desire, and just as soon as the business justifies it, I'll make personal calls."

The educational plan of the company aims to get the right ideas into a man's consciousness at the beginning. He knows the population of the country must increase every month and year, and that if he is to cover his territory efficiently the geographical area of it must contract. This knowledge keeps his attitude right toward the company.

ORGANIZATION OF THE DEPARTMENT

The E. & W. sales department organization is well developed. The director of sales is in charge. Under him are eight sales managers in charge of the United States sales districts: New York, Philadelphia, Chicago, Boston, Cleveland, Atlanta, San Francisco and Los Angeles. These men are located at the branch offices. Under the district sales manager are the salesmen in each territory.

No salesmen are hired at Troy by Mr. Wright. Each district sales manager hires and trains his own men. Consideration for the new man's attitude begins with the application form that he is asked to fill out. This has spaces for the usual questions, such as physical qualifications, previous experience, education, references and other essential points. In addition to all this one complete page of the application form is set apart upon which the applicant is asked to write a letter to the company "briefly setting forth the reasons why he desires a connection with this house; why he thinks he would make a successful representative, and why he wishes to change his present position."

The psychology of this will be apparent to every sales manager.

Digitized by Google

Thus attitude is made to seem important to the new man before he goes to work. What the applicant sets down in this space becomes the text of his training.

CONSTANT TRAINING OF SALESMEN

In less than eleven years Wright has traveled from the position of junior salesman to director of sales of his company. He said to PRINTERS' INK:

"My whole experience has been in the selling field. From a clerk in a retail store I went into one of the city territories for E. & W. As soon as I knew my territory the first thing I did was to study the various economic factors related to retailing, such as store management, advertising, special sales, circularizing, turnover, perpetual inventory, and similar subjects. My only thought was to be as well posted as possible on every subject my customers might be thinking about.

"Not long after this my first big promotion came to me. I was made manager of our Chicago sales district. It was a big responsibility for a young man. The first thing I did was to buy every book I could lay my hands on that dealt with the subject of sales management and the handling of salesmen. Many of these books I have yet and still read them."

Wright not only believes in education and training for the new man but in continuing the educational process indefinitely. This the man will do himself if he starts out with the right attitude toward his work.

The success of a new man is often indicated by the attitude of his customers toward him.

"We watch this closely," Mr. Wright explained. "When an out-of-town retailer comes into one of our branches, we aim to ask him if 'our Mr. So-and-So has called on him yet.' Sometimes he will consider a moment, and say, 'Yes, I believe he did.' That isn't very favorable to a new man.

The
George L. Dyer Company
42 Broadway
New York
Western Offices
76 W. Monroe St.
Chicago

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

Digitized by Google

If on the other hand he says, 'You bet he did. Say, that fellow is all right,' we take that as a pretty good sign that the salesman started out with the right attitude toward himself, his house and his customer.

"This question of attitude goes right back to fundamentals. When I was on the road, I gave more time to impressing the dealers I came in contact with that Earl & Wilson wanted to help them succeed in an all-round way than I did to impressing them with what I wanted them to do with my orders between calls. Whenever a dealer mentioned to me that he had a few humidors he could not sell, or he wondered how much other dealers spent in advertising, I tried to suggest how he could move the humidors or told him all I knew about retail advertising appropriations. If I could not help him, I carried a notebook in which I recorded the whole item, with name and address, and I never lost sight of that item until I found the information for him, if I had to ask a dozen dealers. When I came across a dealer who had been able to move a bunch of humidors by means of some novel stunt, I sat down and wrote my man a letter immediately and told him all the details.

"Retailers remember service like that long after they forget that you let them beat you at golf or that the last shipment was a month late."

W. J. Stephens Joins Carnation Milk Co.

Walter Jay Stephens has joined the executive staff of the Carnation Milk Company, Chicago, in the capacity of assistant advertising manager. Mr. Stephens has been associated with the Addressograph Company for the last five years and previously was advertisig manager of James H. Rhodes & Co., Chicago.

Wallace Motor Account for La Porte & Austin

The Wallace Motor Products Corporation, New York, will place an advertising campaign through La Porte & Austin, advertising agency, New York. Copy for this account is now appearing in automotive trade publications.

F. R. Barnard, National Advertising Manager, Street Railways Co.

F. R. Barnard has been appointed national advertising manager of the Street Railways Advertising Company, which organization he rejoined a little over a year ago as Western advertising manager. Mr. Barnard will divide his time between the New York and Chicago offices.

This is his twentieth consecutive year in national advertising work, which began with the Butterick Trio, where he was for five years assistant to the advertising manager.

From 1906 until 1915 Mr. Barnard was in the sales department of the Street Railways Advertising Company, during the later period as Eastern advertising manager.

The next three years Mr. Barnard was vice-president of the George L. Dyer Company and the following year advertising director of Hearst's newspapers.

Mosstwin Account with Dyer Agency

The Mosstwin Company, Inc., New York, designer and builder of automatic machinery and manufacturer of snap fasteners and metal goods, has put its advertising account in the hands of the George L. Dyer Company. Copy is now being prepared for a campaign on "Auto Spring Twin Snap" fastener. Rotogravure sections of a list of newspapers and women's publications and trade papers will be used in this forthcoming campaign.

Ruggles Truck Account with McKinney Co.

The Ruggles Truck Company, Alma, Mich., and London, Ont., a new organization headed by Frank W. Ruggles, who was formerly president and general manager of the Republic Motor Truck Company, has put its advertising account in the hands of the McKinney Company, Chicago. A national campaign will soon be undertaken. Periodicals, newspapers and vocational publications will be used.

Arthur S. Moore Leaves "McClure's Magazine"

Arthur S. Moore has resigned as vice-president and advertising director of *McClure's Magazine*, New York. Mr. Moore has made no announcement regarding his plans for the future.

Aubrey Succeeds Gibson on "Cosmopolitan"

James T. Aubrey has been appointed western manager of *Cosmopolitan*, to succeed Stanley V. Gibson, who has taken charge of the Western territory for the Butterick Quarterlies.

Digitized by Google

A Service

of increasing proportions and unique importance is being rendered by the JOURNAL in the following departments:

Care of Children
By Marianna Wheeler

Home Building and Decorating
By Minnie Francis

Fashions and Dressmaking
By Martha Evans Hale

Knitting and Crocheting
By Margaret Kingsland

Cookery Problems
By Marion Harris Neil

Food
By Dr. C. Houston Goudiss

Entertainments
By Esther White

Little Gardens
By Lewis E. Thiess

Wild Life and Bird Protection
By Thornton W. Burgess

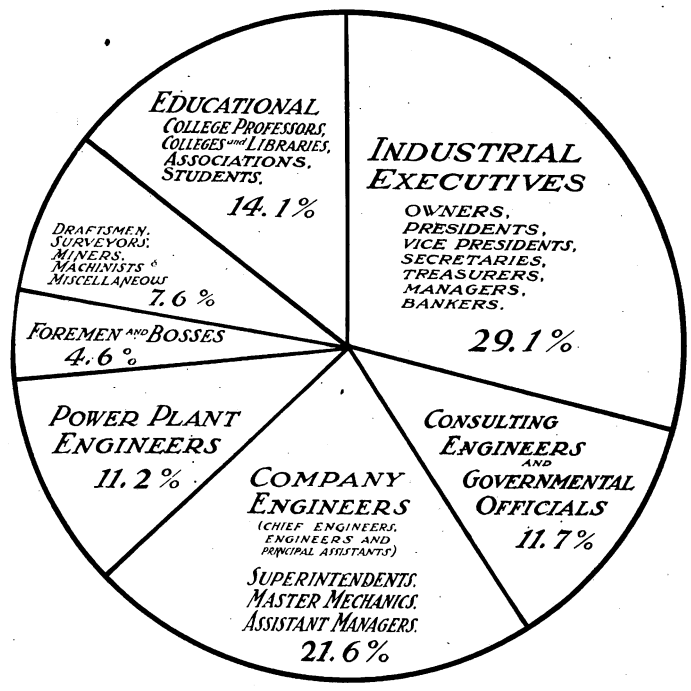
Household Discoveries
By L. Ray Balderston

The People's Home Journal
NEW YORK

For 35 Years the Magazine for Every Member of the Family

Digitized by Google

One out of Three



These figures are obtained from the classification of the combined circulations of American Machinist, Coal Age, Chemical and Metallurgical Engineering, Engineering News-Record, Engineering & Mining Journal, Electrical World, Electric Railway Journal and Power.

The 11 McGraw—

is an Executive

Practically one out of every three readers of the McGRAW-HILL weeklies is an OWNER, PRESIDENT, VICE-PRESIDENT, SECRETARY, TREASURER, MANAGER or BANKER.

It is important for your advertising to reach the superintendents, engineers, master mechanics, foremen, bosses, etc.,—the technical men. Goods are bought to meet their specifications, new machines or materials must have their O. K.

Through McGRAW-HILL publications you directly reach these men.

But bear in mind that McGRAW-HILL publications not only reach the men who represent and serve the buying power, but men who actually *are* the buying power. In many cases they reach the owner of the company. They reach the administrative officers. They reach the financial men behind the company. They reach the chief executives—the manager and his immediate aids.

Twenty-nine and one-tenth per cent. of the circulation of the McGraw-Hill weeklies are men of this executive, administrative and financial group.

Power
Coal Age
Electrical World
American Machinist
Journal of Electricity
Ingenieria Internacional
Electrical Merchandising
Electric Railway Journal
Engineering News-Record
Engineering and Mining Journal
Chemical and Metallurgical Engineering

McGraw-Hill Co., Inc.
Tenth Avenue at 36th Street
NEW YORK

Hill Publications

Digitized by Google

Try it out in Representative Milwaukee

More Sales in the Milwaukee Market

You can make certain of steadily increasing sales for your product in the Great Milwaukee Market. Let The Journal carry your sales message into four out of five of Milwaukee's English-speaking homes and stimulate the demand for your merchandise.

You can take full advantage of Milwaukee's tremendous buying power by concentrating your advertising in The Journal. And you can do it at one cost, surely and economically, by the use of The Journal exclusively.

Write today for particulars of The Journal plan of market analysis and dealer cooperation.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.
Special Representatives
New York Chicago

Digitized by Google

Can the Jobber "Sell" Advertising to the Dealer?

Large Wholesaler Plans to Complete Tie-Up Between Manufacturer and Dealer Handling Advertised Products

By Arthur Cobb, Jr.

IT is well known that many manufacturers are openly and frankly dissatisfied with jobber distribution. And it is rather significant that the majority of the manufacturers expressing such sentiments are among the most extensive users of advertising.

In some cases the manufacturer has already gone so far as to commit the "overt act" of eliminating the jobber entirely from his distributing plan. If the field is one in which jobbers are powerful, such action is sure to precipitate a lively rumpus. The spectacular affray now on in the grocery field is only one of a number that have preceded it. More will probably follow unless something happens to change the attitude of a number of jobbers who play a part in the distribution of nationally advertised products.

Such considerations may or may not have prompted the recent action of the Gibson Company, large automobile accessory jobber, of Indianapolis. This company, according to J. M. Bloch, general manager, has felt for some time that a closer tie-up between the dealers' selling efforts and the manufacturers' advertising plans would result in greatly increased sales of advertised products, to the benefit of all concerned.

"The trouble with most plans for accomplishing this," said Mr. Bloch, "seems to be that they are generally conceived with a kind of enthusiasm that cools off very quickly as soon as real or fancied obstacles are met. A high-powered salesman comes in, explains his house's advertising plans, addresses our salesmen, shows how with a little extra effort we can double or triple our sales in his line, loads us up with a big stock, and departs. For a while we do pretty well with the article; then something happens. Maybe the enthusiasm of the men begins to wane, but if so, who can blame them? Even enthusiasm has to have something to feed on to keep it alive, particularly where there are a thousand and one other articles to consider.

EFFORT MUST BE A UNITED ONE

"If there is one thing about this that our experience has taught us, it is that such plans for sustained selling efforts simply cannot be carried along by their own momentum. We and our men need, and must have, constant help, suggestions and co-operation from the manufacturers. This means that the manufacturers have a load of responsibility in this connection as well as we. However, we realize that many manufacturers are prepared to give a great deal more help than many jobbers are prepared to take advantage of. We therefore decided that if we were to reap the benefit of some of the large sums being invested by manufacturers in advertising, it was up to us to develop a logical, concrete plan for helping the manufacturer obtain, through us, intelligent understanding of his advertising plans and timely use of his display material, by the dealers.

"Accordingly, we invited the sales and advertising managers of a number of manufacturers to meet us personally here in Indianapolis, so we could explain what we had in mind and discuss our plans with them. We wanted to hear the objections, if any, and get them thoroughly threshed out before going ahead. This is important, as we are planning to spend some money on this thing, and naturally we'll feel better about going ahead if we know the manufacturers are behind us.

Digitized by Google

"We fully appreciate that one of the knottiest problems confronting the manufacturer of an advertised product is how to get his window displays and other advertising material really used and not wasted. We feel that we can effectively help, not merely to get it used, but used at exactly the right time—that is, when the manufacturer's advertising is appearing in national mediums. This will make such material doubly effective, and there is no reason we can see why any jobber should not be able to develop a logical plan for helping. He is the connecting link, directly in touch with the manufacturer, and in much closer and more intimate touch with the dealer than the manufacturer can hope to be.

"In other words, what we propose is to perform exactly the same function with respect to the advertising of the manufacturer as we do with the merchandise itself. That is, we'll 'job' it. We'll job it to the dealer right along with the goods, and see that the dealer uses it, understands it and benefits by it. We know that a proper understanding on the part of the dealer of the power of advertising will make him a better merchant in every way."

HOW MANUFACTURERS AND DEALERS WILL BE BROUGHT TOGETHER

The details of the plan worked out by the Gibson Company are described in a pamphlet distributed at the meeting. At first, one dealer only in each town is to be selected to receive this merchandising service. This dealer must have a good retail location, effective display windows, satisfactory credit standing, a systematic stockkeeping method, a modern bookkeeping system, and must show beyond question that he is entering into the spirit of the plan with whole-hearted enthusiasm. If he proves well supplied with enthusiasm but is lacking in some of the other requirements, the Gibson Company is willing to go to great lengths to help him. For instance, it has developed a standard bookkeeping system for retail automobile supply stores, and is willing and anxious to establish and sell it at cost to all dealers desiring it.

Each manufacturer is asked by the Gibson Company to co-operate in two ways; first, by furnishing a complete schedule of his advertising plans for the year, specifying mediums, with dates of insertions, and, second, to supply the company an adequate stock of window trims, posters, showcards, electros, retail sales manuals, printed matter, etc. The jobbing company then goes to the dealer selected in each town and explains the whole plan carefully, giving each a complete schedule for the year, showing exactly what he is to do each week and how he is to do it. One article is to be featured by the dealer each week, the particular week selected in each case being one that coincides with the appearance of advertising for that article in national publications. All dealers receiving this service are required to co-operate as follows:

Insert window display on day and in manner specified.

Display the special article alone on top of display case.

Properly display other advertising furnished.

Insert in local papers on schedule time other advertising furnished.

Furnish Gibson Company with copy of each advertisement as run in local paper.

Display an advertisement clipped from national publication on article in window.

See that all sales persons are properly instructed in the special selling features of the article being featured.

Dealers receiving this service are also required to own a corrected mailing list of all automobile owners in the county, and to authorize a systematic monthly mailing to this list. The mechanical handling of the mailing is to be taken care of by the Gibson Company's advertising department.

"Of course," continued Mr.

Digitized by Google

Distribution in the Baltimore Market

¶ The chief problem of every manufacturer about to enter a new market is distribution. It confronts sales managers and advertising managers at every turn.

¶ To help manufacturers secure distribution in the Baltimore Market is the mission of the Service Department of The *Sunpapers*. The statistics and data compiled by this department are at your command to help you determine the shortest and most economical way—"the line of least resistance."

¶ Through the *home delivered* circulation of The *Sunpapers* you can cover the prosperous Baltimore territory with the greatest efficiency and economy because it is literally true that

Everything In Baltimore Revolves Around

THE SUN

Morning **Evening** **Sunday**

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago.

Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"

Digitized by Google

Bloch, "we realize that the success of a scheme as comprehensive as this will depend mainly on whole-hearted co-operation and assistance from the manufacturers and tactful handling of the dealers also. As for the latter, we are now training twelve men for the express purpose of choosing the dealers on whom this service is to be conferred, conducting the negotiations with them and instructing them. These men will be prepared at all times to offer suggestions, superintend the installation of displays, and even to assist in sales.

"We were naturally keenly interested in the objections to our scheme expressed by some of the manufacturers at the meeting. One objection was that starting the plan by selecting only one dealer in a town would be likely to cause jealousy on the part of the others, which would react and cause trouble for the manufacturers. We fully realize the possiblity of this, because there is no question that keen rivalry and petty jealousy prevail to a large extent among dealers in small towns. But we explain that there is nothing to prevent other dealers in a town, so far as we are concerned, from receiving the same service direct from manufacturers and eventually from us whenever they are willing to qualify. We merely feel that it will be best to limit our efforts to one dealer until the scheme is more fully developed and we have had a chance to learn from experience with it ourselves.

"Some manufacturers announced they would not agree to ship us bulk consignments of their display material, etc., because they have a rigid policy of keeping an exact record of where every bit of it goes. Also, some of them make a nominal charge for it, to prevent waste. We feel that where it is insisted upon, we can satisfactorily furnish the manufacturers with the information as to where their material is sent and how it is used. But we are very strongly of the opinion that we ought to have the full confidence of the manufacturers in this respect, that we will take care their material is used properly and not wasted, because the whole success of the plan is wrapped up in the prompt and *timely* handling of the displays.

"We know from experience that no matter how good their intentions are, the manufacturers cannot guarantee the fulfilment of this requirement. This is at once the most vulnerable and the most important link in the chain. The stuff simply must be there on time; otherwise the plan will not function. To put it another way, we believe that if we are able to 'job' merchandise satisfactorily, we are able to do the same thing with the advertising plans and material that pertain to that merchandise."

British Trade in July Breaks Monthly Records

An increase of £72,136,000 in exports of British products over 1919 during the month of July and an increase of £6,091,000 in imported merchandise which was re-exported sums up Great Britain's foreign trade figures for the month according to figures just made public by the British Board of Trade. Imports during the month amounted to £163,417,000 as compared with £153,140,000 for the same period in 1919. Exports during the month totaled £137,451,000 as compared with £65,315,000 for the same month last year.

The above figures exceed any previous monthly record in England's trade.

United Cigar Stores Interested in France

George J. Whelan, president of the United Retail Cigar Stores, who has returned after a three weeks' stay in Paris, has declined to discuss the negotiations which he had been conducting with the French Government. He made it plain, however, that these did not in any way include the French tobacco monopoly but instead had to do with the extension of the United Retail Stores chain in France.

Three New Accounts for Deatel Agency

The Delion Tire & Rubber Co., Baltimore, Md., Strouse Equipment Co., Philadelphia, and the Quixet Garage Sales Co., Pittsburgh, have put their advertising accounts in the hands of The Deatel Advertising Service, Baltimore.

Digitized by Google

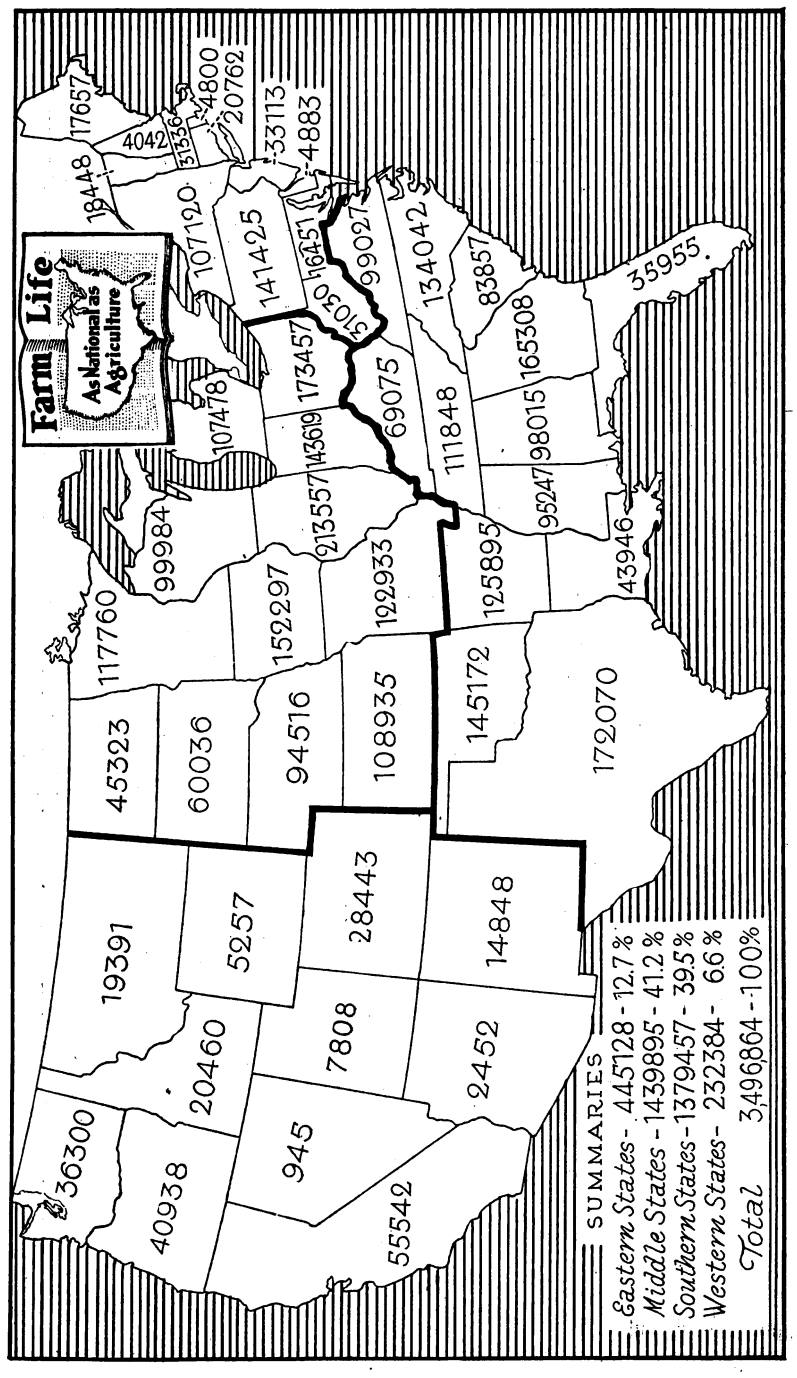
HIGHLY CONCENTRATED CITY CIRCULATION

IN

NEW ORLEANS

The leading commercial center of the South—the second port of the U.S. A cosmopolitan city—a highly active buying and selling market—

Digitized by Google



The figures show combined circulation of Farm Life and the leading sectional farm papers.

Use Farm Life with Sectional Farm Papers

This map shows the even coverage—and the excellent density of circulation to be obtained by using Farm Life in combination with the leading state and sectional farm papers.

Consider that you get this evenly distributed Farm Life circulation—750,000 circulation after January 1st. —for $5.00 a line, $2250.00 a page.

You do not pile up excess circulation in certain territories. There are no thin spots where you get less coverage than you want.

This map is made by combining Farm Life's circulation with the circulation of the largest state and sectional Farm Papers.

But Farm Life does not wish to express any opinion as to the relative value of state farm papers.

We have many more maps on the use of Farm Life equally interesting.

SPENCER, IND.
Farm Life

TheFarm Life Publishing Company

THE JOHN M. BRANHAM COMPANY
Special Representatives

New York Chicago St. Louis Kansas City Detroit
Cleveland Atlanta San Francisco

Digitized by Google

WHAT MAKES A GREAT NEWSPAPER?

Gaar Williams has been a member of the famous "Idle Ward" of The News for years

A good medium must be a good newspaper *first*

The cartoon tells the story where the reporter fails to register. The interpretation of events of unusual interest in the daily cartoon of The News, probably reproduced as often as that of any other paper in the country, is an index to the editorial excellence of the paper. The hold of The News on the people of Indiana is realized when one studies the paper as a newspaper and not as an advertising medium.

The Indianapolis News

First in National Advertising in Six-Day Evening Field

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Digitized by Google

1914-1920—Has Your Advertising Really Bridged the Economic Gap?

Public Takes Quality More or Less for Granted Now, But It Does Want to Know of the Manufacturer's Justification of Prices

By Horace Holley

SO far as the underlying sales plan is registered by the appeal developed in advertising copy, it would appear from a careful comparison of typical advertisements run in 1914 and typical advertisements being run today that very few sales organizations have really bridged the gap 1914-1920.

Most business executives are still unconsciously possessed by the "back to normal" idea, as if the entire effect of these six tremendous years had been to throw the country into a state of tension, which will in due time relax, instead of driving a deeper plow through every field of activity, which in consequence must be resown and cultivated.

This is probably due to the fact that attention is concentrated upon the abnormal *material* conditions which always follow a hard-fought, prolonged war.

On the sound principle that what goes up must come down, as well as the witness of history itself, the average business man knows that inflated currency will eventually be deflated, fluctuating foreign exchange will eventually be stabilized, blurred class lines redrawn, and labor unrest in due time made to settle down. All these conditions have been analyzed and charted.

But the most important effects of war periods cannot be charted. They are psychological—the expression of new mass wants and convictions.

From this point of view, what is the *real* difference between 1914 and 1920—the difference which offers to advertising its strongest appeal, if not to any sales plan its soundest basis?

The daily newspapers during the past few months have supplied many specific examples: the employees of a large steel plant have served notice on the local Chamber of Commerce that unless the retailers lower prices radically the employees will organize their own facilities for retailing staple goods. The textile workers' union has announced that it will establish a clothes factory to prove that the high cost of clothing is not due to high wages but unnecessary selling costs. A Connecticut town of 25,000 inhabitants has organized a Community Co-operative Association, capitalized at $100,000, to distribute food products to members at cost. It already sells at about 15 per cent below other local rates, and in addition will pay members a fair dividend at the end of the first year. Thousands of people in New York City are buying their apartments co-operatively—displacing the landlord, a retailer of living quarters, one of the oldest and most conservative businesses in the world.

All these examples boil down to this fact: while in all parts of the country people want more goods, and goods of higher quality than ever before, they have so balked at high *selling costs* that many producers of staple lines have been compelled to market much of their output direct. The country to-day is more interested in prices than in presidents. The advertising appeal that misses this, misses and real heart of the consumer.

People have discovered that by simply refusing to buy at high retail rates they can obtain the same goods later on at practically *wholesale* prices.

Digitized by Google

An extremely dangerous habit, or a wonderful new opportunity for the alert sales manager—according as you interpret the event. From either point of view, a very significant occurrence. *From now on, people will favor the brands which are burdened with fewest sales costs.*

It can be argued fairly, of course, that the combination of circumstances which made this particular buyers' strike possible may never recur again. They may not—but the fact remains that the public has learned a lesson in applied economics it will never completely forget.

Moreover, there is this principle to consider: that the public only acts on one idea at a time. The "one idea" at the moment is lower prices—and the public has a way of admitting that a thing is logically impossible, while at the same time actively bringing it to pass in its own illogical but effective manner. And in the long run, business and industry invariably re-act to the public *wants* stronger than to their own logical *habits.*

So applying the new force of determination working for lower prices to the big sweep of industry, we get another glimpse at the real difference between 1914 and 1920: that 1914 definitely ended a period when every effort was bent on decreasing the costs of *production,* while 1920 definitely begins a period when every effort will be bent toward decreasing the costs of *distribution.*

The average person to-day is thoroughly aware that staple commodities can now be produced at a fraction of their cost twenty or thirty years ago, while their sales costs are still quite relatively the *same.* The next field for American inventive genius to develop is our machinery of distribution. The retail store is likely to get quite as much attention during the present era as the factory received during the era now closed. And does anybody doubt that equally revolutionary results will be achieved?

Each of these two statements of the difference between 1914 and 1920 shows the gap which advertising, to remain really efficient, must somehow bridge.

Up to 1914, the function of advertising was to establish *quality* in manufactured products. The pioneers of the "trade-mark" era realized that what people wanted most was *quality*—quality of material, of workmanship, of design—quality they could rely on confidently from year to year and recognize at a glance when selecting goods.

In 1920? Americans have come to take quality for granted. They yawn at the advertising which continues to grow excited about it. They know that production methods have become so standardized that, as one man put it: "Nowadays any old mechanic can build a perfectly good motor car."

But nobody—at least in my immediate vicinity — is yawning about *prices.* What the pioneers of the new business era will realize consequently is that people merely expect quality—they want lower prices.

PEOPLE WANT TO BE TOLD WHY

Hence appears the new function of advertising. Advertising must take up and sell, one by one, every factor that enters into the price a product sells for, just as in the previous period advertising took up and sold every factor affecting quality.

To be efficient according to the 1920 standard, advertising should be prepared not only to justify every cost item from factory to counter—it should be prepared also to *eliminate many items still considered justifiable.*

Public opinion is ready and waiting to co-operate in the solution of this seemingly impossible task. Public opinion is the strongest power in the world. Advertising is our strongest instrument for making contact with that power. Above anything else public opinion wants lower prices. I cannot believe that the task will not be accomplished fairly definitely during the next four or five years.

Digitized by Google

Transportation a Big Factor in Growth of Indianapolis

Seventeen railroads carry more than a million people annually in and out of the Union Station at Indianapolis.

An average of 21,000 passengers are carried in and out of Indianapolis daily, to various points in Indiana, by the 585 cars of the electric Interurban system.

Two hundred and eighty-four street cars carry more than 290,000 passengers daily over the city's streets.

Transportation such as this has been a big factor in bringing thirty-one new industries to Indianapolis the first six months of this year.

It has helped to give Indianapolis the largest per capita buying power of any American city, and to make it the thirteenth city in total retail business transacted.

It has also helped the advertiser and the reader to obtain full value from

The Indianapolis Star

Largest morning and Sunday circulation in Indiana

Eastern Representative—Kelly-Smith Co., Marbridge Building, New York.

Western Representative—John Glass, Peoples Gas Building, Chicago.

THE SHAFFER GROUP

Indianapolis Star
Rocky Mountain News Denver Times
Terre Haute Star Muncie Star
Louisville Herald
Chicago Evening Post

All agency space buyers should have Star's Trade Surveys

314,194 *is the present population of Indianapolis—a gain of 34.5%*

Digitized by Google

Suppose, for example, that some advertiser, knowing that people are more interested in saving their own money than they are in learning the merits of the XYZ Brand (because everybody except young advertising men and women, apparently, are well aware of the fact that the first four or five brands in every line are pretty equally meritorious) — suppose, for example that some advertiser decided to capitalize the 1920 psychology by making price factors the subject of his next campaign instead of quality factors.

Our old friend History would supply material of thrilling interest. He could (if feminine apparel were the product) develop the price factor from the fig leaf down. By dipping here and there into the economic stream of the past, he could certainly command a far more eager and vivid interest than his competitor's campaign, which delved into History merely for the picturesque.

This aspect of the subject exhausted, suppose he then proceeded to work up his real climax—a discussion of all the factors making up the product's current price.

He could talk with considerable pride about his production costs—since these represent the economies due to modern large scale production equipment. He could talk confidently enough also about his labor costs—since these, even if high, represent the American standard of living. That part of his sales costs invested in securing retail distribution—including advertising expense — he could capitalize easily enough, since only through wide distribution can we have large scale production.

But what would he remark about the difference between *factory* price and *counter* price? Would he dismiss the subject by proving that the difference in his case was no more than the difference in the case of his competitors? Would he be satisfied to compel people to realize that in the case of this entire industry, retail prices are practically determined by the sales costs of the *least efficient* retail stores? Whether this subject gets into advertising or not, people are realizing that there is as great a distinction between the service value of different stores as there is between the best and the worst brands of the same manufactured product. The 1920 state of mind is separated from the 1914 state of mind once and for all in that the present temper is based upon a rapidly increasing knowledge that *small scale distribution* has no place in a day of *large scale production.*

If, then, through timidity or sheer inertia, the producer of today cannot cross this gap, the public will cross the gap over its own bridge. If manufacturers cannot eliminate low turnover stores, the public can—by co-operative buying. Co-operative buying is a threat to inefficient distribution, not to efficient distribution. It is the consumer's last line of defense—and entrenched behind it, his position is impregnable.

Meanwhile — the advertising which recognizes the power of the price protection appeal—the advertising which is based upon a sales plan actually favoring the efficient rather than the inefficient distributor—the advertising which in other words really bridges the gap between 1914 and 1920—will be working with a tremendous current of economic as well as emotional force. The producer employing this advertising will have the same advantage over his competitors as the producer with large scale equipment had over factories without it a generation ago.

Baker Agency Has Bloomfield Account

The William Henry Baker advertising agency, Cleveland, has secured the account of The Bloomfield Company, Cleveland, manufacturer of skirts. Trade papers and direct mail will be used.

W. H. Putnam with Boston "Evening Record"

W. H. Putnam has been appointed director of advertising of the Boston *Evening Record.*

Digitized by Google

THE retailer caters to his *influential* customers.

The manufacturer who advertises to the influential classes is talking to the only people who can sway the distributor.

New York Theatre Programs reach all the people in New York with *real* dealer influence.

Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.

New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO 406 Tower Bldg. *BOSTON* Little Bldg. *SAN FRANCISCO* Crocker Bldg.

Digitized by Google

200 ACRES

That's the average size of the farms operated by FARM AND HOME subscribers. And 78% *own their farms.* The average in the U. S. is only 138 acres—the average ownership but 62% — emphasizing the prosperity, the buying power, concentrated in the great FARM AND HOME market of 650,000 circulation.

The farm *owner,* especially if he owns a *big* farm, has the greatest ability to buy because he has the largest unmortgaged surplus. He is constantly improving his farm with silos and permanent fencing, with tractors and other farm machinery.

And with his wife he is continually improving his home with electric lights and modern plumbing; with washing machines, vacuum cleaners and electrical devices.

Digitized by Google

There are many more reasons why you should use FARM AND HOME. Here are four:

1. The average FARM AND HOME subscriber owns 11 dairy cattle; the average over the U. S. is 4.
2. The average FARM AND HOME subscriber owns 23 hogs; the average over the U. S. is 13.4.
3. The average FARM AND HOME subscriber owns 123 fowl; the average over the U. S. is 53.
4. —and one in every two FARM AND HOME subscribers owns an automobile.

Know This Market

We have presented only a small part of FARM AND HOME'S story—get the rest from your advertising agent or from us. Write to-day.

FARM AND HOME

The National Monthly Magazine of Rural Life

THE NATIONAL FARM POWER Guarantee TRUE ADVERTISING

PHELPS PUBLISHING COMPANY

Member A. B. C.

Springfield, Mass.

Chicago New York

Digitized by Google

The LARGEST PAPER
In the State of Connecticut

The
HARTFORD
Sunday
COURANT

The LARGEST
MORNING PAPER
In the State of Connecticut

The
HARTFORD
Daily
COURANT

Gilman, Nicoll & Ruthman
REPRESENTATIVES
World Bldg. New York
Tribune Bldg. Chicago.

Digitized by Google

Taking the Backfire Out of Complaint Settling

Back Your Merchandise and You Create More Respect for It, Is Ingersoll Plan

By Edward T. Tandy

EVER since the famous motto, "The customer is always right," came out of the City of Brotherly Love—or was it the city with the "I Will" motto?—the readiness of big houses to take the blame and bear the cost has been one of the features that distinguish American business. Times are changing.

Building good will is recognized, of course, as the basis of the complaint handling department in every business. But there is now a strong tendency toward the belief that it is possible to be too prompt in settling without question in every case, and that often this generous method has the reverse effect of that it is intended to produce.

To the surprise of some of their practiced customers, even many of the big retail department stores are developing an interesting willingness to imitate the worm. Formerly most of them would exchange goods on complaint practically without reference to time. Not long ago they set a time limit of ten days after purchase. Now the time limit has been reduced to three days.

Manufacturers are setting the example. They have discovered that not standing firmly behind their goods sometimes produces a dangerous backfire. Instead of the disgruntled customer being pleased, as it was thought he would be, it was found that he often went around saying, "Bah, these people know the sort of stuff they turn out; they'll take it back any old time without a murmur—try 'em!"

One of the concerns to find that there is a limit of complaint endurance beyond which it does not pay to go is Robt. H. Ingersoll & Bro., makers of the Ingersoll watches. Experience showed them, they say, that there are people whose good will is not worth the price, and to work on the theory that it might be, results in weakening instead of strengthening good will.

Thereupon, the watch firm remodeled its complaint and repair departments, combined them and named them the "Guarantee Service Bureau." Experts deal with every complaint on its merits and blame is no longer accepted without question. Mario Diedrich, head of the bureau, says that the new method is not only giving practically 100 per cent satisfaction to customers, but has vastly increased the dealer's respect for Ingersoll watches.

JUSTICE IS NOW MORE ACTIVE

Always a generous house in "making good," Ingersoll would formerly exchange a watch or repair it without question and without charge, almost without time limit, unless the damage was obviously due to misuse. To dealers it was, if possible, even more generous. The dealer had merely to return watches and get new ones.

The result was that in many cases when a purchaser wanted to complain, he did not have to. He merely went back to the store where he bought his Ingersoll and could get a new movement. The dealer would put the damaged movement into the back and rim that had been on the new watch and turn it in for exchange.

Now even the exchanges from dealers have to pass the scrutiny of the expert appraisers—and in every case the house of Ingersoll stands solidly behind its watches and its appraisers. If the fault is due to misuse, the house will no longer replace or bear the cost of repair.

Digitized by Google

The problem of this watch firm is peculiar and the method of handling it extremely interesting. Its intricacy would be bewildering without some such rigid system as is followed. An idea of its magnitude may be gathered from the daily averages of more than 300 letters and 300 watches —many of them with no other indication than the postmark to show where they come from, whose they are! Yet the "complaint" department has been brought to so fine an edge that, according to Mr. Diedrich, it not only unquestionably builds good will, but is almost self-supporting, whereas formerly it was a considerable burden.

In selling its watches, the house of Ingersoll undertakes to sell "timekeeping service" and guarantees this for a year even in its cheapest watch. Though its watches are sold all over the world, it requests that repair work be sent direct to it. This was originally for the convenience of purchasers, because watch repairers did not care to handle cheap watches.

More than 60,000,000 Ingersoll watches have been sold, and it is estimated that more than half of that number are in use. Watches of the first 30,000,000 still come in. Only the other day an Ingersoll made away back and numbered in the sixteenth million was sent in for repair!

Many of these old watches are so long out of date that repair parts were all used up years ago, and it is impossible to replace broken or worn-out parts. But it is very rare that Ingersoll writes back and says, 'You've had so many years' service out of a watch that originally cost you only $1, can't you pension the old fellow and buy a new one?" Sometimes they have to do this, but generally a watch is sent for what the cost of repair would have been had the parts been in existence. The policy of the house is to cultivate respect for Ingersoll watches.

As the letters come in they are sorted into two sections, humorously known in the department as the "I am sending you" and the "I sent you my watch three months ago and have never heard a word since" sections. The first section is sorted alphabetically and held for the arrival of the packages with the watches which may come by the next mail or not until next day—and sometimes never. The second section goes to solve the problem of some of the poor waif watches which had no owner's name with them when they arrived, and have been waiting to be claimed ever since.

THE DETAILS OF THE TRANSACTION

When the watches come in they are first sorted alphabetically by owner's name as marked on the outside of the package. Then deft-fingered girls open the packages and, judging solely by the condition of the cases, assort the watches into four classes, "New," "Excellent," "Fair," "Worn," and place them in boxes holding a dozen, each watch having with it, neatly folded so that the watch holds them down, the "I am sending you" letter, the sender's name clipped from the wrapper of the package, and a form marked with the classification.

The watches then pass on to the expert appraisers—girls, and trained watchmakers. They test and re-assort them according to the repairs required and mark up the forms accordingly, always keeping watch and papers together. From these girls, the watches go on to others who know from the markings on the forms the sort of letter they must send to the owner of each watch. Then the watches pass on to the repairers, but the papers go to the adjusters. The watches eventually, after they have been repaired and timed, are stacked in accordance with their final assortment.

Here comes the novel side of the new Ingersoll system. Originally they repaired and sent back to its owner the watch received from him, but that method demanded infinite care in tagging and took much time. The present plan is to return at once either a new watch or one of the same assortment, "Excellent,"

Digitized by Google

Get The Facts!

About the LOUISIANA-MISSISSIPPI MARKET

TRADE EXTENSION BUREAU

A Million Boxes

One retail store here, during last April, sold 36,480 pounds of CANDY.

There's an "open market" in NEW ORLEANS alone for more than a million pound boxes of CANDY annually —not to mention the enormous sales possibilities throughout the LOUISIANA-MISSISSIPPI territory.

Incidentally, both the dealer and manufacturer in the incident mentioned above, say we "helped mightily" to sell those 36,480 pounds.

We're ready to aid YOU. Correspondence invited!

"In New Orleans—It's The Item."

THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

JAMES M. THOMSON
Publisher

National Advertising Representatives
The JOHN BUDD COMPANY

A. G. NEWMYER
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle.

Digitized by Google

"Fair" or "Worn," but in perfect repair. If the owner specifies that he desires his own watch back, the old system of tagging is used; but this rarely happens. Generally the watch sent back is a better one, at least as to condition.

But if main-spring or balance-wheel shaft is broken, the owner has to pay, and the adjusters notify him to this effect as the forms reach them, and they hold the forms until the money arrives. Experience has shown that only misuse, such as letting the watch fall, will cause a broken balance-wheel shaft and only over-winding break the main-spring.

Occasionally disputes arise on this point. Sometimes they are amusing. For instance, a man will persist that his watch had never been dropped, he had never worn it, it had always stood in a stand on his dresser. But the house also persists that the watch had fallen. At last the man's wife remembers and admits that while dusting she had accidentally brushed the watch off the dresser, but did not think a little thing like that could hurt an Ingersoll, and so had not mentioned it.

Another time a man admitted his watch had had a fall, but only of about five or six inches, he said. He was invited around, and by demonstration was convinced that a little fall of that sort does not jar the feelings of an Ingersoll. In days when correspondence costs the Ingersoll "Guarantee Service Bureau" more than thirty cents a letter, demonstrations of that sort are not only more effective but cheaper. The purpose of the Bureau is to maintain service and retain friends—and also to prevent the firm from bearing unmerited blame.

While the new system found its birth in a desire for fairness and economy, the most noteworthy part of it lies in the proof it is affording of these two points. Nobody wants something for nothing—if it can't be got. A manufacturer increases respect for his product and consequently his sales if he does not fear to stand solidly behind it every time.

Tell Public Why Paper Is High

The good will of the public that is necessary for the progress of any industry can be had by paper manufacturers through the right kind of advertising, H. P. Baker, secretary of the American Paper and Pulp Association, says in a bulletin issued by that association.

"The manufacturers of paper in this country are concerned, in every angle of their activity, with supplying a product with which they desire to have the public satisfied," according to Mr. Baker, who continues: "Dissatisfaction on the part of the consumer reflects very quickly upon the producer. Beyond question one of the values of advertising is the securing of the good will of the public using the given product. Is it possible to estimate the value of good will to an industry?

"The paper industry, as it is carried on today, is full of interesting facts and stories which, if presented in the right way, would interest the public and acquaint them with the problems of the industry. The good-will of the public can be secured by the right kind of educational work as well as by space advertising.

"The paper industry, with an annual product of the value of over $700,000,000, should be spending something each year in gaining the good will of the public of the United States through the right kind of educational work."

Joins "The Farm Journal" in Chicago

H. D. Belcher, recently with the Housing Corporation, with headquarters at Washington, has joined *The Farm Journal's* Chicago office. Previous to the war, Mr. Belcher was a practicing architect in Kansas City.

Clarence Kain with Austin, "American"

Clarence Kain, formerly of the New York *Herald* and recently with the New York *Evening Post*, has become advertising manager of the Austin, Tex., *American*.

A. W. Neally with Geyer-Dayton Agency

A. W. Neally, recently advertising manager of the Standard Tire Company, Cleveland, has joined the staff of The Geyer-Dayton Advertising Company, Dayton, O.

L. L. Spach Represents Cone & Woodman

Lee L. Spach has resigned as advertising manager of the Elgin *Daily News*, Elgin, Ill., to become representative of Cone & Woodman, advertising agents, Chicago.

Digitized by Google

No. 4 of a Series on Personnel

C. ALFRED KARPEN
Industrial-Educational Editor

HARRY LEVEY selected Mr. Karpen to edit Truth Productions because of his pronounced ability and wide experience.

Originally an engineer, Mr. Karpen was associated with American Bridge Company, Radio Telephone Company and the United States Government.

His advertising and merchandising experience has been equally as varied, and for several years he has been actively connected with Mr. Levey in the Industrial-Educational Film work.

It is Mr. Karpen's particular function to co-ordinate the various portions of a Truth Production into the completed film in such a manner that the advertising and merchandising appeal is presented strongly without losing the educational and entertaining features. In work of this sort, it is just as necessary to have a complete knowledge of all branches of the moving picture business as it is for a newspaper editor to know his game thoroughly. Mr. Karpen has acted in every capacity from scenario writer, camera man and director to laboratory expert and editor. He has mastered the art of humanizing cold machinery and manufacturing operations to a point where they become entertainment in its highest form. During his association with Mr. Levey he has edited over 300 Industrial-Educational films.

Truth Productions are valuable to business organizations because each step in their preparation and distribution is handled by experienced members of this organization.

Have you investigated the possibilities of this medium in connection with your work?

HARRY LEVEY
SERVICE CORPORATION
Producers and Distributors of Industrial Educational Films
NEW YORK CITY

Temporary Offices: 1662 Broadway
Studios 230-232 West 38th Street

Digitized by Google

The Blackman

ADVERTISING

Digitized by Google

"..couldn't afford to be small"

TWENTY-EIGHT line space introduced Djer-Kiss to the women of America back in 1910. Twenty-eight line space was considered entirely "adequate for a small business." Since the "small business" had to stretch its appropriation to the utmost, the advertising was confined to brief seasonal campaigns during each fall and spring.

But ambition stirred.

And then it was seen that small advertising was the only kind of advertising that this particular "small business" *could not* afford.

Right there began the growth of Djer-Kiss advertising, and right there began the larger success of Djer-Kiss itself—the steady swell in sales—the additions one by one to the Djer-Kiss line—and the grand collapse of an honored and settled trade conviction that the popularity of a perfume could by no means outlast five years.

Publishers who sell space to perfume advertisers can thank Djer-Kiss for exploding that superstition.

Advertisers of other products who may be haunted by fancied trade limitations may well profit by the example of Djer-Kiss.

Advertising is more and more proving the imaginary character of many of these obstacles. To use advertising in this larger way is one of the greatest pleasures we get out of our day's work.

Company New York
95 MADISON AVE.

Digitized by Google

We don't see what we want — so we are asking for it!

TWO, or possibly three more periodical publications can be printed in our plant. To maintain our present service, any new publication must *fit in* with reference to size of edition, character of work, and date of publication.

To publishers who are interested in possibilities of bettering their service, we suggest an informal discussion of details.

CHARLES FRANCIS PRESS
461 EIGHTH AVENUE, NEW YORK
TELEPHONE · LONGACRE 2320

Digitized by Google

Bank Goes After Mail Accounts When Home Field Fails

Mail Savings Accounts Invited by Williamsburgh Savings Bank When Its Neighborhood Customers Take Up Residence Elsewhere

By J. K. Novins

SAVINGS banks that advertise very naturally show a tendency to increase their services to the public. They have placed banking on a more human and humane basis. One service, however, that has not been developed to the full by most banks is the banking by mail feature. An editorial in PRINTERS' INK last week pointed out the opportunity now awaiting savings banks that extend this branch of their business in an adequate manner.

In New York City there is a savings bank that had an advertising committee when it was started, in 1851. For a number of years it has had a banking by mail department. It has been so successful in this branch of the business, in spite of an unfavorable location, that an account of its advertising activities would seem to be well worth while.

This institution is The Williamsburgh Savings Bank, which is regarded in banking circles as one of the strongest savings banks in the world. At present it carries the savings accounts of 120,658 depositors, and this year reports an investment surplus of $15,514,495.30.

An interesting fact about this bank is that many of the 120,658 depositors are no longer residents of Brooklyn—the home of the bank—and reside outside of New York City. On the bank's book of depositors are names of people who make their homes in foreign parts of the globe, such as Hong Kong, East Indies, Denmark, England, Brazil, Ireland, France and even the South Seas.

"We go after depositors no matter where they are," says Victor A. Lersner, Comptroller of the bank, "and we do not wait until they come to us."

Curious to note, The Williamsburgh Savings Bank began to advertise almost the very day it opened its doors to the public. Part of its organization from the beginning has been a Committee on Advertisements and Circulars, which, on May 8, 1851, issued 5,000 English and 10,000 German pamphlets for distribution to the inhabitants of the village of Williamsburgh. The circular preached the gospel of thrift in quite modern fashion, as may be seen from the following typical extract:

"A lady in moderate circumstances who is at first disposed to spend fully up to her income, in order that she may dress and otherwise live as well as her richer neighbor, might well pause to inquire whether she would not rather promote her interest and comfort by saving upon each bonnet and dress, or piece of furniture, a little sum, to be stored in a savings bank against the time of trouble."

ENGULFED BY CONTRARY CIRCUMSTANCE

To understand the progress of the bank something needs be known of the obstacles it has had to overcome—with the aid of advertising. When the bank was incorporated it was the only bank in the village, and it occupied a very important position in the life of the community.

As years went by the village of Williamsburgh began to lose its identity, except in name. New population centres developed and in time Williamsburgh became part and parcel of the Borough of Brooklyn of New York City. Many of the old-time residents moved to other localities.

At the same time, however, Williamsburgh served as one of the terminals of transportation from Long Island to Manhattan,

Digitized by Google

important ferry lines connecting it with the metropolis. Then a little over fifteen years ago a decisive change took place. The Williamsburgh Bridge, connecting Manhattan and Brooklyn, was opened to traffic, and this resulted in the virtual elimination of the ferries, which, in days gone by, were wont to take commuters direct to the lower part of Williamsburgh, where the bank was located. Business houses and retail stores began moving further out. Real estate values in the lower portion of Williamsburgh began to wane. Many of the residents moved to other parts of Brooklyn and Long Island.

The bank officials foresaw these conditions and they also anticipated the consequences. They saw that it was necessary to extend the bank's service beyond the boundaries of Williamsburgh.

ADVERTISING TO THE RESCUE

To overcome new conditions the bank officials decided to extend the bank's advertising programme. A banking by mail department was introduced. Advertisements were placed in newspapers published in Brooklyn, Long Island and even in Manhattan, to reach the residents of these localities.

Then the bank extended its campaign to other mediums. More recently The Williamsburgh Savings Bank has been advertising in marine publications, designed to reach sailors and marines stationed in navy yards, aboard vessels in foreign waters and ports. A series of advertisements has been run in a publication circulating among a large number of veterans of the war against Germany. The bank now advertises also in theatrical publications to attract the savings accounts of theatrical folks.

Many times these advertisements, it has been found, are clipped from local newspapers and forwarded to sons, relatives and friends residing in foreign parts.

One series, now running in local newspapers, is entitled "Letters from Dad." The copy makes a strong appeal to the younger generation. Sailor boys, when they read the advertisements in the local papers sent to them, think of home and friends, and very often they actually forward their money to start savings accounts in the Williamsburgh bank.

A typical advertisement in the series runs as follows:

"My dear Son:

"Where are you keeping your savings? You didn't mention a bank in connection with your money, so I am somewhat concerned as to how you are safeguarding it. Be sure that your savings are secured, that they will earn interest, and that your money will be available whenever the need arises.

"That reminds me of a sign I saw last fall in a farmers' bank up in grandfather's town in Massachusetts. I made a copy of it, not because the happenings described were unusual, but because they were all true, for one of the bank officials assured me that the incidents related to people who lived in that town. Here is the copy: 'John Adams didn't believe in banks, he hid his money in his old sock. A thief took the money and left the sock. Sarah Starbuck put her savings under a mattress. She still has the mattress. Sam Alden hid his money in a stove. Somebody started a fire.'

"The bank paid the victims of the robbery and fire a good sum for the privilege of using their names so that others might be spared from like folly.

"A bank is the only place to keep money and a mutual savings bank is the best place for a savings account. I'll tell you why in my next letter.

"Glad to know that there is an American Legion Post out there. That's the place to meet regular fellows.

"Affectionately,

"DAD."

Another advertisement runs as follows:

"No matter where you are you may maintain direct banking connections with The Williamsburgh Savings Bank through the United

Digitized by Google

Snappy, convincing copy characterizes the campaign for Spur cigarettes scheduled for July, August and September in The Minneapolis Tribune by the Richard A. Foley Agency, of Philadelphia. The Liggett & Myers Tobacco Company, which is distributing this line, is following out its usual vigorous policy of "putting over" a new line with big, compelling newspaper copy.

Whistle is being given great popularity in Minneapolis and the Northwest as a summer beverage by timely, attractive advertising in The Minneapolis Tribune, placed by the Whistle Company, of St. Louis, through N. W. Ayer & Sons.

Franco flashlights and batteries are being given a decided stimulus in the Northwest by a twice-a-week campaign in The Minneapolis Tribune. Picard & Co. are scheduling the business for the Franco Electric Corporation, formerly the Interstate Novelty Company, of Brooklyn.

Gomrie & Cleary, of Chicago, recently carried a well-planned line of copy in The Minneapolis Tribune for the Gervaise-Graham Company.

Koveralls, a handy house garment for women and a play garment for children, are being liberally advertised in The Minneapolis Tribune through the Advertising Service Company, of San Francisco. The July and August schedule presents a particularly attractive argument for Koveralls.

Orange Crush, that fizzy, delightful summer beverage, reminiscent of the orange groves, through two seasons of consistent advertising in the Minneapolis Tribune, has attained a high degree of popularity in the Northwest. Copy this summer has a decided appeal to those thirsty souls in search of a drink long, cool and refreshing. This campaign is being placed by the McJunkin Advertising Company.

The Kalamazoo Corset Company has just sent The Minneapolis Tribune a pleasing line of copy through the Burnet Kuhn Advertising Company, of Chicago. This schedule should do much to popularize the Kalamazoo line in Minneapolis and the Northwest.

The Channel Chemical Company is sustaining its advertising campaign in the Northwest with another large schedule in The Minneapolis Tribune, placed by Chas. H. Fuller & Co.

Camel cigarettes are being further "boosted" in the Northwest by 560-line copy running in The Minneapolis Tribune. The N. W. Ayer & Son Agency is placing this line of business for the R. J. Reynolds Tobacco Company. The sustained schedules for Camels have made and are maintaining this line as a standard product.

The Washington Shirt Company of Chicago recently opened a store in Minneapolis and is planning for a second store next spring. The Minneapolis Tribune is being used exclusively by the Washington Shirt Company and the store's opening sale and continued business has convinced the company it needs no additional daily newspaper space in Minneapolis.

The Lord & Thomas Agency has just placed an attractive schedule in The Minneapolis for the Hewitt Bros. Soap Company. Live selling copy is being used and good distribution is assured.

Having recently announced that its saving department will be open Saturday evening between the hours of 6 and 8, the Northwestern National Bank of Minneapolis is featuring the new hours with a series of attractive advertisements in The Minneapolis Tribune, in which are illustrated the various clocks on the buildings of Minneapolis.

The Minneapolis Tribune

First in Its City
First in Its State
First in Its
Federal Reserve District

Member A. B. C.

Largest Home Carrier Circulation

Digitized by Google

States mail. Our mail department is fully equipped to handle any volume of business promptly and to your entire satisfaction."

The bank receives numerous inquiries from people residing in various parts of the United States, and to those is mailed a booklet entitled "Banking by Mail."

During the war the bank did considerable business with soldiers, sailors and marines stationed at various camps and on vessels. It recognized the human element in dealing with this class of depositors. The least bit of service was not overlooked. When a soldier boy sent a hurry call for money the amount was promptly forwarded, and pains taken to remit the money by money-order, instead of check, so that the recipient would find no difficulty exchanging for currency.

It was such service as this that won for the savings bank a strong following among soldiers, sailors and marines, and also among traveling men.

Shortly after the signing of the armistice the bank received a request for money from one of its depositors in France—an American lieutenant stationed with his unit behind the firing line. He wanted money with which to celebrate the event of the signing of the armistice, and he wanted it in a hurry. Could he have it without delay? He received the desired sum within twenty-four hours. The bank cabled the money direct.

The human touch is practised by every official of the bank, from president down; cordiality is practiced in all of its operations. Each depositor is made to feel that the bank is glad to do business with him. This is one of the prime reasons it has so many depositors, even though its locality is such that it has to go far afield to get them.

W. J. Kenney with "Market News"

Walter J. Kenney, formerly advertising manager of *Railway and Locomotive Engineering*, New York, has become assistant general manager of *Market News*, New York. He will be in charge of the service department.

Seeks Information on Special Libraries

The Special Libraries Association is collecting information, with a view to publication, upon methods used in this sort of libraries—such as subject headings, classification, cataloging, filing, circulating and routing literature, library publicity, forms of all kinds, purchasing, etc. The "special library" has been defined as "a good working collection of information either upon a specific subject or field of activity. It may consist of general or even limited material serving the interests of a special clentele, and preferably in charge of a specialist trained in the use and application of the particular material."

The committee appointed to collect the information consists of Mary B. Day, Chairman, Librarian, National Safety Council, 168 N. Michigan Ave., Chicago; Irene Warren, Librarian, Globe-Wernicke Company, Chicago; Frank K. Walters, Librarian, General Motors Corp., Detroit; Elsie L. Baechtold, Librarian, Irving National Bank, New York, and Daniel Handy, Librarian, The Insurance Library Association of Boston.

Four New Accounts for Rauh Agency

The Jennings Corporation, Pittsburgh, manufacturer of "Omac" carburetors, has appointed The Richard S. Rauh Company, also of Pittsburgh, to handle its advertising account.

Other new accounts of the Rauh Agency are the Peerless Food Manufacturing Company, Roscoe, Pa., branded vinegar and other food products; Kleber Trunk Company, Pittsburgh, maker of "Steeledge" trunks, and the Liberty Refining Company, Pittsburgh, refiners of gold and silver.

Air-Way Account with Kelley

The Air-Way Electric Appliance Corporation, Toledo, O., has put its advertising accounts in the hands of The Martin V. Kelley Company. The account will be handled by this agency's Toledo office. A newspaper and periodical campaign will soon be launched advertising this company's electric sweeper and washing machine.

J. R. Mayers Company Appoints Edwin Carlin

The J. R. Mayers Company, New York, has established a foreign-language department, under the direction of Edwin Carlin, who was formerly with Frank Seaman, Inc., New York. More recently Mr. Carlin has acted as counsel to foreign-language publications.

Allen Glove Account for Meredith Agency

The Allen Glove Company, Gloversville, N. Y., has put its advertising account in the hands of Meredith & Co., Inc., Troy, N. Y.

Digitized by Google

Each dot on this map represents a city or town visited by the merchandising writers of this book

More than 30,000 miles to make *Readers!*

More than ***30,000 miles*** were traveled last year by the men and women who collect the data on which articles published in this paper are based!

Every state in the union was covered once — many states, two, three or even four times!

On the average ***7 cities or towns*** were visited in each state!

More than ***350 furniture merchants*** were interviewed and contributed the details of the plans and methods by which ***they had made their business more profitable!***

The editorial policy of the Furniture Merchants TRADE JOURNAL ***is radically different*** from that of any other publication in this field!

It is strictly a "Methods" magazine!

Its sole purpose is to place before its readers the tried and proven successful plans and methods of furniture merchants everywhere!

Ideas that make money for the reader when he puts them to work!

It is easy to understand ***why*** the furniture merchant ***reads*** it!

FURNITURE MERCHANTS TRADE JOURNAL
PUBLISHED BY
Merchants Trade Journal Inc
Des Moines, Iowa.
ALSO PUBLISHERS OF
DRY GOODS MERCHANTS TRADE JOURNAL
HARDWARE MERCHANTS TRADE JOURNAL
New York, Chicago, Indianapolis, Boston, Rochester

Digitized by Google

How many corporations are there?

351,426

(Of the 351,426 corporations 232,079 make a profit and 119,347 make no net profit, according to the last government report.)

SYSTEM

***The* Magazine of Business**

Digitized by Google

HE'S too close to his own business," something most men try to avoid. SYSTEM helps them do it. That's why SYSTEM'S circulation is growing to a Quarter Million. Notice the perspective in the September issue.

Samuel M. Vauclain, president of the Baldwin Locomotive Works, went abroad to sell locomotives. He wrote his friends and associates about business in Europe today; extracts from these illuminating letters have been secured for September SYSTEM.

John Golden, producer of "Lightnin'," writes, "What the Theater Has Taught Me About Selling."

There are articles by John Hertz, general manager, Yellow Cab Co., A. B. Farquhar, president, A. B. Farquhar Co. Ltd., and A. C. Barrow, president, Jobbers Overall Co.

Get your copy of September. It will show why SYSTEM is rapidly covering the whole Business Market.

rapidly covering the whole business market

Digitized by Google

A Peek Inside

How often have you wished that before selecting your media you could study its pages for a few days, taking a slant at the news and editorial policies, and learning something of the men behind it?

You would invariably select the publication with an opinion of its own and the courage of its convictions, wouldn't you? You would at least prefer to read that kind of a paper!

And that is why the News-Times dominates South Bend and the surrounding territory. It is a paper of opinions, edited without fear or favor, and most people read it.

News-Times readers will heed your message in its columns.

SOUTH BEND NEWS-TIMES

Morning *Evening* *Sunday*

J. M. STEPHENSON, Publisher

Foreign Representatives
CONE & WOODMAN, Inc.
Chicago New York Detroit Atlanta Kansas City

Digitized by Google

United Goes One Better in Its New Ricoro Campaign

Cigar and Cigarette Advertising Now a Profitable Field for Study of Methods by Which Effects Are Obtained

By Martin Hussobee

IT was once remarked that the man who could produce the something new for a cigar or cigarette campaign could sell it the same day for a million dollars. The price was put a little too high, perhaps, but otherwise it was not far wrong; the succinct phrase limned pretty accurately the situation as it then was. Advertising genius, however, will always find the way.

Unquestionably there was at one time a dearth of originality that stood out more noticeably than anything else in the cigar and cigarette advertising of the period. It did almost appear as if it was felt that the subject had been played out. Even now it is possible to find in this field campaigns in which the copy would equally well fit any other cigar or cigarette with hardly a change othen than that of the name.

But in the realm of joy-weed advertising to-day invention is mighty far from being dead or even, it would seem, ready to pause for breath. Instead of that, fine work is on the increase, like smoking itself. The new idea is being hit upon with frequency and with brilliance. It is clear that real thought is being given to the creation of this work.

A glance through any of the current newspapers or magazines will show that cigar, cigarette and pipe-tobacco advertising to-day presents an interesting and useful field of study. All who are looking for novel methods and striking ways by which appeal is made to different sections of the same great market and how, say, the opposite extremes, low price and high quality, or their intermediates, are expressed, will find in these advertisements how plainly the desired point can be put over, either by style of copy or by atmosphere in the art-work.

For notable illustrations of the extremes, one has only to recall the striking Pall Mall and Murad color-page campaigns at one end, and at the other those effective campaigns with the slogans, "Ask Dad, he knows!" of Sweet Caporals and "It's toasted" of Lucky Strike. Among the intermediates, the "speaking" photographs now being seen of the Chesterfield "They Satisfy" do not by any means let themselves be overlooked, and until "Shorty" got to work the other day the Camel's camel threatened to become more noticeable in the land than horses on Fifth Avenue.

In art-work, men's hands are being used with great effect by the Bobby Burns cigar and the Girard cigar. Men have come to know the market value of well-shaped hands and properly manicured finger-nails. The suggestion of quality made by the employment of good hands in halftone gets over irresistibly. The pictures here are more eloquent than words could be. The merest glance gets their story.

THE DISTINCTIVE RICORO CAMPAIGN

Among the new work worthy of attention is the Ricoro campaign of the United Cigar Stores Company. This is now running in large space, 210 lines on five columns, in New York newspapers and is shortly to start in Boston and possibly follow in other large cities of the East covered by the United. Here one sees an old campaign revived and continued, but in a form that makes it new, and there is certainly no missing it on the page where it appears. Also it is read; reading these advertisements, in fact, becomes a habit among men, because each advertisement has a story interest that holds.

The new Ricoro campaign is

Digitized by Google

based on the two former well-remembered campaigns, "Who Discovered Ricoro?" The first of these was run in 1917 and was so successful that the original total of twelve advertisements was doubled and then again increased. Last fall the second campaign was run, renewing the discussion of "Who Discovered Ricoro?"

THIS STYLE OF ADVERTISEMENT IS FOLLOWED IN CURRENT RICORO SERIES

The policy of the United Cigar Stores Company as to advertising is to produce immediate sales in its stores. It does not seek good will except indirectly. What is wanted is first to secure a prompt return by sales, and second, to establish the brand advertised. But to-day's advertising must pay for itself to-day, or to-morrow at the latest. There will be other advertising to take care of the future when the future is here—with, it may be, entirely new brands; who can tell?

The system of checking sales in the United Stores gives the company an instant and accurate check on the results produced by its advertising—and if sales do not jump from the first moment, the advertising does not come up to the United's criterion of success, and it ceases right there.

This time the former caption, "Who Discovered Ricoro?" is omitted and the noticeable new feature is the new scheme of design. In the earlier series the illustration occupied the upper part of the advertisement. In the latest series, a book, rather larger than an ordinary novel, lies open diagonally across the top and occupies two-thirds of the space.

The pages of the book are numbered, but only for the sake of realism; there is no significance in the numbers. At the head of the right-hand page, in imitation of book form, is the title, "Tales of Ricoro." The two pages contain the "Tale," starting with a picture and a caption as if the heading of a new chapter, and the whole is set parallel with the top edge of the book, which completes the illusion without putting the lines at an angle difficult for the eye.

The "Tales of Ricoro" are so brightly written that each forms a good story and effectively puts over the quality of the cigar, though almost without a direct word about it. Here is a sample of one of the "Tales":

"A True Fish Story.

"Opinions differ as to just who discovered Ricoro Cigars," declared the executive, "but I have always handed the palm to a fellow I met on a trout fishing trip.

"I was waiting near the bank, and in the excitement of a 'bite'

Digitized by Google

Get What You Pay For.

In Eastern cities we put storm-doors on our houses and shops in winter-time to keep the cold out. In interior Western cities lying between the Sierras and the sea they put the same kind of storm-doors on their houses and shops in summer-time to keep the heat out.

This lends to the reflection that with varying climatic conditions—and wide variances abound in this great country of ours—the needs and habits of the people differ. Merchandise in demand in one section is at the same time a drug on the market elsewhere. Such merchandise cannot be economically advertised in mediums that blanket the country, for every copy of such mediums that circulates where the goods cannot be sold represents a waste of money.

The daily newspaper offers a selective service to advertisers. It gives opportunity to cover thoroughly, with geographical exactitude, the places where latent demand exists. When you can get what you pay for with this kind of advertising, Mr. National Advertiser, why pay for what you cannot get?

One of the Advertising Editorials Appearing Daily in

THE PHILADELPHIA RECORD

Always Reliable

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO
Peoples Gas Bldg.

NEW YORK
Fifth Ave. Bldg.

Digitized by Google

I stepped into a hole—and went clear over my head. I scrambled out, reached in my pocket for cigar solace—only to find my expensive Havanas dripping wet!

"Just then this other chap came along and saw my plight. He unslung a well-filled trout basket, sat down beside me, and gave me a cigar.

"'That was a lucky ducking!' I remarked, as I inhaled the soothing fragrance of the obviously expensive cigar he had given me. 'I'll wager that only a favored few have been privileged to smoke this excellent private brand of yours.'

"'Only a favored *few million,*' he laughed. 'Ricoro is a private United Cigar Stores brand—they sell this size for fifteen cents.'

"'Fifteen *cents,*' I gasped in astonishment. 'You certainly are a genius at getting the most and the best for your money! And now—just tell me, brother, where you bought your fish!'"

From this it will be noticed how the new campaign is linked up with the former ones, and how both the "Tale" and the copy that follows tell of the Ricoro quality much more forcefully than adjectival epithets could do.

Below the "Tale" in each advertisement is a brief section of copy, set horizontally. Each time this copy starts with the slogan, "Sooner or later you'll discover Ricoro," and ends with "Sold only in the United Cigar Stores—'Thank You!'"

There is no direct appeal to try the brand—that is done indirectly, and very subtly, by a line which in some form runs in every piece of copy, such as "You'll vote Ricoro the smoothest, balmiest, most satisfying cigar you ever smoked—and you'll join the thousands of smokers everywhere who tell enthusiastic tales of Ricoro." Each advertisement carries the United's shield and shows one or another of the twelve sizes in which Ricoro is sold.

In this campaign the appeal is to the average man, to the multitude, and high quality is sufficiently expressed by the class of the characters used in the illustrations of the "Tales." The purpose of the campaign is to impress the name of this brand so deeply on the mind that cigar and Ricoro will be associated thoughts.

It has been found that the Ricoro advertising has that result. Clerks in the United stores report that while practically every new cigar customer asks for Ricoro, the men who used to let their eyes range undecidedly over the array of open boxes now say, "Ricoro."

Roy F. Soule with Urban Motion Pictures Industries

Roy F. Soule, vice-president of A. C. Penn, Inc., Newark, N. J., has been made general sales manager of the Urban Motion Pictures Industries, Inc., New York. Mr. Soule will continue as vice-president of the Penn organization.

The Urban Motion Pictures Organization will soon undertake an advertising campaign for its product—a moving-picture machine to be used in the home and which employs a disc, similar to the phonograph record, instead of a rolled film.

Canners Will Meet at Atlantic City

The committee on the selection of a convention city for the National Canners' Association has decided on Atlantic City. The convention will take place during the period January 17 to 21.

New Accounts with Hamilton Agency

The Pocock Manufacturing Company, Hamilton, Ont., maker of "Empire" flat curtain rods, has put its account in the hands of the Hamilton Advertising Agency, Limited, Hamilton.

R. V. Gilliland Joins Emerson Beck Knight

Robert V. Gilliland, recently with the Nordyke & Marmon Company at Indianapolis, has become treasurer of the Emerson Beck Knight advertising agency, Indianapolis.

Joins Emil Brisacher & Staff

Morton Bachrach, formerly of the merchandising service bureau of the Boston *Post,* has joined the copy department of Emil Brisacher & Staff, San Francisco.

Digitized by Google

To Reduce Advertising Cost—

select cities large enough to be attractive and adequately covered by one home paper.

EXAMPLE

Territory	Population	Number of Families	Erie Times Paid Circulation
Erie, Pennsylvania -	**102,093**	**20,418**	**20,565**
Erie Suburbs (35 mile radius) - - - -	**52,000**	**10,400**	**6,971**
Country - - - -	—	—	**1,162**

Obviously the Times reaches practically every worth-while family. Record of July circulation, a normal month—more city circulation than families. Erie has three daily newspapers—one morning, two evening. The Erie Times has about 50% **more** than the combined paid circulation of its two **daily** competitors and about **treble** the circulation of either.

Erie Daily Times

(A. B. C. Member)

Paid Circulation, 28,698

Average for July, 1920

Line Rate 7c. flat. Evenings except Sunday

The absolute dominance of the Erie Market has never had the slightest bearing on the Erie Times' advertising rate.

Compare this situation with most others in the United States, and you will find full justification for expecting an above-the-average return from any campaign properly merchandised in Erie and adequately advertised in the Times.

The combination of Erie, Pa., and the Times cuts the cost of advertising.

The Erie Daily Times for EVERY National Advertiser

Representatives

E. Katz Special Advertising Agency

Established 1888

Chicago **New York** **Atlanta**
Kansas City **San Francisco**

Digitized by Google

SOONER or later, in every advertising series, there is need for pictures of keen-eyed, progressive men, or rugged characterizations, or types drawn from the trades. Then you will want Raymond Morgan. He works in every

The ETHRIDGE

NEW YORK STUDIOS - - 25 E. 26th ST.

Digitized by Google

medium, from charcoal and pen and ink, to full color, oil. To have Morgan's signature on an account, in its illustrative features, is to be sure of honest draftsmanship and a keen analysis of the faces of the male of the species. Send for specimens of his work.

"Eighteen Years in Business"

ASSN. *of* ARTISTS

CHICAGO STUDIOS - - 140 N. DEARBORN ST.

Digitized by Google

PEOPLE that know us well enough just send their stuff over and go on to something else. New clients soon learn to do the same. We're getting famous for thorough, dependable, intelligent co-operation. Distance is no obstacle. You can have our service hundreds of miles away—or thousands—as well as you could if we were a few blocks apart.

Just use the mails instead of a messenger

Partridge & Anderson Company

Electrotypes · Mats · Stereotypes

714 Federal St., Chicago

Digitized by Google

The Sort of Follow-Up That Builds Good Feeling

Three Methods of Composing Follow-Up Letters So They Possess Fresh Appeal

By John T. Bartlett

AN initial business letter, in which the writer makes fresh presentation of his subject and builds an appeal, may test the correspondent's knowledge of the human elements involved and his skill at expression. But it is a boy's game, in some ways, compared with the successful composition of the follow-up letter. I am using follow-up here in the general sense, with application not alone nor especially to the sales letter, but to other correspondence situations in which it is commonly used.

The characteristic circumstances are always the same. An earlier letter has not accomplished, as it should have in the normal or expected course of events, some definite object. The recipient hasn't acted, or hasn't answered. A more or less important matter is hanging fire. A follow-up letter must be written.

It is up to the correspondent to move the addressee to action under conditions which, ordinarily, are much less favorable than those which surrounded the initial letter. As a problem in technique, I believe the follow-up letter is just about the toughest in the whole range of business correspondence.

One of the new adverse conditions is the average person's feeling about a follow-up letter. Human beings don't like to be reminded of something they haven't done, whether their obligation is openly declared or only implied. We are all alike in this, though the influence of the feeling of aversion varies a great deal. For example, I know a professional man, a successful lawyer, whose abhorrence of follow-up letters from clients and associates is so great that he simply doesn't read a great many of them. Running through his mail, he spots the obnoxious follow-ups at a more or less superficial glance. He makes a quick decision.

Most of them he leaves unopened. He dodges. He isn't going to read the unpleasant, disagreeable things.

Unbusinesslike? Of course. Human? Nearly one hundred per cent so. This lawyer has succumbed to an aversion we all feel. And he clings to the habit after years, though at times it has had serious consequences.

We all have much the same feeling when we pick up the remembered letterhead of the concern we sent an inquiry to a couple of months ago. We pull back. We expect something disagreeable in that letter.

If business letters were like advertisements, this and the second, and even more serious, difficulty would not enter. The advertiser in newspaper or periodical doesn't "shoot his bolt" in a single advertisement. He expects to publish others, many others. He doesn't finish his story, and the consuming public doesn't expect him to do so. He varies the appeal. His advertisements have an attractive, fresh quality. Each succeeding advertisement is stronger than those which have gone before.

THE CLIMAX REACHED IN FIRST LETTER

By contrast, the business letter writer proceeds on the assumption that there is just one normal handling of the subject. The beginning is a letter which presents the whole matter and "puts it up to" the recipient. In theory, that one letter is going to accomplish what it seeks; according to the ethics of correspondence, the recipient at least will answer. It is

Digitized by Google

assumed, the first letter being written, that there will be no necessity for follow-up letters.

The letter writer, accordingly lays himself out. He does his utmost to produce an effect, which effect is a reaction in the recipient that will lead to favorable action. The letter writer uses up all his powder; he makes his maximum appeal.

Then for some reason unknown, the letter fails, or seems to. Another must be written.

You can always, of course, write the follow-up letter which calls attention to failure to answer. This is the style of follow-up most common in business. In many routine matters, and some that are larger than routine, it is sufficient. The other party has unintentionally neglected to answer. There has been an oversight, or a pressure of work has actually compelled delay. He has intended to answer. A follow-up reminds him, and he responds.

With another type of man, follow-up letters will force an answer when if left alone the matter might die a common business death. This man's dislike of follow-ups is so great that he will reply just to avoid the unpleasantness of them—if you push him.

In follow-ups of this nature, the main thing is to keep pleasant. The temptation is to overplay, to make unkind remarks. You get an answer, maybe, at the price of ill will.

The most frequent tactical error is to assume that the other man's neglect to answer really furnishes you with letter ammunition. A man hasn't done something he should have done; therefore, we can go after him hard, and he will do it. That is the reasoning. It may seem logic, but it is poor human nature. The fact that a man has neglected to do a thing doesn't constitute a motive for doing it. It doesn't even necessarily produce an impulse. The letter writer who endeavors to achieve anything on the human nature involved here is riding to a fall.

The greatest mistake that can be made is to go on sending letters which call attention to delayed action, and are based wholly on that fact and such psychology as can be dragged in. The letters grow cooler and cooler. They begin to hint, or openly say cutting things. They're poor letter tactics, and they fail.

How to inject fresh appeal is essentially the problem of the follow-up letter. In actual business the situation has a thousand and one variations. It cannot be solved by formula.

There are three general ways in which genuine fresh appeal—not faked, not "shot-in-the-arm stuff"—can be introduced.

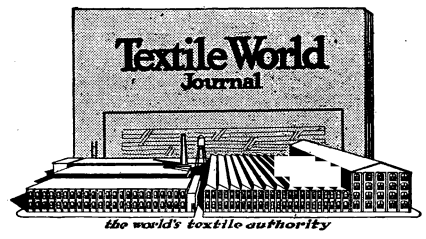
The first method, determined on before the initial letter is written, is an application of the advertisement series idea to letters. In the first letter, that is, we do not really exhaust our powder, though we may seem to. We hold something back. A good argument is purposely left out, to be used if additional letters are required.

A second general method to introduce new appeal is the bringing up to date of the proposition, a restatement of the case in the light of developments. A news element enters, under cover of which the letter writer tries to write more persuasively and effectively than in the initial letter which failed. This general method has been much used in the sales letter field; to a much lesser extent in ordinary business correspondence. Every letter writer ought to know about it, and try his hand at it as occasion offers. It should be in the "bag of tricks" of the average business correspondent, as well as the sales letter writer.

The ordinary tactics are to lead right off with the news material which provides the opportunity to restate the case. Reference to former letters is best left carefully out. Could they be wholly forgotten by the recipient, it often would be best for the letter writer.

The third general method is the injection of personal material. The object is to make the ad-

Digitized by Google



Reaches an industrial field which buys $500,000,000 worth of factory equipment annually—the textile manufacturing industries, with mills located in every state of the union.

A highly specialized advertising medium which 800 leading industrial advertisers capitalize as a vital factor in their sales plans.

Adapted for the advertising of practically every product sold to manufacturing industries.

Ask on your letterhead for a copy of our book "Selling to Textile Mills," which gives definite information about the textile field as an industrial market.

Textile World Journal

Audit Bureau of Circulations.
Associated Business Papers, Inc.

BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE, NEW YORK

Digitized by Google

dressee feel toward you in a different way, to throw an intimate, friendly atmosphere over the correspondence. If with such personal matter you are able to attract the other man, you may have wholly solved the problem. Some correspondents temperamentally cannot use such personal matter and in many cases, of course, it would be wholly out of place to lug in personal matters.

At one time I had correspondence with a man who I knew instinctively was so actively antagonized by follow-up letters that their effect was simply to create a perverse determination not to attend to the delayed matter until he "felt like it." There are men built that way. They neglect a matter which requires attention, yet if you remind them of it, you arouse their anger.

I handled this man through a happy recollection. I happened to remember that a friend had told me once, years before, that he had gone to college with my balky correspondent. I had forgotten the fact until now. I slid into an informal allusion to "Bill," and how he had made out. I got in one or two personal observations on certain traits in Bill's character, and their relation to his success in life. The latter, it is worth interpolating, are telling things in business letters.

The device was effective with Bill's college friend. I had dissipated the follow-up atmosphere with my personal news about Bill, told him something that interested and pleased him more than anything else in the morning's mail.

THE DANGER OF SHOT-IN-THE-ARM METHODS

Had it happened in the course of a personal call, both of us would have been "warmed up" for a space. There would have been a congenial atmosphere around an office which is too often frigid. As it was, letters only being involved, Bill's friend came through. He felt like attending to that piece of business. And he did, not because he "ought to" or "had to," but because he wished to, which is the spirit in which business letters should aim to get things done.

In dealing with this follow-up problem, there are serious dangers. It is possible to obtain fresh appeal, but at too great a price. A reduction on the price offered in early sales letters often is a "shot-in-the-arm" method. The bargain idea, is one that human beings "fall for." Some people are so sensitive to it that they are continually buying merchandise they do not really need, just because they think it a bargain.

Mail "offers" of one stripe or another, ranging from the entirely honest and legitimate to the questionable or actually dishonest, are in the general group. A price reduction offered spontaneously, as the result of a new condition which has developed—an "offer" which has a similar genuine foundation—these may be absolutely legitimate and good letter craftsmanship. The business judgment of the interested concern must determine that. The temptation and danger in connection with all such methods is to ride them hard, and thus to kill them.

A sense of dramatic values, which the best letter writers always possess, is one of the most valuable qualifications the composer can bring to the follow-up letter. The problem is fundamentally one of appeal. The correspondent able to recognize and seize a later situation containing elements of the dramatic and turn it to account, constructing a letter which goes home; the man able to introduce fresh appeal from a new angle, through use of personal matter, the stuff which, generally speaking, has universal appeal—these are the ones most apt to make the follow-up succeed where its predecessors have failed.

But using his utmost skill the cleverest letter writer is going to fail sometimes on the follow-up letter. Fresh appeal in the case of follow-up is no kindergarten subject.

Digitized by Google

?

Before the World War: Moltke, the Great, Chief of the German General Staff; Foch, the obscure, teacher of military tactics.

After the victory: Foch, the genius; Moltke, the discredited.

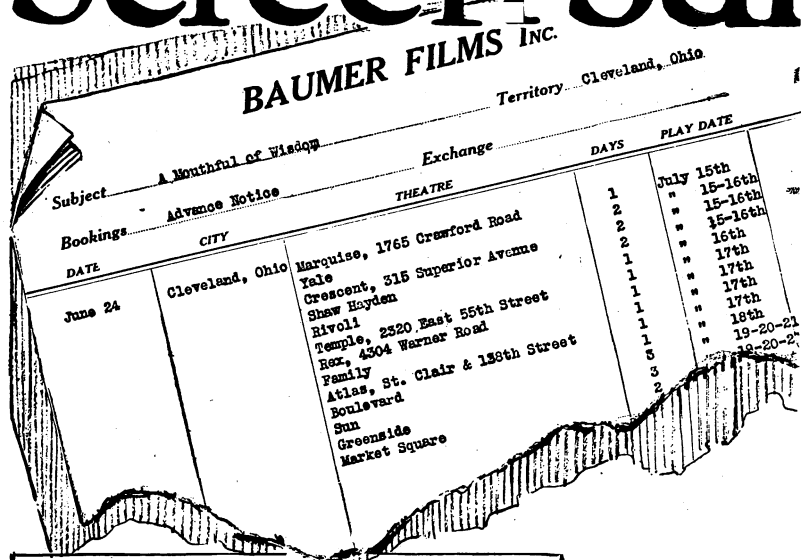
Tactics in advertising change as rapidly as tactics in war. And yet some of our most noted advertising Kitcheners are still using shrapnel for high-explosive jobs.

Analyze agencies before choosing. Send for the book *"How to Judge an Advertising Agency."*

J.H. CROSS CO.
General Advertising Agents
214 South Twelfth Street - Philadelphia, Pa.

Digitized by Google

Screen Sal



BAUMER FILMS INC.

Subject A Mouthful of Wisdom Exchange Territory Cleveland, Ohio

Bookings Advance Notice

DATE	CITY	THEATRE	DAYS	PLAY DATE
June 24	Cleveland, Ohio	Marquise, 1765 Crawford Road	1	July 15th
		Yale	2	" 15-16th
		Crescent, 315 Superior Avenue	2	" 15-16th
		Shaw Hayden	2	" 15-16th
		Rivoli	1	16th
		Temple, 2320 East 55th Street	1	" 17th
		Rex, 4304 Warner Road	1	" 17th
		Family	1	" 17th
		Atlas, St. Clair & 138th Street	1	" 17th
		Boulevard	1	" 18th
		Sun	3	" 19-20-21
		Greenside	3	" 19-20-2
		Market Square	2	

STATE LEAGUE RELEASE

by authority of

Cleveland Motion Picture Exhibitors' Association of Ohio.

Name of Picture	Play Dates Shown
Mouthful of Wisdom	July 15

Theatre Marquise

Address 1755 Crawford Road, Cleveland, Ohio

Signed by W J Slimm Manager

A line from you will bring you full particulars.

Fac-simile of an advance booking sheet delivered to the Dentinol and Pyorrhocide Company of America in connection with the distribution of "A Mouthful of Wisdom," over our theatre circuit. This method allows sufficient time in which to tie up with your dealer effort or other merchandising plans.

Fac-simile of one of the cards delivered, proving distribution of "A Mouthful of Wisdom." Compare with the advance booking sheet and see how thoroughly our system works.

IT IS ONLY UPON PRESENTATION OF SUCH EVIDENCE that we ask you to pay for the distribution of your picture.

You get what you pay for and

Digitized by Google

es Stories Proof of Exhibition

FOR the first time in the history of business films, showings *in volume* can be guaranteed and positive proof of exhibition furnished before you pay a single cent for the service.

At last you can use space on motion picture screens in thousands of theatres all over the United States as safely as you can any other form of advertising.

Approximately 3,500 high class motion picture theatres are under contract, waiting for your film — they will furnish you with evidence that your message has reached the eyes of more than 7,000,000 people.

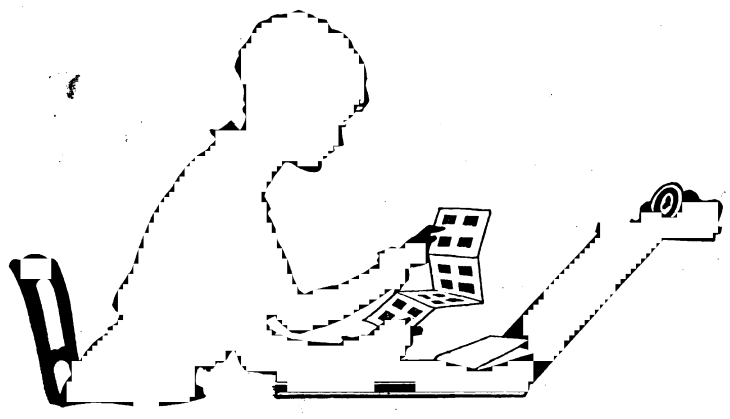
Let us tell you how we can produce your screen sales story.

BAUMER FILMS, INC.

6 West 48th Street **New York**

you pay for it after you've had it.

Digitized by Google



To Display Your Samples

No better stock made than Hammermill Cover—and its price will interest you.

Write for samples, showing variety of color and finish. Hammermill Paper Co., Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

For Booklets, Folders, Broadsides, Catalogs, and all Direct-by-Mail Advertising

Digitized by Google

Doing as the Romans Do, but in a New Way

How Guaranty Trust Company in England Has Vitalized Its Advertising Without Flying in the Face of Custom and Tradition

By C. P. Russell

THE American advertiser who begins operations in a foreign field is generally torn between two impulses. One is to accept the classic advice to "do, when in Rome, as the Romans do." This is the advice that he most often hears, and there is reason, logic and precedent to back it up. The other is to cast aside all the accepted practices and do things in the "American way," in the expectation, or at least the hope, that the sheer novelty of the method will win its way and carry all before it.

There is a good deal to be said on both sides. However, it is not necessary to run the risk of being impaled upon the horn of the dilemma. There is a third alternative, one that would seem to increase one's chances of success while minimizing the risks. That is to do as the Romans do, but to do it in a new way. In other words, to accept the traditions "in principle," as the diplomats say, and yet to lose no opportunity to improve upon them.

When the Guaranty Trust Company, of New York, after establishing itself in England, first decided to advertise in the English papers, the question was "how"?

In the first place, it had to take into consideration the fact that bank advertising in England, what there is of it, had always been done, as in so many parts of the United States, in a certain traditional way. It has consisted for the most part of a mere statement of resources and liabilities, which is also the accepted formula of much bank advertising in the United States. These statements are generally printed in rather small space in a dull, unimaginative, Gothic type. Such advertising is better than nothing, of course, but because it is sporadic and lacking in any particular aim, it is of no outstanding value except to those who choose a bank because of the impressive array of figures it is able to marshal.

A GRADUAL STYLE CHANGE

What the Guaranty Trust Company wanted to advertise in England, however, was not so much financial stability as service. It wanted to impress upon the English public that it was prepared to offer not only the usual banking facilities, but a variety of other functions besides. It proceeded slowly, however. It began by publishing the usual financial statements, but took larger space than usual and paid some attention to clearness and neatness of typography. Its next step was to introduce some text. Since that time it has gradually built up its advertisements until the text now far outweighs the financial statement. This is still retained, but it now consists of merely two lines in small, black-faced type at the very bottom of each advertisement: "Paid-up capital and surplus" so much and "Total Assets more than" so much. Furthermore, the old, stodgy Gothic type has been replaced by Caslon type surrounded by wide margins, thereby gaining in distinction without sacrificing dignity.

Another point that had to be considered was the fact that the words "trust company" do not carry the same meaning in the British Isles that they do in the United States. To the average Englishman a trust company is apt to suggest an insurance or fidelity company. The Guaranty Trust, therefore, had to emphasize repeatedly in its copy the fact that it was first of all a banking organization. For example, a recent advertisement in the English

Digitized by Google

papers is headed "In the Service of Commerce." The text says:

"Efficient banking service is essential to the free movement of the goods upon which the world's welfare depends. To-day, more than ever before, industry and commerce need the assistance that modern banks are equipped to give.

"The Guaranty Trust Company of New York is a complete bank, equipped to finance the shipment of goods, whatever their origin or destination; to accept deposits

Direct Foreign Banking
and its
Relation to Trade

FOR the exporter or importer, seeking to enlarge his markets or find new sources for goods to meet the demands of his customers, facilities for direct banking are important because they make possible a more prompt and economical handling of financial transactions.

With its own offices in New York, London, Liverpool, Brussels, Paris and Havre, and its affiliations, connections and correspondents in all the other important ports and commercial centres of the world, the Guaranty Trust Company of New York is in a position to give direct and complete financial service to firms of standing engaged in world trade.

Guaranty Trust Company
of New York

32 LOMBARD STREET, E.C. 3

WEST END OFFICE
5 Lower Grosvenor Place, S.W.

LIVERPOOL OFFICE
27 Cotton Exchange Buildings

NEW YORK PARIS BRUSSELS HAVRE

Paid-up Capital and Surplus $50,000,000
Total Assets more than $800,000,000

CONFORMS TO ENGLISH USAGES, BUT WITH A DISTINCTIVE STYLE

and pay interest upon them; to issue letters of credit and travelers' cheques; to consider the underwriting of securities and their purchase and sale for the account of customers.

"The officers of the company will be glad to explain our facilities in detail."

Besides its newspaper advertising, the Guaranty Trust has found it useful to do considerable promotional work in other directions. For the benefit of the vast number of American tourists arriving in London for the summer season a booklet, entitled "The Visitor in London," was printed and distributed with a view to encouraging these tourists to make the Guaranty Trust their headquarters. This booklet pointed out how the bank could be of service to them in many different ways.

In the middle of the summer the Guaranty Trust opened a handsome branch in the West End, in the heart of the old club district and near the shopping, theatre and restaurant centre. This was at 50 Pall Mall and "50 Pall Mall" was the title of a tasteful brochure which was largely devoted to the history and traditions of Pall Mall. A third booklet, gotten out for distribution in the United States, was entitled "Banking Service in London," which was also the theme of advertisements inserted in American newspapers.

The latest publication of the Guaranty Trust Company in London is a house-organ, freely illustrated, containing a good deal of personal as well as general matter, and in other respects modeled after those publications which are now so widespread among great American business organizations. It is something absolutely new in British banking circles and its reception will be watched with interest.

"Whatever doubt or hesitation there may have been among our people in the beginning," said Hamilton Owens, in charge of advertising, to a PRINTERS' INK representative, "in regard to our advertising ventures, it has long since been removed. If our advertising had had no other effect, it would have found its justification in the stimulation it has given to our personnel. They are constantly discovering new uses for the bank and new ways in which it can be of service. As these new services are developed and perfected, they go into our advertising, so keeping it ever fresh and newsy."

Added to Frey's Staff

The Charles Daniel Frey Company, Chicago, has added Bob Clark, formerly of the Meinzinger Studios, Detroit, to its service staff.

Digitized by Google

Have You Ever Missed Them?

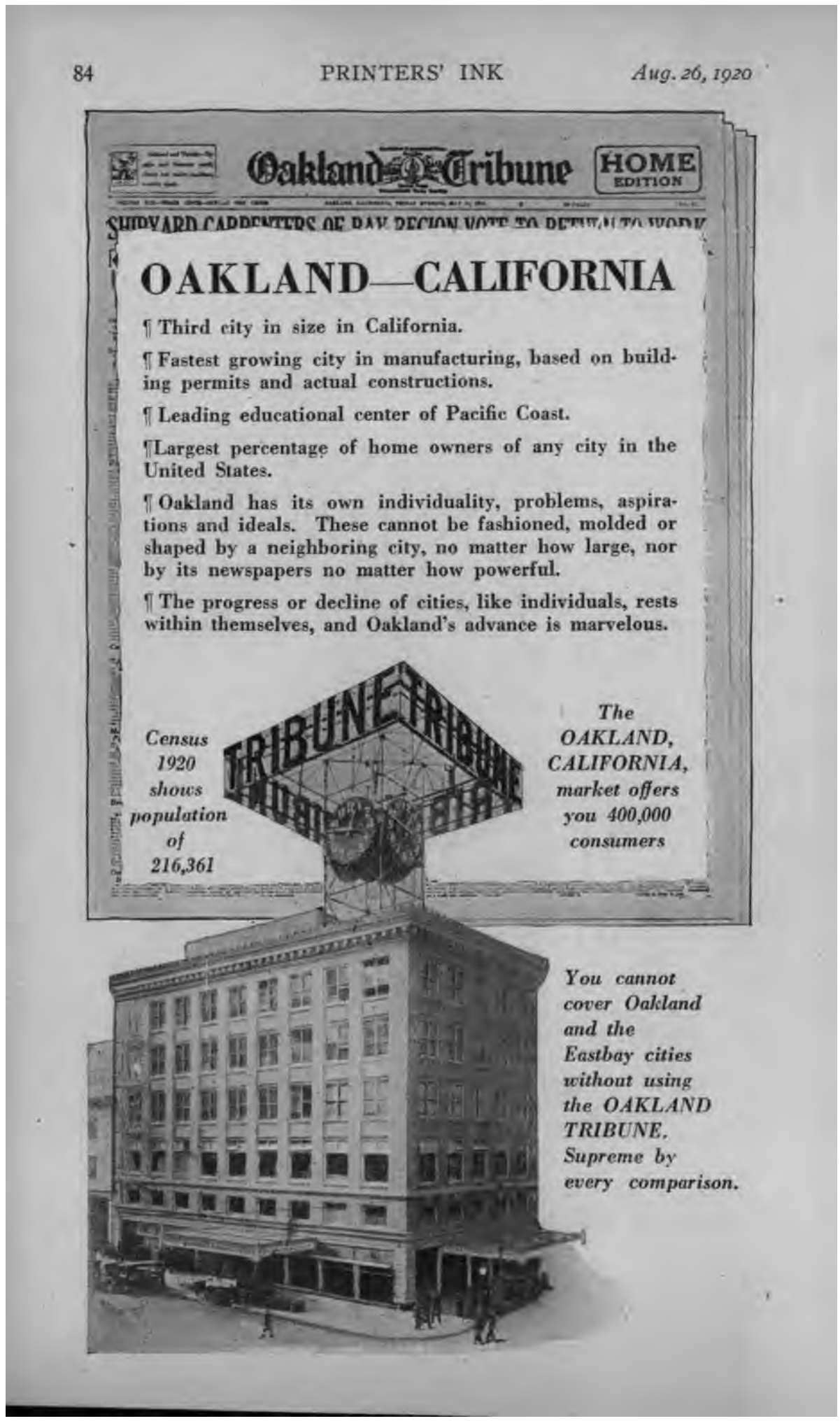
Almost any bird in any flock can be overlooked

◆ ◆

How about your advertisements?

—A. J. K.

Digitized by Google



Digitized by Google

Planning the Double-Column Display

Some There Are Who Contend That the Two-Column Advertisement Can Be Made as Striking as a Full Page—Value of "Next-to-Reading-Matter" Feature

By W. Livingston Larned

THE double-column advertisement is often looked upon as a misfit, a neither-one-thing-nor-the-other composition, difficult to plan and involving all kinds of complex rules of typography and makeup.

The service manager of the department shrugs his shoulders and looks daggers at you when you make the suggestion, for standardization has not been reached in magazine size. Some publications have three columns only, and the two-column advertisement is "stumpy." In other periodicals the columns are very long and very narrow.

The double-column display is an engrossing study. The very fact that copy writers and artists are a little afraid of it, makes it all the more alluring.

But suppose we attempt to analyze just why the narrower measure should be more exacting to lay-out man, artist and typographer. Perhaps it is a manufactured fear. Full pages and double-spreads have actually spoiled us. America does things in a big way and always will. Paper shortage and other difficulties will never bring the advertiser back to stingy, tight, unattractive little campaigns. It's not a national trait. We think and act in large terms. That's one of the real reasons why we, as a nation, *are* large.

PREPONDERATING ILLUSTRATION GIVES THIS ADVERTISEMENT DOMINANCE

Nevertheless, the double-column display is not bird-shot. The space deserves the best we can devise. Many advertisers are doing highly satisfactory things in this area. Why not rehearse the successes, and see what lessons are to be learned from them?

The space can be made to appear much larger than it really is. That we will say at the outset. The moment a border, picture effect or composition definitely marks the exact space, you may be sure that the advertisement will look smaller than if there are no such definite restrictions. This is no new discovery. It is as old as geometry—as old as Egypt. It dates back to the birth of China.

The house with hedge or fence around it seems crowded, cramped, and the acreage smaller. Eliminate these barriers and run the sod right out to the sidewalk, and the place looms immediately larger. Here is a simple lesson that anyone can learn. The smaller

Digitized by Google

the advertising space, the more necessary it becomes skilfully to plan the architecture of the house and grounds.

Sometimes it is possible to overcome this boundary line problem by overwhelming display of picture. The Lehigh Portland Cement Company has just completed a connected series of advertisements, in double-column size, that proves the exception a rule. Although the four side walls of the space are definitely established, nevertheless the advertisement is commanding in appearance.

To begin with, there is very little text, and this is confined to a small box in the lower part of every display. At the top the Lehigh nameplate is introduced. Every other available inch is devoted to picture. And the compositions are as large as the space will admit; big building operations, immense plants, activity of an industrial and manufacturing character.

PANEL FOR TEXT KEEPS EYES FROM WANDERING

But the technique in which the illustrations are drawn has much to do with the success of the series. They are sketchy, rough, dry-brush originals on rough paper, with plenty of solid blacks and generous areas of flat Ben Day tint, to relieve the whites.

Identical with this idea in double-column construction, the Luxeberry Painter design shows what can be done in an all-over picture, the text embraced in a box. Certain it is that these white mortises so compactly segregate the type that reading is facilitated.

There is far less character to double-column advertisements that permit scattered composition: to be explicit, various small units of text, in as many different styles and sizes of type, and with illustrations "dropped in," hit or miss.

In the vernacular of the professional composition man, they "fall apart." It is unquestionably true that every advertisement should possess some definite centre of attraction, from which the eye may radiate, and pick up the other essentials. A famous French painter explained it by saying that he always sought to make the expression of one face in a group so bright so animated, so commanding, that the gallery crank would concentrate there and finally absorb the other features of the canvas. But he insisted upon having a central target.

Diffused interest is always distracting. We have counted as many as nineteen different and quite individual units in one double-column display, which is not being done in the best of art-families.

Then there is the danger of splitting the total space in twain by faulty composition. Time and time again, one sees single- and double-column advertisements that might easily be taken for two displays, or even three, one unrelated to the other.

The Briscoe series, now running, shows how it can be done with expediency. The placing of two lines of caption at the top was a precautionary measure to begin with. Nipping the four

Digitized by Google

The
Street Railways
Advertising Co.
Announces
that
Mr. F. R. Barnard
who has been making
his headquarters at
Chicago as Western
Advertising Manager
has been appointed
National
Advertising
Manager

Digitized by Google

corners of the illustrations was also a wise move. The three straight lines beneath complete a quite satisfactory layout. PRINTERS' INK has had occasion, in the past, to comment favorably upon the very delightful quality of pen and dry-brush illustrations in this series of motor advertisements.

The Briscoe double-column is a second method of handling text and picture. Nothing interferes with the artist's work. It is uncontaminated by confusing borders, scrolls, strange shapes, inset mortises, etc., and is therefore less commercial.

Much can be said in favor of the Pittsburgh Gas Heater series. The advertisement looked much larger than it really was, measured in inches. This is due to the fact that there was no hedging-in line. The advertiser virtually owned the space right out to the margin, top and bottom and on one side. The entire effect of the composition is one of neatness, well-ordered arrangement, and grace of component parts. The temptation was resisted to clutter up the two illustrations at the top with lines and decorative effects. It was clever to place in juxtaposition a flat-tint poster-style wash drawing with an equally simple, poster-like line design.

The cut of the heater, at the bottom, is placed with far more shrewdness than you might imagine. It balances the advertisement nicely. The display would have been top-heavy without it. We will always maintain that even the unskilled eye says "thank you" to perfect composition in picture and text.

A recent Crossett Shoe double-column belongs to still another school of composition. Here an effect of increased proportions is gained by an enclosed mortise for type running from top to bottom of the total space. Human interest illustrations are kept outside this mortise. Strong display has been secured for a great many things, without seriously hurting the general lay-out. The shoes, rightfully, hit the eye first. The trade-name slug comes next. Ingredients fall naturally and easily into their appointed places.

ANOTHER ADVERTISER MEETS HIS PROBLEM SUCCESSFULLY

Getting to Know Stars and Stripes

The annual report of the American Chamber of Commerce of China for 1919-1920 contained the following significant paragraph regarding American shipping as viewed from the other side of the world:

"The tremendous development of American shipping which is expected to provide more than 25,000,000 tons under the American flag by the end of 1920 as compared to 33,000,000 under the British flag for the same period, is reflected in the shipping situation at Shanghai. From no ships under the American flag calling at the port of Shanghai in 1915 and 1916, it is not uncommon to have more American ships in the harbor and on the schedule for this port than of any other nationality. During May, 1920, for example, out of 124 ocean-going ships calling at Shanghai 49 were American vessels, 45 were British, 12 were Japanese, 5 were French, and the remainder were Norwegian, Dutch, Russian and Italian."

E. G. Hopkins Promoted

E. G. Hopkins, promotion manager of *Confectionery Merchandising*, Chicago, has been made advertising manager of that publication.

Digitized by Google

Announcing

WALTER COLE

Mr. Cole's ability to handle a wide range of subjects in many mediums has won for him a national reputation as an advertising illustrator.

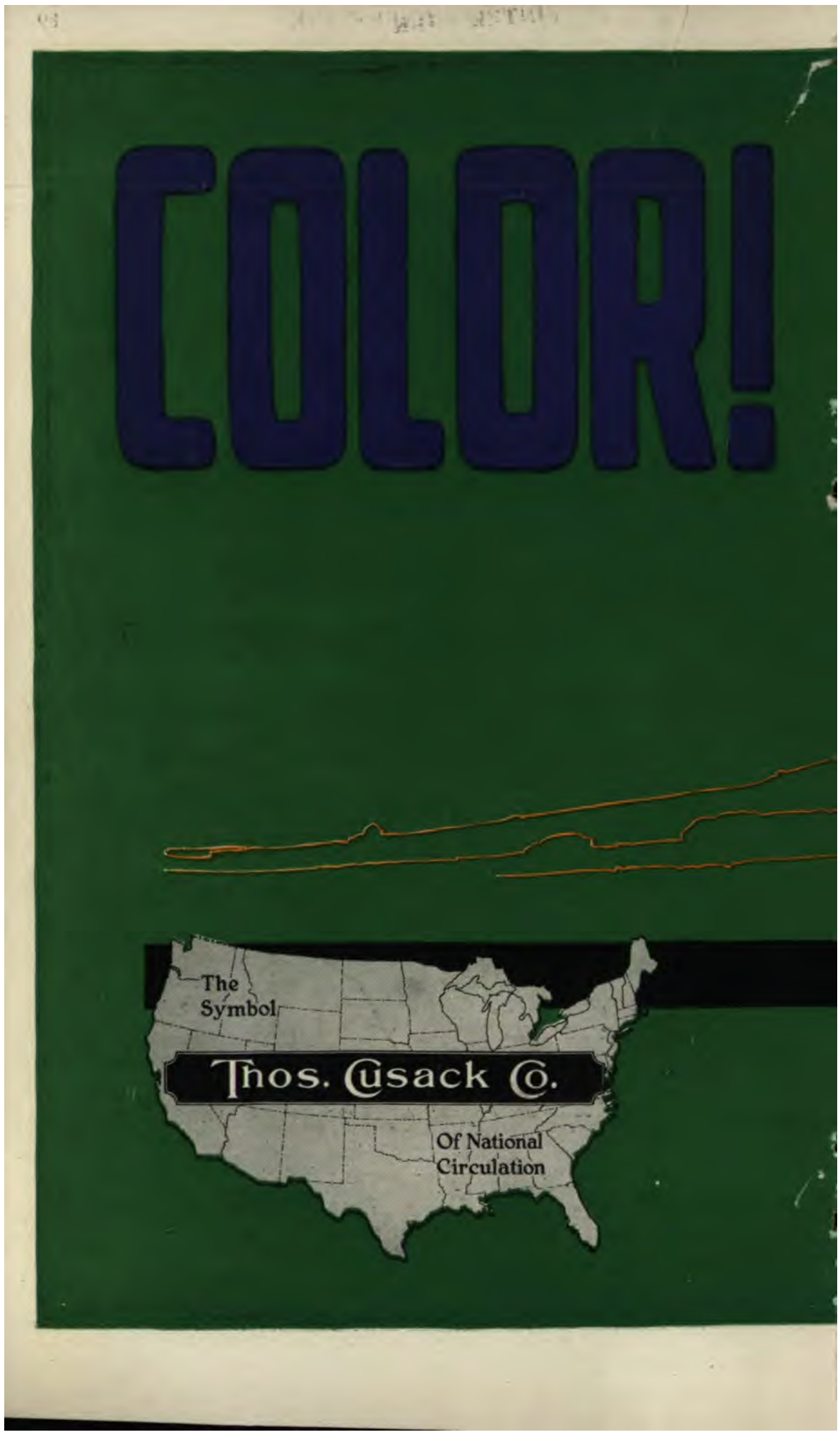
CHARLES DANIEL FREY COMPANY

Advertising Illustrations

Flatiron Building NEW YORK

Monroe Building CHICAGO

Digitized by Google



Digitized by Google

FIRST ASSISTANT TO THE RAINBOW

OUTDOOR ADVERTISING

Digitized by Google

Big Men and MOTOR

SAXON

CABLE ADDRESS SAXON DETROIT

SAXON MOTOR CAR CORPORAT

Detroit, Michig
Replying to yours

Office of President

MOTOR,
119 West 40th St.,
New York, N. Y.

Gentlemen:-

"Motor" is conspicuous in the automobile world for its constructive influence. It presents authoritative news, ably edited and handsomely illustrated. We know that it reaches the people to whom we want to tell the story of the development of the new Saxon.

Yours very truly,

SAXON MOTOR CAR CORPORATION,

C. A. Pfeffer,
President.

CAP*AG

Digitized by Google

Following a Formula in Display to Get Continuity

Methods Used Both by Retailers and Manufacturers

IF your advertising were to run without a signature would you get any results from it? That is a suggested test for originality and individuality. Now it is more often the case than otherwise that when the signature is affixed with great care and distinctness it is impossible to trace any direct result to a single insertion of an advertisement. That is true of copy that is known to be successful because of the success of the campaign of which it forms the major part.

It is quite generally admitted that the cumulative value of advertising is enhanced if each piece of copy carries some kind of reminder that immediately connects it in the mind of the reader with preceding announcements. That accounts for the great value of the numerous trade characters in use. But the nature of the business or of the advertising may make it impractical to adopt a character. And to know and recognize a character for each of the national advertisers would be equivalent to knowing by sight every resident of a city of several thousand population.

In many cases, both of retailers' and manufacturers' advertising, a distinct form of layout with a cast of copy having character and sometimes accompanied with a special type combination has proved valuable. Such an arrangement is easily possible without detracting from the attention value of the display, and when successful is as effective as a trade character in establishing the continuity of the series.

A few years ago the Cresent store, of Spokane, accidentally omitted the signature block from a page advertisement. But so accustomed were the people of that city to the Crescent style of copy that sales were up to expectations, and as far as could be seen business did not suffer from the omission.

The Rogers Peet Company related in PRINTERS' INK about two years ago how customers came to the store in answer to advertising which a competitor was doing in imitation of the Rogers Peet style. Indeed, it happened so often the firm wrote and asked the competitor to change his style of copy. And that was in spite of the signature, which appeared in every advertisement.

FIVE FEATURES UNCHANGED

A recent case where this idea has been used by a manufacturer is the Goodyear Tire & Rubber Company with its advertising for "Sarival" over the signature of the Southwest Cotton Company—a subsidiary corporation. Each layout has five features which have not changed. The same picture of a bale of cotton has appeared in the lower right-hand corner, varying in size; also there is a standardized table giving the comparative qualities of different cottons prominent on the market. The same heading, the same signature, and the same statement that Sarival is produced exclusively for the parent concern have been repeated. Then a photograph is given representing some stage of the growth or manufacture of cotton with the sustaining text, which is changed each insertion.

Don Francisco, advertising manager of the California Fruit Growers Exchange, has adopted the same method, and in a discussion of the advertising policies of the Exchange to its members makes the following interesting explanation of how their advertising is prepared:

"We endeavor to so design all our advertising matter that each piece, though different, will have an unmistakable resemblance to every other piece and give all our advertising material a style and character which is distinctive.

Digitized by Google

Every advertisement approaches the same point from a different angle, but always with a reiteration of the same fundamentals and a final arrival at the same conclusions. We have a definite skeleton on which all our magazine advertisements are constructed, so that once we have determined upon the idea which is to be featured in any particular advertisement — oranges in the lunch box, lemon pie, or any other suggestion—we have only to superimpose it on the same 'stock' foundation, and the completion of the advertisement then becomes almost a matter of following a given formula. To make this more clear, note some of the things which govern the laying out of Sunkist copy.

"The basic reason for advertising oranges and lemons is to increase the per capita consumption of these two fruits—not simply those marked 'Sunkist.' In other words, to make citrus fruits so attractive, so desirable and so useful that those who do not now use them regularly will begin to do so, and that those who do use them will use two where they now use one. Nature has provided us with an instinctive desire to eat anything and everything that tastes good. Although we are reasoning creatures, our instinct is stronger than our reasoning in choosing what we shall eat. A man who uses tobacco does so not because it is good for him, but because he likes it.

"In Sunkist orange advertisements the dominant appeal is directed toward the reader's appetite. This appeal is handled by an attractive main illustration with a few lines of suggestive copy. The secondary appeal in advertising is that of healthfulness. Oranges are not only good, but good for you. It is a fine thing to be told that something you like is healthful. If it could be established that the use of tobacco, for example, was beneficial, the consumption of tobacco could be increased tremendously. The healthful quality of oranges is difficult to picture, but can be convincingly stated in the text matter. The health value of oranges appeals to our reason as a cause for eating more of them, and healthfulness, therefore, is second in importance to their delicious qualities. Hospital patients average an orange every three days, while the average consumer eats an orange only once in eight days. Every piece of advertising hammers constantly in the text upon the health value of the fruit which is so appetizingly illustrated.

"In advertising lemons the appeal is very different, and the orange and lemon advertising campaigns are each considered and worked out separately. Utility is the most important characteristic of lemons. They may be employed in numerous ways, including health, culinary and toilet uses. Every portion of a lemon can be put to some use. With lemons, an appeal to the reader's appetite is difficult, although his palate may be tempted with a few lemon dishes—such as lemon pie.

"Educating the people to the many uses of lemons is the most logical method of increasing the consumption of that fruit. With lemons, healthfulness is second in importance to usefulness, just as with oranges it is second in importance to deliciousness. This argument is easily treated in the copy, but always with care not to leave the impression that lemons are to be classed with medicine."

TYPE STYLE THAT IS DISTINCTIVE

To return to retailers who have worked out distinctive forms of copy and display, at least two have achieved distinction by a consistent use of type.

One of these is B. Altman & Company, of New York, who have adopted the double line, or outline, type. That type is not easy to read, but has a quiet distinctiveness about it particularly adapted to the atmosphere of that store. That type, carrying the usually brief, conservative message from Altman's would be recognized by most of its patrons

Digitized by Google

Second Largest Daily Morning Circulation in Ohio

READ
BY THE
BUYING POWER
FOR
109 YEARS

[Write for information concerning Ninth Annual Food Show of Ohio State Journal Nov. 1st to 7th.]

The Ohio State Journal.

Established 1811

STORY, BROOKS & FINLEY, Foreign Rep.

NEW YORK PHILADELPHIA CHICAGO

Read by the Buying Power for 109 Years

Digitized by Google

without the signature. Then again bargain hunters and people who carry their own bundles home in a market basket would not be attracted, either by the language in the Altman announcements or by the type used for the display.

Perhaps the most unusual effort that any firm has made to keep uniformity and distinctness of type display is Mandel Brothers, of Chicago, whose advertising manager, W. C. Powell, designed a series of type which bears his name, and which for many years was used exclusively by that store, which still uses it extensively. They, too, are said to like its somewhat exclusive appeal.

SIGNATURE CUT AS HEADLINE

The continued use of a signature cut is one of the effective ways of giving advertising continuity. It is particularly valuable where advertising has a strong news value, as in the case of department stores, for that copy has the very great advantage of being sought out by housewives, to whom it is often the most interesting feature of the newspaper. The reason such signatures are placed at the top of the space is because they partake so much of the nature of headlines. Like the "Line o' Type or Two," the "Conning Tower," "The Sun Dial," etc., they attract the attention of the reader to the thing sought.

Unfortunately most national advertisers do not enjoy the advantage of having readers leaf through the book to find their announcements, and they do not, therefore, have the same reason for placing their signature at the top of their space.

Repetition is one of the chief factors in making a thing remembered. It is the best remembered advertising, other things being equal, that is most effective, and surely getting continuity in a series of advertisements is one way of "hitting 'em over and over in the same place," to use the language of another science far removed from psychology.

A Boy's Whittling Kit to Sell Knives

Every boy longs for the time when he can have a jack-knife. To add to the temptation, hasten the time when said knife will be purchased and widen their sale, the John Russell Cutlery Company, Turners Falls, Mass., has made up a "Whittling Kit" and is advertising it to the hardware trade. The kit contains a jack-knife, soft pine whittling sticks, a Russell Whittlers' Club membership button, and a Whittlers' Manual. Medals will be awarded for the best whittled reproduction of designs shown in the manual.

"In considering the nationality of a large majority of wood carvers," Lewis D. Bement, president of the cutlery company, tells PRINTERS' INK, "we gained the impression that for the most part they came from foreign countries, largely of Swiss origin. Following out this line, it came to us that in Switzerland a boy starts to whittle almost as soon as he gets out of the cradle, and for that reason becomes in after life very deft with his hands.

"How we could begin to interest boys in this country toward similar deftness was our problem, and the Whittle Kit is the result. We hope to develop the natural longing of the boy for the jack-knife into something useful, and our prize competition has been devised to encourage real whittling and not the hacking up of the legs of the piano and the carving of initials in public places."

Appointed by Universal Film Mfg. Co.

L. H. Hartman has been appointed director of the Industrial and Educational Department of the Universal Film Manufacturing Company, New York. G. D. Uffner, formerly manager of the New York Universal Exchange, will be associated with Mr. Hartman in the department's management.

New Accounts with Hellwig Agency

Potter & Wrightington, "Old Grist Mill" coffee, Boston; Finsbury Distilling Co., "Stone's" lime juice, London, England; the International Bank, New York, and the Apex Corporation, adhesives, gummed labels, etc., have put their accounts in the hands of E. W. Hellwig Co., New York.

Miss Pilney with Educational Advertising Co.

Miss Agnes F. Pilney, formerly of *Woman's World*, Chicago, has been appointed Western representative of The Educational Advertising Company, New York, with headquarters in Chicago. This company represents textbook publishers in securing advertising in school books.

Digitized by Google

If Bundscho knew merely how to get the most out of type the way he does, he would be worth while. Or if he knew merely how to run a typographical service the way he does, you would be glad he was in the business. But here you have a combination of both in one man.

TYPOGRAPHER

J. M. BUNDSCHO, *Advertising Typographer*
Fifty-eight East Washington Street
CHICAGO

Digitized by Google

Out for the Canadian Market?

IN addition to its circulation among the *entire* drug trade of the United States, Drug Topics is also read by *every* English-reading druggist in the Dominion of Canada.

With only one piece of copy to prepare, one proof to O. K., one set of plates to make, one bill to pay—and this bill the lowest of any publication in the drug field (per thousand circulation) Drug Topics enables you to reach, every month, the entire retail and wholesale drug trade on the North American continent from the Mexican border to the Arctic Circle.

If you have a selling message for the drug trade, here is a saving and an opportunity you cannot afford to miss.

Drug Topics

The National Magazine of the Drug Trade

25 City Hall Place, New York

Jerry McAnade, *Editor*

VERNEUR E. PRATT
Publisher

MARVIN S. SMALL
Business Manager

FRANK C. THOMAS, Eastern Adv. Mgr., 116 W. 39th St., New York
W. B. CONANT, Western Adv. Mgr., State-Lake Bldg. Chicago
GEORGE M. KOHN, Southern Adv. Mgr., Candler Bldg., Atlanta
ROY M. EDMONDS, Southwestern Adv. Mgr., Arcade Bldg., St. Louis
BERT BUTTERWORTH, Pacific Coast Adv. Mgr.
Citizen's Bank Bldg., Los Angeles

Digitized by Google

Advertising Offered as a Premium for Placing Orders

Jobbers Are Frankly Told How Much Money Will Be Spent with Each Carload

FOR a new firm with a new product to get national distribution with nationwide consumption is difficult enough under the most favorable circumstances. But when it suddenly develops that unless the article is put on the market in extensive quantities within a year a considerable part of the source of raw material will be lost, the difficulty is made much more baffling. Then, when confronted with such a situation, to go to the grocery jobbers of the country and say: "We pledge ourselves to invest $2,500 in advertising for every carload of our product sold in your locality," requires an unusual degree of frankness.

It is only because many jobbers have come to recognize the value of advertising, and to understand that in the long run judicious advertising reduces the cost of marketing an article that such a proposition could be successfully carried through. Even in the advanced year of 1920 it is not uncommon to hear retailers complain that if they were to receive a "little more of the money which is being put into advertising" the sales would increase through the effort that they would then put behind the article.

The conditions as outlined fit the Golden State Products Company, which, after a number of years' trial, perfected a process of converting grape juice into syrup without losing the grape flavor. Of the product and the price necessary to ask for it, there was no question. Maple syrup is universally relished. That being true, and the Serailian process grape syrup being held equally toothsome by a considerable number of people of critical taste, the market was assured, for never has there been enough maple syrup to give everybody all they wanted, and with the further clearing of forests, the supply of this delicious item of food is becoming scarcer every year. Up to now it has never had a close competitor.

NOW OR NEVER, FOR THIS ADVERTISING

Had the manufacturers had as many years at their disposal to develop a market as they had to perfect the product, there probably would have been no story. But by the time the syrup was brought to the high standard necessary for its profitable marketing, thirty-six States had already ratified the Eighteenth Amendment, and there was no further market in sight for the fruit of millions of dollars' worth of vineyards in California. In order to make grape syrup in a large way, it was necessary to have an immense supply of grapes. If the vineyards should be dug up, because their owners had despaired of a market for their grapes and decided to raise some other crop on their valuable land, it would take years to get them re-established. Perhaps they would never come back any more than the maple trees to make maple syrup have been replaced. And when land is worth from $500 to $1,000 an acre, farmers are not inclined to let it lie idle long waiting for someone to develop a market for a product which, if successful, may some time use their crop at some price to be determined later.

Being sure of the product and having the factory for its manufacture in large quantities, the big proposition was to sell it. Jobbers would buy it in limited quantities because of its merits. But they would not buy in sufficient quantities to assure the necessary output. "If it were nationally advertised, or even strongly advertised in the section in which we (the jobbers) are selling, of

Digitized by Google

course we could buy more extensively," was the universal attitude. It was possible with the factory facilities to turn out a million gallons the first season. It was highly desirable because of the attitude of the grape growers to use just as much of their crop the first season as possible. So sectional markets could not be depended upon—they were not extensive enough.

A national campaign of the intensity necessary to establish a new article of diet the first season means a lot of money. If the whole output of the factory were sold, there would be plenty of money available. So the plan was hit upon of going frankly to the jobbers and telling them just how much money would be invested in advertising. It was $2,500 for each carload of 5,000 gallons. Of this, $1,000 was to be spent in national mediums, $1,000 in local metropolitan newspapers, and $500 in window trimming and demonstration work. The jobbers, knowing all about it, are in sympathy with the plan. The more advertising the better, for the greater their sales will be and the more money they will make. And knowing that it is going to be so heavily advertised inspires greater confidence and they have stocked it the more liberally.

The trade-name selected is "Forbidden Fruit Grape Syrup" and the advertising campaign is due to start the last of this year, and apparently will go through as scheduled, for one very close to the business reports the "entire 1921 output is practically sold." Already the newspaper advertising for New York and Chicago has been contracted.

This does not presage the time when the manufacturer will call in the jobbers to sit in conference over the advertising appropriation, but it does suggest that frankness about the amount and cost of the advertising may inspire confidence. It also shows most emphatically the confidence the jobbing trade has in the ability of advertising to help establish a market for a new product.

Advertises to Influence British Opinion Against Profit Tax

In an effort to influence British public opinion against taxes on profits, Oswald Stoll, known in the British theatrical world as a manager and producer, has taken to newspaper advertising.

In an advertisement addressed to David Lloyd George, which opens with the exclamation, "Forsaken by America—Menaced by 200,000,000 Russians—Dependent on Germany—Warred on by our own government!" Mr. Stoll says:

"Upon us even our own government makes war! It does so when it impoverishes the people by means of restricted credit, amazing taxation, high cost of money of small purchasing power, etc. It does so by making it almost a crime for a British subject to make profits. The government forgets and the Smillies never knew that war upon profits is a destructive war upon the nation itself, because profits in principle are no more than wages, and wages are the nation's means of livelihood.

"A simple modification of the existing capital system in relation to redeemable credit is the true and only remedy.

"Emancipate the British slaves by granting practically-free credit-right, guaranteed by the whole nation, to individual producers, in respect of their productive property, for the purposes of creating further productive properties and relieving existing ones of burdensome charges; do this under conditions which will increase the demand for, and the value of, wage-earners; who, in due course, will thus acquire the means to qualify as producers for the same credit-right on their own account, in circumstances which will remove their prejudice against machines as taking the place of men and women in the multiplication of productive power."

Retailers Want Makers to Advertise Price Advances

Retail grocers in New York State, meeting recently in convention at Poughkeepsie declared that manufacturers should advertise extensively their advances in prices on all commodities and not "pass the buck" to the retailers for the latter to receive all the censure for the high rates, which they are not responsible for. One after another the grocers took the floor and said their prices had advanced only in proportion to the prices they have had to pay for all goods.

United States Leads in Trade with Shanghai

For the first time in the history of the trade relations of China and America the United States in 1919 led in the trade of Shanghai, the figures being: America, $194,906,000; Japan, $156,832,210; Great Britain, $129,146,860; France, $46,607,431, and Germany, $222,694—quite a step down for the latter from her position of second place in 1914.

Digitized by Google

A great Color Page in the AMERICAN WEEKLY stands out from the ordinary run of advertisements like a pelican in a flock of sparrows. Turn back to page 83 Note the only difference. Any bird in any flock can be overlooked without COLOR to command attention.

Two and a half million families read the American Weekly every Sunday. "If you want to see the color of their money—Use Color."
—A. J. K.

The American Weekly

A. J. KOBLER, Manager
1834 BROADWAY NEW YORK
W. J. Griswold, Western Representative
HEARST BUILDING CHICAGO, ILL.

Digitized by Google

Are You Gettin

of the great yearly Brooklyn

(TOTALING OVE

In their class, the above R
are "Getting Theirs"—daily-

B. R. T. CAR ADVE

(ELEVATED—SUBWAY

tapping "all" the great Brooklyn
Manhattan—on the Broadway Su

FOR ADVERTISING RATES, BOOKLET

BROADWAY SUBWAY AND HOME BO

Telephone, 7291 Cortlandt

Digitized by Google

ng Your "Slice"

Purchases in Food Products?

R $66,000,000)

epresentative Manufacturers
—through their space on the

RTISING SERVICE

S—SURFACE LINES)

Home Market and the "Best" of
ıbway—now tapping Queens also
OF "MARKET FACTS," ETC., ADDRESS

ROUGHS CAR ADVERTISING CO., INC.
67 LIBERTY STREET, NEW YORK

Digitized by Google

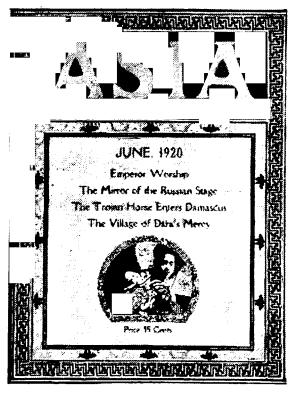
MOTOR CARS

ASIA'S 50,000 readers own 46,100 motor cars—

less than 13% of these cars are priced under $1,000—while over 38% cost more than $3,000. The average price is $2,797. ASIA'S readers spend over one hundred and twenty-eight million dollars for motor cars. Motor cars are just one of the products for which this market spends millions annually.

The facts stated above were obtained from an exhaustive circulation analysis recently completed.

RAYMOND A. BABCOCK
Director of Advertising



ASIA PUBLISHING COMPANY, 627 Lexington Ave., New York
In the West: SEARS & IRVING, Peoples Gas Building, Chicago

Digitized by Google

How Can a Lost Market Be Retaken?

When Dealer Co-Operation Ceases, Waldes & Company Find That Consumer Advertising Is Effective

By Hugh E. Agnew

RE-ESTABLISHING a market that has once been dominated and subsequently lost is a task that is liable to intrude itself into the best of regulated offices. Being a non-essential industry in time of war, finding raw material cut off, transportation interrupted, having a factory on enemy territory, or the temporary success of a home-industry drive on some distant part of your territory are a few of the many causes that may put you face to face with the proposition of retaking the market.

One of the least pleasant parts of the situation is that your erstwhile friends among the retailers have formed new ties and stocked new lines during the absence of your goods. Not only have these dealers ceased to co-operate with you; they have become actively opposed to the sale of your products. What else could they do? Unable to get your goods, they have stocked some other, and done all that they could to make their customers forget that you existed. After taking that attitude for a time it is not going to be easy for the dealers to about face and line up with you again.

The experience of Waldes & Co., makers of the Koh-i-noor dress fastener, is typical and also shows the effect of consumer advertising during the time their goods were off the market.

For four years this company had been unable to make deliveries of its goods. A considerable part of its business was with the New York garment makers, who are indifferent to the quality appeal in buying accessories. This attitude, it may be noted, is common with the manufacturers of nondescript goods. Who has not seen a handsome coat marred with cotton thread where the cost of silk would have been negligible in comparison with the cost of the garment? Who has not been annoyed with buttons coming off simply because the maker saved a few minutes of an inexpensive laborer's time in half-sewing them on?

The part of the Koh-i-noor trade reached through dealers was being supplied with other kinds of fasteners.

One thing, however, had not changed, and that was the attitude of the public toward the product. Hardly had the first consumer advertisement appeared in the women's magazines announcing the return of a friend, fittingly illustrated by the picture with that title, when letters began to come in asking where the Koh-i-noors could be bought.

No doubt this ready reception was in part due to the satisfactory use of the article, but it is hardly to be supposed that the name of a little dress fastener that had not been on the market for four years would have been widely remembered, had not an artificial stimulus to the memory been furnished.

REMINDER TO FORMER BUYERS

Realizing the difficulty directly of influencing the garment makers, a campaign was adopted suggestive of the old lady of Mother Goose fame, who had a pig that would not cross a bridge and a dog who refused to assist in disciplining the pig. By the roundabout way of bribing the cat with new milk the movement was started, and through the mediums of cat, rat, rope, butcher, ox, water, fire and stick the dog was "sicked" onto the pig and the bridge crossed as desired.

Even New York garment makers will give attention to the in-

Digitized by Google

sistent demands of buyers. Buyers are influenced by reports from the sales people, and the sales people come into direct contact with users who are the ultimate dictators of what shall and shall not be. The widespread appeal that was made to women through their leading magazines was calculated to stimulate action through that circuit as one of its results.

For fear that careless buyers might overlook that advertising, liberal space in the trade papers was taken to call attention to it. Also the points of superiority of the fastener were reviewed time and again, so that women could tell just why they wanted the Koh-i-noor and buyers would remember that there was a good foundation for the consumer demand.

Then buyers could insist upon their favorite kind of fastener without having it affect the price of the garment; and that made insisting easy.

FASTENER SPECIFICATION BY DESIGNERS

The co-operation of the designers was enlisted by an indirect and subtle appeal. In a trade paper, read quite as generally by the designers as by the garment makers, a prominent display was headed: "Let the designers specify fasteners." The copy continued, "The success of your fall line is in the hands of your designer. He knows, and from his knowledge the garments you will make during the next few months take their form. But the most charming costume can be made ridiculous by the failure of a couple of snap-fasteners. It is a debt you owe the designer and his creations to let him specify Koh-i-noor snap-fasteners."

Also it was pointed out that the most used part of the dress is the fasteners, and there is where the wear is first likely to show. Certainty of satisfaction where wear is most severe will reflect credit on the garment as a whole.

Thus pressure was brought to bear in the direction of Koh-i-noor fasteners from both within and without the organiaztion.

Another full-page advertisement in the trade papers read both by makers and buyers pictures a woman about to buy a new gown. Her attention is attracted to the Koh-i-noor tag by the saleswoman.

The copy states: "The customer is pleased with the style; the fabric and fit are satisfactory. Yet always in the back of her mind is a desire for assurance that the workmanship is all it should be. It takes little to swing her to the buying point, and the Koh-i-noor is intended to help do it. To the woman it means that the garment is equipped with the best fastener on the market. The natural inference is that all the other details have been equally well thought out."

Women who see the Koh-i-noor tag on high-grade dresses in the department stores and specialty shops naturally will be reminded of that brand when they go to the notion counters in quest of snap-fasteners. Also the information that these fasteners are being featured in the department of dresses is pretty sure to percolate through to the notion department with due influence.

These tags, furnished by Waldes & Co., have a reproduction of the well-known girl wearing one of the fasteners for a monocle, and a statement that Koh-i-noors are used on that garment. In this connection the point has been driven home in the copy that *"the best dealer helps in the world are those put right into the goods you sell."* Also it was recounted that poor fasteners may prove an expense instead of a saving. Where they prove unacceptable and have to be replaced, their cost and the cost of sewing them on and taking them off again is a needless loss—in addition to the danger of alienating the customer by the appearance of trying to put an inferior article off on him.

The part of the trade served through the notion stores was also reached directly through the consumer copy already referred to. Also the trade papers which reach

Digitized by Google

Butterick Quarterlies

Digitized by Google

the notion dealers were used to impress upon them that the "friend's return" had been widely heralded, and that women were again looking for their favorite fastener. And lest users, dealers, buyers, designers and makers should forget the points of superiority claimed for the Koh-i-noor, they were frequently reviewed in all mediums. Also the publicity given them in the notion departments, and in dressmaking and pattern magazines, will sooner or later come to the attention of the buyer in the dress department.

ATTENTION TO WOMEN WHO MAKE OWN DRESSES

The next consumer copy is to be addressed to the women who make their own dresses, and the ease with which the Koh-i-noor is sewed on is featured along with its other virtues.

The idea is to get the largest possible number of people to ask for this fastener before the fall stock is bought. There is a fair chance that it will come back with a rush, and in a very short time assume the dominating place that it is said to have held before it was forced to retire temporarily from the market.

Just how far the speedy recovery of the market may be attributed to the advertising that the firm continued while its product was not procurable unfortunately cannot be measured. But the opinion of a dealer, who frankly was one of those who threw his influence to substitutes when the Koh-i-noor could no longer be obtained, is interesting. In writing his experience to PRINTERS' INK nearly two years after the Waldes product had been discontinued, he first explained the necessity of dealers making the substitution, then continued:

"Since the manufacturer has to advertise to help his dealers when they have his goods, and are helping him, he certainly needs advertising all the more when the dealers and all the other factors are working against him. Waldes & Co., makers of Koh-i-noor fasteners, were quick to appreciate this principle. Though unable to make normal delivery of their product since the war started, they have kept up their advertising nevertheless. As a result we receive calls for Koh-i-noors every day, notwithstanding other fasteners are being strongly featured. The advertising keeps people from forgetting about Waldes' product even though they are unable to buy it."

Harbors Good; Packages Get Good Treatment

For years one of the chief sources of complaint against American exporters has been that shipments were carelessly boxed and were thus unfitted to stand a journey which likely as not, included lighterage in rough seas and a trip over the mountains on mule back. Now comes Homer Brett, United States Consul at La Guaira, Venezuela, with the statement that packing for shipment of goods to that country should be "as light as safety will permit, as duties are levied upon gross weights which must be marked, in kilos, on all packages. Harbors are good and merchandise is not roughly handled."

How the exporter is to know just how light packing safety will permit is not stated.

Another hint to exporters given by Mr. Brett is to the effect that there is a strong prejudice in Venezuela against letters signed on the typewriter.

Hugo Swan with Dallas Better Business Bureau

Hugo Swan, who during the last year has been with the Associated Advertising Clubs of the World at New York, first in its Vigilance Department, and later in its Extension Division, has been made manager of the recently organized Better Business Bureau at Dallas, Tex.

Qualify the Ad to Fit the Woman

"My wife is mourning the loss of a ten-thousand-dollar diamond necklace."

"Why don't you advertise a thousand reward and no questions asked?"

"Well, I could make good on the thousand, but I doubt my wife's ability to fulfill the rest of that contract."—Louisville *Courier-Journal.*

"Schrafft's" Account with McCann Agency

The advertising account of the F. G. Shattuck Co., "Schrafft's" confectionery, has been put in the hands of The H. K. McCann Co., New York.

Digitized by Google

Two Strong Links!

The Herald and Examiner, always seeking to better co-operate with its advertisers, publishes every month two trade papers, one for the retail grocer and one for the automotive dealer.

Both are sent free, and are known under the title, "CHICAGO RETAILER."

Each forms a strong link between the manufacturer and the dealer, in its respective field, in that reproductions of advertisements appearing in the Herald and Examiner during the month previous to the issue of either number are published GRATIS.

In this way the dealer is reminded of the co-operation extended to him by the manufacturer.

The Circulation of the Grocery Edition of the Chicago Retailer is

7,500

The Circulation of the Automotive Edition of the Chicago Retailer is

6,500

John A. Dickson
General Manager

CHICAGO HERALD AND EXAMINER

Largest 3c Morning Circulation in America

Digitized by Google

With apologies to Sweet Caporals

Ask

B. V. D.

They know

The

ALL FICTION FIELD

COMPRISING

Adventure
Ainslee's
Argosy-All Story
Detective Story
People's
Short Stories
Smith's
The Popular
Top-Notch

Digitized by Google

The manufacturers of B. V. D.'s know the *value* of an audience aggregating a million and a half men and women. That's why they use The All-Fiction Field

The
FIELD OF GREATEST YIELD
PUBLISHED BY
Doubleday, Page & Co.
The Frank A. Munsey Co.
The Ridgway Company
Street & Smith Corporation
MEMBERS A. B. C.

Digitized by Google

RICHARDS

JOSEPH RICHARDS CO.
INCORPORATED
Est. 1874
Advertising

NINE EAST FORTIETH ST. ~ NEW YORK

Your business has three homes:

1 Your factory
2 The places that handle your goods
3 The homes where your goods are consumed

You are continually searching out in your factory opportunities to better your product and reduce costs.

Are you searching as diligently in the other two homes of your business to discover facts which, when brought together, will make your product more sought after by the greatest possible number of users?

One department of our business is devoted exclusively to sending out the dragnet and gathering together such facts. A better understanding of your other "two homes" may show you how to make each advertising dollar do the work of two.

"Facts First—
then Advertising"

Digitized by Google

Use of Advertising Picture Confers No Trade-Mark Monopoly

Registration for Mark Held to Be Descriptive Denied to Scholl Manufacturing Company

Special Washington Correspondence

TO have an advertising picture, and then to discover, after an investment of one-fifth of a million dollars had been made in it, that extensive use confers no monopoly of such an illustration is disconcerting, to say the least. This, however, has been the recent experience of the Scholl Manufacturing Company, of Chicago.

With the aid of a singularly illuminating representation of the device in use, the Scholl company had worked up a demand for its "Foot-eazer," an instep arch support, that, throughout the entire year 1919, approximated 1,000 pairs a day. Then, after aggregate sales had passed the half million mark and the company's exclusive right to use the picture had been everywhere acquiesced in by the trade, the news is broken that the talisman cannot be registered as a trade-mark because "it would be most natural for other manufacturers to use or want to use the same sort of picture to describe or advertise a similar article."

The advertising picture, which has just been made the subject of a test case, consists of a representation of the human foot in a sock, showing the sides and bottom of the foot and sock. In association with this representation is the representation of a part of the human hand, the left hand. Interposed between the hand and the bottom of the foot is an arch support. The creator of the picture "disclaimed," moreover, any monopolistic claim to the picture of the arch support alone, but sought rather to establish sole rights in the pictorial composition as a whole and to the representation of the arch support in the particular position and environment in which it was shown.

The Scholl company sought to have Uncle Sam certify its title in confidence that it had evolved an advertising picture that, in spite of the subject of portrayal, was unique. The advertiser argued that his picture presented a novel association of elements with a dominating feature supplied by the prominent display of the hand in a particular and peculiar manner. The element of novelty was found, for one thing, in the fact that only the thumb and first two fingers show in the picture. Even more unusual and supposedly better calculated to make a striking and lasting impression upon the mind is the circumstance that it is the left hand that is shown. It was urged in the expert analysis to which this picture was subjected that even if a pictorial representation be accounted a natural way of describing this class of goods in general, the display of a foot or shoe and an arch support in position would be, normally, by means of the right hand, and that recourse to the left hand for the purpose was conclusive evidence of the arbitrary and distinctive character of this particular portrayal.

USAGE IN ADVERTISING DISREGARDED

While the Scholl company based its plea for trade-mark registration in large measure upon the individuality inherent in its picture, it relied, in even greater degree, upon the belief that extensive advertisement and long usage had given this familiar specimen of commercial art "a secondary meaning," as denoting only the goods of this specific advertiser. The company was able to summon, for confirmation of its theory, prominent retail shoe dealers who bore evidence that not only was the public accustomed to identify the product solely by the familiar picture, but that in years of experience the merchants had

Digitized by Google

never seen in use in advertising and selling operations by other than the Scholl company illustrations of this kind.

When trade-mark status was recently sought for this picture, the United States Examiner of Trade-Marks rejected the application on the ground that the picture "is merely a graphical representation of the arch support and its purpose or manner of use." The illustration seemed to him "an apt and convenient way of describing the characteristics of the arch support and of the benefits to be derived from using same." Whether the trade-mark censor would have thus decided if left strictly to his own devices in his art criticism may be open to argument. But he discovered in the search of the files, always made under such circumstances, that the Patent Office tribunals had previously passed upon a somewhat similar case, that of the Krohn-Fechheimer Company. In that instance, the advertising picture disclosed a shoe held in bent condition by a human hand. The Commissioner of Patents, in disposing of the appeal in that earlier case, had appraised the hand in the picture as "a mere incident." Accordingly, the umpire figured that the same estimate must be placed upon the hand in the Scholl picture.

The Scholl company did not take kindly to the idea that its picture should be denied admission at the Patent Office, primarily because it incorporated a representation of the goods. It dug up numerous instances in which trade-mark credentials have been issued to pictorial subjects that play up the goods. For example, there was the case of the G. A. Kelly Plow Company, in which a picture of a Kelly plow got by because it was associated with an outline map of Texas, a monogram, etc. The Belber Trunk & Bag Company managed to obtain the coveted parchment for its picture of a pile of luggage, and the Foulds Milling Company was assured that it might have official sanction for its picture of a saucepan nearly filled with liquid, resting on the top of a stove, despite the presence in the composition of a hand holding a box from the open end of which spaghetti is pouring into the pan.

The Assistant Commisisoner of Patents gave little satisfaction, though, to the Scholl company, in spite of these precedents. In conclusion he observed: "The affidavits filed to show extensive use do not tend to negative the evidence of descriptiveness; nor does it make any difference that several traders have not heard of the device being used by others. Others must nevertheless be left free to describe such goods by illustrating them, or illustrating their function and character."

Insisting that its picture must not be denounced as "merely descriptive," inasmuch as the hand, and particularly the left hand, could have absolutely nothing to do with the use or function of the arch support, the Scholl company carried its case to the Court of Appeals at Washington. No satisfaction was forthcoming. The opinion of the court was that evidence of extensive use of a picture is not pertinent on a question of descriptiveness when trade-mark registration is sought for the picture. "It is immaterial," remarked the court, "that the device has been extensively used."

Here's Another Grocery Store System

The "Kash-Karry System" of serve-yourself grocery stores has been organized to conduct a chain of stores, the rights being sold to one man in a town to conduct a store there.

The system claims to operate on 7 per cent overhead and sells the right to a town for $6,000, which includes stock and fixtures. The right itself costs $100 yearly.

Montgomery Ward July Sales Over Seven Millions

The sales of Montgomery Ward & Co. for July were $7,353,441. Compared with $5,297,376 for June, there is shown an increase of 38.81 per cent. Sales for the seven months ended July 31 were $66,642,316, and compared with $49,141,514 for the same period last year, there is an increase of 35.61 per cent.

Digitized by Google

Unlike Any Other Community

JOPLIN Missouri

The Market 200,000

Joplin is the operating center of the Missouri-Kansas-Oklahoma zinc field, the greatest in the world.

During the Fall of 1919, the U. S. Bureau of Mines released a report by W. E. Henry, made from personal study of the Joplin zinc territory. The report includes this data:

> "This district has for many years held first place in the United States in the quantity and grade of zinc concentrates produced. According to data furnished by the United States Geological Survey the district produced in 1913 zinc ores and concentrates having a recoverable zinc content of 146,674 short tons, representing 42 per cent of the United States production. This ratio decreased in 1915 and 1916 to 28 per cent when larger quantities of foreign and western ores were smelted. Owing to the falling zinc market since 1917 many of the other districts have suspended or curtailed operations, but the mines of this area have had an increased output so that the present production is approximately at the rate of about 240,000 tons of recoverable zinc per annum, or about 61 per cent of the United States production."

In previous advertisements we have dwelt on the unusual class of miners—over 95 per cent American born white.

Unlike Any Other Newspaper

Joplin Globe

(A. B. C. Member)

Paid Circulation - - 25,709

Average for six months ending March 31, 1920

Line rate 7c. flat Mornings except Monday

As the Joplin Globe is indisputably the foremost publication in the rich Missouri-Kansas-Oklahoma zinc field, it has come about quite naturally that people living there or even outside the district, look to the Globe for zinc information.

A special daily mining department has been maintained by the Globe for years. The Globe is MORE than a daily newspaper.

Representatives

E. Katz Special Advertising Agency

Established 1888

Chicago New York Atlanta
Kansas City San Francisco

Digitized by Google

Advertising a Public Library

In Kansas City, Purd B. Wright Shows That Money Spent in Advertising a Free Service Is Money Wisely Invested—Appeal Directed to Business Men to Use Reference Department

A FEW years ago, Purd B. Wright, librarian of the Kansas City Public Library, came into some funds for which there was no pressing use, and decided to use the money for paid advertising. The results were so gratifying that it was with a real heartache that he realized that the funds were exhausted just as the big returns commenced. And the funds were so limited.

"The real trouble is not in advertising, but in convincing a board of directors that money expended in judiciously advertising a free service is money wisely expended—that with the value of free library service properly known it will be more adequately supported," Mr. Wright informs PRINTERS' INK.

So, being short on funds, long on belief in library service and "strong in wind-power," as Mr. Wright himself says, when a recent opportunity presented itself to speak before the Optimist Club, a Kansas City organization of business men, the librarian bore down rather heavily on what the library could do for business men through its business department. Desiring to impress upon his hearers the full nature of the service offered, he went so far as to become unethical and dared those present to submit any question that came to them. Realizing that this was going it rather strong, he hedged a bit by saying that while there might be some question that would make the business reference department throw up its hands, it followed that it couldn't answer any question unless given the opportunity.

Of course the ubiquitous newspaper man was there—this time in the person of C. C. Rosewater, business manager of a Kansas City newspaper, who proceeded to say that the library man would receive a letter the next morning with a request for information, and if it was furnished, it would be a distinct service. He refused to say then what was wanted, on the ground that if the question were asked and the library man failed, it would spoil the talk. The letter came the following morning, and at 4 p. m. in reply to his question a bibliography of the zoning system of cities was handed Mr. Rosewater. This service was followed by a kindly offer to give space for a six-inch double-column ad advertising the library, if copy were furnished. And for weeks, to prove the value, the ads were keyed through the telephone number. When the value had been proved, and the switching became a burden, the "key" was removed.

"Every ad," Mr. Wright says, "has brought new patrons to the library, and usually with a statement from the inquirer that he did not know the public library would aid in that sort of problems."

The advertising which this library has put forward is written solely from the viewpoint of the business man. The following quotation from an advertisement directed to the salesman indicates the tenor of the campaign:

"The new angle that puts fresh pep into the time-worn sales arguments you have been using until it is stale, is here. The Public Library is a huge warehouse of profitable ideas for the wide-awake salesman. You can increase your efficiency, your sales, your commission and your salary by studying the books we have bought for you. Step in to-night and tell one of our librarians what kind of a book you want—they will help you select the best."

"That the advertising has been effective goes without saying," according to Mr. Wright. "This library does not seek non-resident users, the cost of such service being placed at $4 per year, but we are having many queries as to charges for out-of-town service."

Digitized by Google

Censoring Wall Street

WOLVES of Wall Street use the newspapers as their chief ally to prey upon the unwary public.

One of the few New York papers that absolutely and fully protect their readers by a most careful investigation of all financial houses before accepting their advertising is the NEW YORK AMERICAN.

That NEW YORK AMERICAN readers place the fullest confidence in the news and advice rendered in its financial section is conclusively proved by the many hundreds of letters received by the NEW YORK AMERICAN Investors' Bureau every week.

This correspondence shows that hundreds of thousands of dollars are available for investment by NEW YORK AMERICAN readers from week to week.

Very few newspapers are in a position to give such positive proof of the substantial quality and spending power of their readers as is here given by the NEW YORK AMERICAN—the only three-cent morning paper in New York City.

Digitized by Google

7½

We, as a firm or as individual members of this firm, have acted as advertising counsel for The Enterprise Manufacturing Company for twelve years. This is one of the accounts that has enabled us to achieve the remarkable average association with our present accounts of seven and one-half years per account.

Donovan

National

1211 Chestnut St

Digitized by Google

Seven and One-Half Years

The Enterprise Manufacturing Company's general kitchen utensils—food and meat choppers for housewives and sausage stuffers for butchers and farmers, etc., etc., are known and sold in every section of this country.

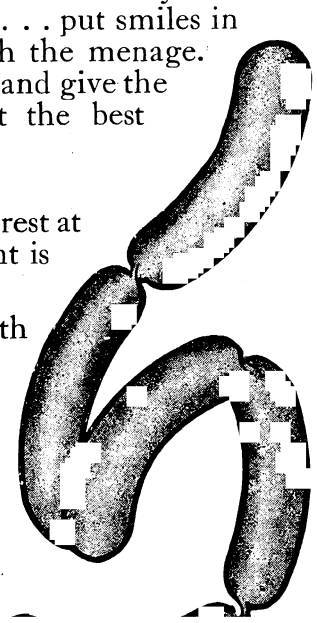
They are great household economies . . . they ease the burden of the housewife's cares . . . put smiles in the kitchen that radiate all through the menage. They help make farming profitable and give the butcher the means of turning out the best products.

* * * *

As an instance of maintaining interest at concert pitch the Enterprise account is valuable to us.

The newness, freshness and strength of the Enterprise advertising treatment is constantly reflected in the increasing demand its products enjoy.

Can there be any more convincing statement made as to the value of Donovan-Armstrong service?



Digitized by Google

If You Want Money Go Where Money Is

The fellow with the intention to buy but no money to buy with, may be an interesting fellow; but he pours no water on your wheel nor adds an ounce to the lifting power of your hoisting jack.

A willingness to buy must be coupled with the ability to buy before you get action.

The Miami Valley is the richest agricultural region of like extent in the world, and it just naturally follows that our people are the most prosperous. Prosperity is a habit with them. They make prosperity because they are industrious. Everybody works and everybody earns and everybody is able to buy The purchasing ability of the people in the cities, towns and on the farms of the Miami Valley is not surpassed by an equal population anywhere.

Get the word to them and you will get results.

THE DAYTON DAILY NEWS

AND

THE SPRINGFIELD DAILY NEWS

Are read in practically all the homes in southwestern Ohio.

These newspapers have something to sell besides space and the biggest circulation in their territory:

"Reader confidence," that's the answer.

THE NEWS LEAGUE OF OHIO

DAYTON, OHIO SPRINGFIELD, OHIO

Digitized by Google

What Is Public Economy?

Money Is Not Always Saved to Good Purpose—Selfishness of Individuals Frequently Spoils Opportunity for Real Saving

By Hon. William C. Redfield
Former Secretary of Commerce

AS each session of Congress draws towards its close the leader of the dominant party in the House of Representatives or the Chairman of the Committee on Appropriations rises to state the economies which have been effected through wise vigilance in running the government. The unconscious humor of this performance is enhanced by the seriousness with which it is done. The speakers are earnest, the auditors are interested, the press are attentive, the public hear or read and to some degree believe.

It would be illuminating on some occasions when the prophets of economy as it is wrought were imposing themselves on the alleged Congressional mind, if there were to arise some one who had first-hand knowledge of the facts with freedom to question. If such questions as "what are you leaving undone" and "what does it mean" were then pressed home, they would often confound the orator and awaken protest amongst his colleagues. If again the cost of economy were then and there to be made plain by *one who knew,* there would be times of refreshing dissonance in legislative halls. Let us suppose for the sake of example that in the debate on an agricultural appropriation bill the man with first-hand information drew out the fact that because of its terms the work of preventing hog cholera must stop. Consider the agitation among honorable members from the Middle West. A straight vote in favor of hog cholera would not be large, but so long as no one knows and we must have economy, out goes the fund and in comes the cholera. That work, to be sure, is said to have saved forty million, but nevertheless the committee decides we can no longer afford it, and so long as no member knows enough to ask about it we get both so-called economy and cholera. Some keen and stalwart spirit who would search the records of estimates and appropriations committees and could inform himself fully on the facts, might keep the chairmen and members of those committees on the rack of bitterness for many a day, developing hour by hour that these gentlemen either knew little of the consequences of their economy or coldly asserted their own arbitrary judgment over that of experts and administrators. For a record of what poses as economy, that is to say for the absence of spending, is sought of all Congressmen on behalf of their party regardless of its cost to the country or of their personal desire for appropriations.

PRINCIPLES OF ECONOMY NOT IN GOVERNMENT PROCEDURE

There are certain acknowledged principles of economy accepted in business and industrial life, but which are conspicuous by their absence from government procedure. Work should not be undertaken at all unless conditions permit it to be done in the least costly manner. This is as commonplace in business as unusual in government. Piecemeal appropriations are made insufficient to permit continuous work or a total is fixed which is too small and a deficiency appropriation must be obtained to complete the job.

The source of pressure for expenditude is overlooked in most of our discussions of public economy. Congress says the departments are the source of demand for money because they present each year estimates calling for

Portion of address, August 23, before the National Publishers Association.

Digitized by Google

larger sums than Congress allows. Congress does not know and would not believe if it were told the extent to which the departments resist demands from the public for new or enlarged service. Congress, furthermore, has a nice little way of adding items of its own. For example, fish hatcheries. There is a new crop of bills creating them every year, demanding far more than are needed, not always placed where a natural supply of water is available. In at least two now operating water has to be continuously pumped. Parts of the country either seem to regard a fish hatchery as essential to their happiness or their Congressmen feel it is one of the things to be gotten "for the district." If the department in co-operation with the proper committee did not reject many hatcheries for which bills are introduced, the hatcheries would in time stand in rows across the land. Bright light would be thrown on "public economy" by tabulating the bills introduced each session providing for new outlays, most of which fortunately fall by the wayside.

PUBLIC EDUCATED TO MAKE DEMANDS

Upon both Congress and the departments, however, comes a pressure for which neither press nor platform makes due allowance. We add to this country every six months a population as large as that of Buffalo and such a population, as any Buffalonian would tell you, has wants which must be supplied. Furthermore, we are constantly educating through the press this increasing population to make greater demands and public bodies bring heavy pressure on Congress to meet those demands. In 1913 the sum appropriated for promoting American Commerce abroad was $60,000. The business world has co-operated in getting that amount raised to over $600,000. The country grows in size and in the sense of its needs, and, like Oliver Twist, it calls for more and keeps calling. New buildings, new services, enlarged functions, new commissions, new departments, are always urged. Two new departments are to-day being actively pressed. Meanwhile the central legislature, finding it impossible to meet all the demands, carries on its debates concerning them in the presence of the ignorant and the absence of the informed and necessarily makes more or less a mess of the whole matter. The marvel is that we get along so well.

Public economy is not the absence of expenditure, but it is wise expenditure. Real economy looks not to the sum spent but to the results obtained. It thinks of the use of money as a tool to do certain work well. Public money is often spent and wasted by letting public plants run down. Such is to-day the condition of the lighthouse fleet both as to numbers and in some degree as to quality, but for it an appropriation asked of five millions has been refused. This refusal simply means the spending of more hereafter. Public economy, furthermore, is a stern process. We can have it whenever we want it, but we should seek it with eyes open to what it means. No reduction in the force of clerks will save great sums, though of course any saving that does not cripple needed work ought to be made. Saving on a large scale must come from doing less work, and the public have never shown a disposition yet to have less work done. Contrariwise they always cry for more. Consolidations are possible, duplications are removable, forces are reducible, but none of these or all of them go to the root. We should do away with the so-called "Official Register" which is pure waste, and we either should arrange for the mid-period census of manufactures so that it can be properly published or else should abandon it. The tens of thousands this work costs are largely wasted unless a sufficient force is employed to make the information available without long delay. If, however, leaving actual war expenditures aside, we are to save a billion or more, the savings must cut very deep—so deep as to raise a wide

Digitized by Google

M·F

THOROUGHNESS

A sound merchandising plan, good copy, attractive layout and illustration, surely—but there we do not rest content. Our conception of service requires a "follow through" on every individual piece of work; a watchfulness to see that every advertising campaign is utilized in the most effective manner. THOROUGHNESS is a fundamental with us.

Our booklet "The Relation of Advertising to Business" will help you get our point of view on advertising.

Mitchell-Faust Advertising Co.

ESTABLISHED 1904

Tribune Building · Chicago

Digitized by Google

variety of strenuous howls all over America. There is little hope for large economies saved by abandoning established work and a great deal of it. Will they abandon meat inspection, pure food laws, supervision of railways and vessels? Take a list of the Government services and see which can be done away with or reduced for a time to a skeleton basis, and see also what will happen if this is done. Shall we cease inoculating fish with clam germs and so stop the pearl button industry? Let us refuse to finish the primary surveys of the country and hear what civil engineers have to say. Let us stop the observation of ocean currents and wreck a few more steamships in so doing. Let us shut down on the constant demand from mariners for further aids to navigation and wait for the sailor's voice to speak.

NEVER WILLING TO MAKE SACRIFICES

Yes, we, the people, want to reduce expenditures but the main road through our county must have its share of Government funds. We wish thrift but we do not like a cheaply run post-office department; we think not of the millions said to be saved but of the service we do or do not get. Yes, we want economy but the army post must not be removed from our neighborhood. We believe in lessened outlay but our harbor must be improved in the interest of commerce. We want economy but we do not want to pay its price. Meanwhile the men who know the details in their various bearings are not permitted, save on one or two occasions a year, to tell the truth and then only to a group of two or three committeemen who do their best but are dealing with a problem hopeless alike in its extent, its conditions, and in its importance. What shall we do then? A budget system is good. It does not go to the root any more than a carefully prepared financial statement in any industry will do away with wise management by the directors and the staff. No industry, however, would long survive if its executive officers were excluded from direct statement to the board of directors. Put the members of the Cabinet or their subordinates who know the facts and who alone are in intimate daily touch with them where Congress can question them and where they can speak so that Congress or the country or both can hear, and a long step will be taken. To-day a member of Congress may not question the man who knows save through the second-hand method of a committee. Were he present where one could ask him questions, a Congressman might find that he knew more about his daily work than Congress did, and the contact might make him both sadder and wiser. The balance between conflicting demands can only be struck by getting together.

Government by indirection produces a type of long-distance supervision falsely called economy which means costly waste. Real public economy arises in the mind and conscience of the citizen. It begins at home. It is the outcome of character plus training. We cannot successfully both want to spend and want not to spend. We can have economy when we want it enough to be content when it hits us as it most certainly will do before it goes far. For the moment we ought to bring the men who spend into close contact with those who provide that each may learn from the other, and for the future we should remember that economy must be a characteristic of our people themselves before we can expect it to become regnant in our Government. The education in this vital respect of our public opinion is a task calling for the best efforts of our press, our literature, and of the men of light and leading in our public life.

W. A. McDermid, Vice-President, Parfumerie Lournay

W. A. McDermid, who was for six years sales and advertising manager of the Mennen Company, Newark, N. J., is now vice-president and general manager of Parfumerie Lournay, Inc.

H. N. Condict, recently Eastern manager for *The National Builder*, of Chicago, has been made advertising manager for *The Clothier and Furnisher*, of New York.

Digitized by Google

ERWIN, WASEY & COMPANY
Advertising
CHICAGO

The professional character of this organization rests fundamentally upon the information at its disposal, which constantly is being renewed by competent investigation

Digitized by Google

The Peptimist

A change in name only

BUILDING MATERIALS

A Magazine for the Dealer

BUILDING

A Magazine

A year ago The Peptimist was founded—a monthly magazine to serve the retail dealer in building supplies like brick, plaster, metal lath, lime, cement, builders' hardware, wallboard and so on.

Its editorial object was to make a better business man out of the dealer.

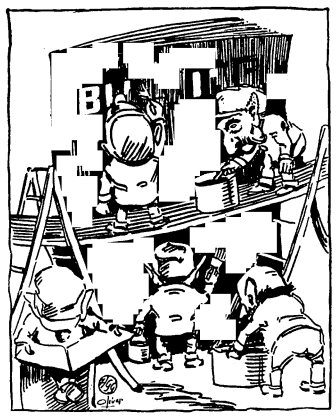
It followed the dealers' preferences, accurately determined, as to name, page size, frequency of issue and character of editorial matter.

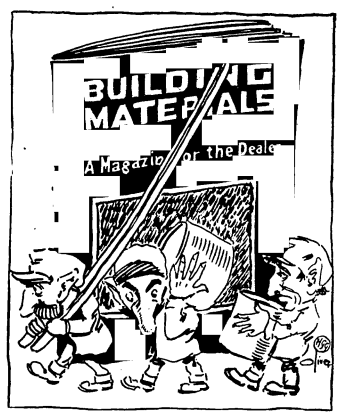
And now the name has been changed in order not to conflict with the name of a publication issued by the Columbia Graphophone Co.

Building Materials (Formerly The PEPTIMIST)

This Magazine is the Only

Digitized by Google





MATERIALS

for the Dealer

The change in name is the *only* change.

In one year this magazine has made a real place for itself.

It is edited *with a smile,* in the belief that there's no good reason why a trade paper should read like an OK'd invoice.

It helps its readers—who as merchants handle most of the materials used in all the construction work in this country—it helps them by telling them what to buy and how to sell it, how to keep stock, how to run their books, how to deliver their goods, how to collect accounts.

Most of the editorial matter is written by the readers themselves—our pages are a medium for the interchange of their ideas—*that's reader interest!*

11,000 CIRCULATION

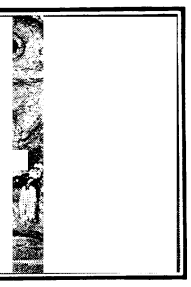
Our gross circulation is 11,000 copies monthly. We guarantee that 10,000 go to real building material dealers. The magazine is a member of the Audit Bureau of Circulations, of course.

Send for a specimen copy. If you have a message for the retail building supply dealers of America, this magazine can deliver it effectively.

314 NEW TELEGRAPH BUILDING
DETROIT, MICH.

A. B. C. Paper in its Field

Digitized by Google



Naturalism In Posters

"VELAZQUEZ seems to have just dropped in and painted whatever was going on" says Randall Davies, the critic.

¶ It is this naturalism, the glory of Velazquez, that should be the object of modern poster-painting.

¶ No matter how mechanical the subject or how conventional the medium, the Commercial Poster Company staff endeavor to make posters naturally convincing.

¶ To carry both the spirit and the technique of the original to the billboards, the reproduction must be undeviating in line and color.

¶ Your request for information will be considered a draft on the time of the President of this Company to be honored as quickly as possible.

The Commercial Poster Co.

A. R. McCandlish, *President*

6545 Carnegie Avenue

Cleveland O.

Digitized by Google

Meeting Radical Propaganda with Reason Why Copy

A Banker's Answer to a Labor Leader's Statement

[EDITORIAL NOTE.—PRINTERS' INK is glad to present to its readers an article by James H. Maurer, president of the Pennsylvania Federation of Labor, one of the radical writers on labor subjects—and the answer to its arguments by a prominent bank. In its interesting figures concerning value produced in dollars per wage earner per annum, and its frankness in meeting radical propaganda with fact argument, it is believed the article and its reply will prove entertaining and valuable to all manufacturers. Mr. Maurer's article showing the radical viewpoint with his own headings and italics is given verbatim below, followed by the banker's answer. The banker makes a suggestion to labor which is most significant.]

"PRODUCE MORE"—WHAT FOR?

BY JAMES H. MAURER

INCREASED production is everywhere being urged as the remedy for the present unrest. What does organized labor think of it? Here is the answer, by the President of the Pennsylvania State Federation of Labor.

"Speed up; work like blazes; produce more! The world needs our goods—produce, produce, PRODUCE!"

Manufacturers, big and little, and politicians from the President down to the ward heeler, are dinning into the ears of the workers the "necessity" for greater production. They tell us workers that the trouble is that we aren't producing enough, that the world needs "our" goods, and that to solve the problem of greater production we must speed up. Let us examine the facts.

For the fiscal year ending June 30, 1919, the total *excess* of *exports* over imports of all commodities was $13,351,906,082. This means that the workers of the United States supported themselves, supported the unemployed within their ranks, supported the entire military forces within the confines of the country, supported the vast body of useless political functionaries and investigation committees, supported the capitalist class and all their lackeys, and on top of all this *produced enough food, clothing, shelter, fuel and other commodities to export nearly thirteen and one-half billions worth more in a single year than was imported.*

You who are the workers sent out of the country 178,583,000 bushels of wheat during that year. Did any of you have too much bread? Did any of you have even enough bread?

You also sent out 27,540,000 bushels of rye, and 24,190,000 barrels of wheat flour and 1,488,000 barrels of rye flour. You sent away five times as much wheat and twice as much rye as in 1918. And between 1914 and 1919 you increased the amount of steam tonnage of the United States by more than 382 per cent.

SAYS FEEDING THE WORLD IS MISTAKE FOR UNITED STATES

With a sudden burst of generosity you sent away 1,115,865,000 pounds of sugar last year and 136,230,000 pounds of glucose. Having become used to going without bacon, you exported 1,239,540,000 pounds of it to other countries.

Not having much bread you sent away 33,740,000 pounds of butter and over eighteen and a half million pounds of oleomargarine.

The weight of condensed milk you were not able to buy back with your wages amounted to 728,741,000 pounds.

Just for good luck we offer a few more authentic figures which you might clip out and paste in your shoddy hat for future reference.

With but six per cent of the population of the world and only seven per cent of the land, the United States—that means US—produces:

Eighty-five per cent of the

Digitized by Google

world's supply of automobiles; *seventy-five* per cent of the world's supply of corn; *sixty-six* per cent of the world's supply of oil; *sixty* per cent of the world's supply of copper; *sixty* per cent of the world's supply of aluminum; *sixty* per cent of the world's supply of cotton; *fifty* per cent of the world's supply of zinc; *forty-two* per cent of the world's supply of coal; *forty* per cent of the world's supply of lead; *forty* per cent of the world's supply of silver; *forty* per cent of the world's supply of steel; *twenty-five* per cent of the world's supply of wheat; *twenty* per cent of the world's supply of gold, and refines; *eighty* per cent of the copper, and operates *forty* per cent of the world's railroads.

Increase production? Produce more commodities? *What for?* Aren't the workers *now* producing billions of dollars worth more than their wages will buy back—*more* than they are permitted to consume?

Is increased production the solution for the problems confronting the workers?

The figures you have just read say *"No!"*

The problem for the worker is, *not* increased production, but *increased consumption.* Not how to produce more, but *how to consume more.*

The Banker's Answer

THE outstanding statement of the above article is that during the fiscal year ended June 30, exports from this country exceeded the imports by the sum of $13,357,906,082. Upon these figures Mr. Maurer builds his theory that the workers are producing vastly more than is distributed to them, and that therefore they have nothing to gain by producing more.

These figures are grossly erroneous; in fact they exceed the total of both exports and imports for the fiscal year named. The official figures of our foreign trade for that year are, exports $7,225,084,257, imports $3,095,876,728, trade balance $4,129,207,675. So Mr. Maurer's foundation statement is only 30 per cent true.

There are no census figures for the total production of commodities in the United States in that year, but reckoning from previous figures and allowing for the existing prices, it probably amounted to $70,000,000,000, of which the excess of exports over imports would be about 6 per cent.

The trade balance of last year was an abnormal one, due to the prostration of European industries. The people of Europe were under the necessity of importing heavily and at high prices. The larger part of our exports were

	Production in dollars per annum omitting 000		Horse-power per wage-earner		Value produced in dollars per wage-earner per annum	
	British	American	British	American	British	American
Boots and Shoes	$100,475	$511,795	.172	.486	$855	$2,580
Boxes, Cardboard	10,335	54,850	.114	.590	530	1,375
Butter and Cheese	50,820	274,555	1.477	5.507	6,550	14,895
Cement	18,105	63,205	3.195	13.873	960	2,360
Clothing	310,845	952,830	.045	.165	790	2,420
Cotton Goods	660,000	628,390	2.214	3.423	1,180	1,660
Clocks and Watches	3,065	36,950	.125	.628	685	1,480
Cutlery and Tools	10,235	53,265	.420	2.069	820	1,615
Dyeing, Finishing Textiles	90,000	83,555	1.949	2.449	920	1,895
Gas Works	104,220	166,810	.687	3.469	2,110	4,485
Hats and Caps	26,280	82,990	.181	.588	745	2,070
Hosiery	43,960	200,140	.163	.804	920	1,545
Paint and Varnish	45,635	124,885	1.375	4.012	4,315	8,770
Paper	68,105	267,655	4.201	15.846	1,650	3,525
Printing and Publishing	67,740	738,785	1.133	1.154	1,980	2,860
R'way Carriages, Wagons	49,250	123,730	1.126	2.274	1,820	2,870
Silk	26,725	196,910	.608	.989	710	1,990
	$1,685,795	$4,561,300	19.185	58.326	$27,540	$58,395

The number of wage-earners in these trades is 1,499,315 in Britain and 1,853,579 in America, or, roughly, as 4 : 5. Averaging all the trades, analysis of the statistics shows: The total production is as 1 : 2.64; the horse-power employed is as 1 : 3; the value of output per wage-earner is as 1 : 2.1.

Digitized by Google

Rely on Reliance

Twelve Reasons Why

Shoulders that Slope and Fit

ANOTHER distinguishing mark of Reliance Work Shirt superiority is the fit of the shoulders. The reason many manufacturers make square shoulders and straight arm holes is because it saves a large amount of yardage. It takes extra material to make sloping shoulders and arm holes that give comfort and appearance as well.

The lines of a man's neck, shoulder and upper arm are not a series of angles; there is a gradual sloping contour and the point of the shoulder is lower than where neck and shoulder meet.

Form fitting, sloped shoulders are characteristic of all Reliance brands of shirts and one of twelve reasons why the man who has once worn a Reliance made shirt hesitates to accept anything else.

Rely on Reliance. The suggestion is justified by twelve reasons why.

Your jobber can supply you, but if, for some reason unknown to us, he does not offer you our brands, please drop us a line, care of Department D.

RELIANCE MANUFACTURING COMPANY
WESTERN MADE WORK SHIRTS
CHICAGO

One of a series of trade paper advertisements.

We consider trade paper advertising an important agency function—no more to be neglected than a general in the field would omit to use his artillery, cavalry, infantry, signal corps, or any other branch of the service.

CHARLES F. W. NICHOLS COMPANY

General Advertising

Twenty East Jackson Boulevard

CHICAGO

Digitized by Google

Concentrate on Quality

Every quality argument is strengthened by the use of

ART MAT

The incomparable dull finish coated

The first impression of an Art Mat publication is the impression of quality. Its full dull surface, the dignity of its type page, the richness of its illustration, and its indescribable atmosphere of distinction and refinement will stamp the seal of quality upon your goods from the outset.

Costs more

Worth much more

LOUIS DEJONGE & CO.
NEW YORK CITY

Digitized by Google

farm products, foodstuffs and necessaries, without which the sufferings and loss of life of the population of Europe would have been far greater than they were. Thanks to the farmers, not many of whom are under the influence of the doctrines set forth above, the country produced sufficient to allow of these agricultural exports and to save Europe from starvation. Has America done too much in the face of a world calamity, and does Mr. Maurer think the members of his Federation would have been better off, or as well off, if in the face of this emergency the farmers had suddenly determined to restrict their labors to eight hours per day?

In 1913 there were published in *The London Times* and other English periodicals tables compiled from the British Census of Production (1907) and the American census of 1909, showing the total annual production, the number of wage-earners, the horsepower employed, and the annual value per wage-earner in twenty-six leading manufactures. Seventeen of these were recently reproduced in an article in the *London Times,* and are representative. They are given on another page of this article. Values are converted at $5 to the pound sterling.

The superiority of the United States in power equipment means a greater capital investment in the industries, and this accounts for the greater volume of product. It has resulted in a more abundant supply of all the comforts of life, higher wages and a larger and more widespread distribution and consumption than exists in any other country. These results are all related to each other, so that as production increases they all increase in corresponding degree. If all the forces that are working to embarrass and restrict production in this country were turned over to assist it, it is probably not too much to say that the results obtained might compare with present results as favorably as results in the United States have compared with results in England.

Some months ago we quoted from another English writer figures taken from the same comparative statement of British and American industry, showing that over a term of years the average production of bituminous coal for each miner in the United States was 550 tons and in England 270 tons, which is the more interesting in view of recent revelations that the miners in the United States are not employed more than about two-thirds of the time. It was said that the superior output in the case of coal was due to the use of coal cutting machinery in the United States, and in view of Mr. Maurer's contention that the services of employers or capitalists are superfluous, it may be said that the introduction of coal cutting machinery even in this country has been commonly opposed by the labor organizations. Indeed it must be taken into account that although there are many creditable exceptions among the labor leaders, the attitude of the organizations usually has been antagonistic to innovations and improvements which have the immediate effect of displacing labor. This attitude may be explained and excused even while it is condemned; employers have not always been properly considerate of the workers in introducing new methods but, after all, society is interested in progress in industry, and organized labor has often opposed changes which have proved enormously beneficial to the working people themselves.

WHO CONSUMES THE PRODUCTS?

It will be instructive to look over the above showing of this country's share in the world's industries, and consider the uses of the products named, and how wage-earners, farmers and the great body of the people generally would be affected by increasing or diminishing their production.

The list heads with automobiles, which come nearer to being appurtenances of the rich than anything else on it, but as 60 per cent of all the cars made are Fords

Digitized by Google

and probably 85 per cent are of the cheaper makes, it can hardly be said that the rich absorb a very excessive share even of automobiles.

Corn, of which we produce 75 per cent of the world's supply, is a common source of sustenance for the whole population; oil, as a source of light, fuel and by-products for the industries, is of common service, and so is copper, zinc and coal, the latter being the chief source of power for all the industries; steel is devoted to the industries; cotton is the clothing material of the millions. Who will be most benefited by greater abundance of all these products, the rich or the poor? Who gets the bulk of these products, or the service from them now, and who will derive the benefits of increased production?

It is remarkable that the United States should have 40 per cent of the railroad mileage of the world, but can anyone argue that it has more railroad service than it needs, or that the rich enjoy most of the benefits of railroad service? Industry is embarrassed in all parts of the country now, because of the inadequacy of railroad service, partly resulting from discontent stimulated by such reasoning as is set forth in the article quoted above, and partly because there is a lack of available capital to provide needed equipment and make needed improvements.

THE RECIPROCITY OF INTERESTS

The quoted article is typical of the agitation which is deranging industry, curtailing production, raising the cost of living and obstructing the world's recovery from the losses of the war. The author of it plainly has no conception of the fundamental reciprocity which exists throughout modern industrial society. The owners of industries and managers of business are as much interested in the widespread distribution and consumption of products as Mr. Maurer can be. There is no use for capital except in supplying the wants of the population, no need for investments or chance for profits unless the people are able to buy the products. If profits are large, the amount of new capital available for investments will be large, the demand for labor will increase, the expansion of production will be rapid, and more goods will come on the market for distribution.

Mr. Maurer is right in one respect, whether he grasps the full significance of his assumption or not, and that is that the true measure of the distribution of wealth is in the distribution of consumable products, rather than in the ownership of productive property. The value of the latter is in the goods produced and they must be followed into consumption to determine who derives the benefits. When this is done the fallacy of current theories that two or three per cent of the population derive most of the benefits from the country's existing wealth is clearly apparent. The employment of the industries is in producing goods for the masses of the people, and there is bound to be such a continual readjustment of wages and prices as will enable the consuming public to take the current production off the market, otherwise there would be an accumulation and glut, investments would become unprofitable, and further accumulation of capital useless.

THE EMPLOYING CLASS

The proportion of the country's industrial product that is consumed by the people included in what Mr. Maurer calls the "capitalist class and all their lackeys" is a very small part of the total. The number of personal incomes of $10,000 per year and over in this country in 1917 was reported by the Commissioner of Internal Revenue at 161,996, and the number of $5,000 and over at 432,662. A large part of the larger incomes is not expended upon consumption, but goes back into the industries for their development. But if the total of all personal incomes of $10,000 and over was distributed to 110,000,000 people the result would be only $32 to

Digitized by Google

The World

Right About! Face!

Not long ago the manufacturer of a new household article of real merit (but not a new invention) wanted quick big-factory-output.

He invested $70,000 in a national advertising campaign.

16,000 new distributors were secured.

The sales to these 16,000 new distributors are said to have totalled less than $10,000.

Then the advertising agency came to the rescue. "Your product is highly competitive," said he. "You must try to storm only as many citidals as you can hold. Let's divide America into zones, secure adequate distribution and do adequate advertising in only a few zones simultaneously. Not bite off more than we can both chew and digest!"

It took only two or three years for this real advertising agent to make his educated client a national success.

Have you any doubt as to whether the newspaper is the safe and sane as well as the only high-powered get-there-quick vehicle for national advertising?

Start your zone campaign with the biggest and the most profitable market. Then radiate.

Ask us WHY NEW YORK FIRST

Try advertising in newspapers by the year

THE NEW YORK WORLD'S MERCHANDISING DEPARTMENT

Mallers Bldg., Chicago Pulitzer Bldg., New York Ford Bldg., Detroit

The Evening World

Digitized by Google

Cosmopolitan

announces

James T. Aubrey

as Western Manager to succeed Stanley V. Gibson who leaves this magazine to take charge of the Western territory for the Butterick Quarterlies.

Mr. Gibson's former associates wish him the fullest measure of success in his new work.

August 23rd, 1920

Digitized by Google

each, while if the total of all incomes of $5,000 and over were divided the result would be only $44 each.

No thinking person will dismiss the entire class of proprietors and highly-paid experts as contributing nothing to production. Most of them have made their own way and come to the front through their qualities of leadership and abilities to accomplish results. They have accomplished the innovations which have made the productive power of the American workman double that of any other workman in the world.

If Mr. Maurer's contention is correct, that the present owners and managers of industry are superfluous, why not proceed to eliminate them by the old-fashioned process of competition? Any service that is unneeded can be dispensed with without a revolution. There are 2,000,000 railway employees in the United States, whose incomes average over $1,500 per year, and if they were to save on an average $50 per year each they could buy control of the New York Central system in one year, of Baltimore & Ohio and Erie together in less time, and of all the through lines between Chicago and New York within five years, at present market prices for the stocks. We offer the suggestion as a substitute for the Plumb plan, and it can be adapted for application to the other industries.

Here is a way for labor to enter the field if they wish. They can easily save capital; they can hire management and their own product labor. They are consumers, so they should know how to advertise and merchandise goods to themselves. Why don't they try it?

Better Business Bureau Conference in Chicago

A conference of Better Business Bureau Secretaries will be held in Chicago on September 1, 2 and 3. An attendance of some thirty secretaries is expected at this conference, according to William P. Green, organization secretary of the National Vigilance Committee.

Protects Trade-Mark by Advertising

The Royal Worcester Corset Company advertises in trade papers that "certain unscrupulous dealers are advertising and selling corsets packed in boxes labeled with the word 'Royal.'"

The use of the word "Royal" in connection with the word "Worcester," says the company, "has been used for many years by the Royal Worcester Corset Company and this "Royal" mark has been universally recognized throughout the world as being one of the standard trade-marks for this class of goods."

Dealers are warned that infringements will be prosecuted to the fullest extent. "When a buyer goes into a store and asks for 'Royal' corsets," it is asserted, "she means corsets made by the Royal Worcester Corset Company."

Immigration Increasing

More than five thousand immigrants are arriving daily at Ellis Island, according to the Department of Labor.

Only the lack of transportation facilities and the difficulties of immigration from Central Europe, the Department says, has prevented outstripping all previous records. Despite these unfavorable conditions, approximately eight hundred thousand immigrants arrived in the United States in the twelve months ending June 30, as compared with 141,132 in the corresponding period the year before, and the record of 1,285,349 in 1907.

J. A. Holland Leaving England for Canada

J. A. Holland, who since his demobilization from the Canadian Army after four and one-half years of service has been in Great Britain for the United States Rubber Company's advertising department, will become associated next month with the advertising department of Ames, Holden, McCready, Limited, Montreal.

Conover-Mooney Co. Has New Men

E. R. Malloney, formerly with the Snitzler Advertising Agency, has joined the Conover-Mooney Company, Chicago. Freeman DeWolfe has been appointed space buyer for this agency. Mr. DeWolfe was formerly space buyer for the McJunkin Advertising Company.

Col. Charles E. Hasbrook Is Dead

Col. Charles E. Hasbrook, manager and editor of the Richmond, Va., *Times-Dispatch,* died at Richmond on August 18 in his seventy-third year. Col. Hasbrook was at one time director and part owner of the Kansas City *Times.*

Digitized by Google

Advertising Flourishes in Central Europe

Germans and Austrians Anxious to Regain Lost Business and Advertise as Extensively as Before the War

By J. C. Osborne

Director for Northern Europe of the International Multigraph Co.

AN interesting phase of business conditions in Central Europe to-day concerns the cost of advertising and how little the increased charges that the publishers have been forced to demand has affected the volume of advertising.

Because of the increased cost of all commodities that enter into the production of publications —paper, for instance, has increased as much as 1,500 per cent and wages over 600 per cent—all newspapers and periodicals have increased their subscription prices from 300 to 500 per cent and are charging from 400 to 1,000 per cent more for advertising space than they did in peace times.

I have been very much surprised to find that when the average individual, who knows anything about the exchange value of Central European money in comparison with dollars, hears about the high prices that prevail there, he always translates these prices from marks or kronen into dollars, at the prevailing exchange, and concludes that the prices are very low. This is all wrong. If some article that the American formerly purchased for $10 costs him $20 to-day, he is justified in thinking that it is very expensive, for it has increased 100 per cent in price. If the German, on the other hand, bought this same article, in former times, for M.40—which would be about normal exchange—and to-day has to pay M.500, he has a greater justification for thinking it is very expensive, for it has increased 1,200 per cent in price, although the American would think it very cheap because, if he translated this M.500 into dollars at present exchange, it would only amount to about $12. The American should appreciate that the German is earning and living on marks and not on dollars.

The reader will kindly bear this in mind in considering the figures cited here, especially with reference to the conditions in Austria, where an article that, in normal times, cost K.50 is now priced at K.2,000, an increase of 4,000 per cent.

Although there are all sorts of restrictions affecting business in Central European countries at this time, some of them natural, due to lack of raw materials, and some of them due to the economic regulations of the various governments, such as export and import restrictions, the business man is actively endeavoring to regain his former markets and is doing his utmost to find new fields for the disposition of his goods. Consequently the business man, in spite of the tremendous increase in the cost of advertising space, is purchasing such space and all the older publications are showing as much or more advertising than formerly, while a number of new periodicals are also being actively used. Moreover, business firms interested in import and export business are doing a great deal of advertising in newspapers and other journals published in the adjacent foreign countries, despite the poor exchange value of the mark, which brings their advertising costs in these periodicals up to a very high figure.

In Germany and Austria there are advertising and addressing agencies who make a feature of supplying advertisers with circular letters for direct-mail advertising, in some cases carrying out all the details of a publicity campaign of this kind. A short time ago the owner of one of these

Digitized by Google

Are You One of the Leaders?

The public is picking leaders in every industry.

You, as an individual, have formed your own opinion of certain manufacturers in various industries. To several you have acknowledged leadership. If you will check these carefully you will find that those firms which you have unconsciously accorded leadership are those that have aggressively and continuously brought their message to you through the pages of the publications you read, through direct-by-mail literature, billboards, street car cards, etc.

But is the public picking your own product and your firm as one of the leaders?

Answer that question honestly. Is there another organization—a competitor—who has gained that intangible something called "leadership" in your industry?

And do you aspire to that leadership?

Such an objective cannot be attained in a day. It takes something more than good advertising. Every detail of your merchandising plan must be carefully worked out and skillfully executed. We invite correspondence from manufacturers who recognize these conditions and whose desire it is to insure their present leadership in the industry, or to attain that leadership.

Digitized by Google

The AMERICAN LEGION *Weekly*

Official Publication of *The American Legion*

announces the appointment of

MR. H. R. DENTON

as

Western Representative

Office, 203 Conway Building, Chicago, Ill.

and

MR. JOSEPH J. LANE

as

New England Representative

Office, 638 Little Building, Boston, Mass.

The AMERICAN LEGION *Weekly*

627 WEST 43D STREET
NEW YORK CITY

C. R. BAINES, Business Manager H. D. CUSHING, Advertising Manager

"Over three-quarters of a million reader-owners support our advertisers"

Digitized by Google

concerns was discussing with me the effect the new law increasing the postage on ordinary letters to forty pfennigs—ordinary letter postage in peace times was ten pfennigs—would have on direct-mail advertising, and he expressed the opinion that the new postage increase would make this form of publicity prohibitive. He laid stress on the fact that paper costs, printing costs and wages had made it necessary to increase the price of these letters to such an extent that it was already questionable if this kind of publicity was profitable and this latest increase in postage would be too big a load for the advertising to carry. Consequently he felt pretty blue over the situation and thought they would have difficulty in maintaining their business.

I suggested that we analyze the situation from the beginning and consider the gradual growth of the increased costs that had taken place since peace times in this particular work. This we did, taking 1,000 letters as the basis of our calculation. The result showed an increase of 72 per cent over costs a year ago, and 343 per cent over what such publicity cost in peace times. Surely there need be no fear that these prices will have any material effect on business.

This view of the situation reassured him and events have shown that there was no need for his anxiety.

Shortly after this I had occasion to go to Austria and I was particularly reminded of the above conversation on seeing the condition that prevailed there. The value of the Austrian krone at the present time is about one-quarter of the German mark—normally its value is four-fifths of the mark—consequently everything is about four times higher in price there than in Germany, because they manufacture very little in the present Austria and are dependent almost entirely on imports.

Letter production is twenty times more expensive in Austria than in peace times and ordinary letter postage, that formerly cost 10 hellers, costs 80 hellers to-day. Nevertheless, this has no apparent effect on the advertiser. There is just as much activity now as there was formerly when everything was so much cheaper.

This would appear to indicate that advertising preserves its relative value to the selling value of the goods to which the publicity is devoted and this is only natural. In spite of the high production and buying costs of every commodity in Central Europe to-day, every business works on approximately the same percentage of profit it did in peace times. All direct and indirect production costs have increased and the manufacturer has had to take care of these higher costs and increase his prices proportionately. Therefore, if he has devoted, in normal times, a certain percentage of production cost to advertising, the same percentage will give him a sum of money sufficient to enable him to meet these higher advertising expenses as readily as he could the proportionately cheaper rates that previously prevailed, providing the bulk of his business has not fallen off.

In the same way the retailer, working on a basis of 30 to 40 per cent in peace times, still sells on the same basis. As his goods sell to-day at from ten to twenty times higher than they did in normal times, his gross profit is proportionately higher and he can pay as much more, proportionately, for wages, rent and all the other expenses of his business—including advertising—as his increased gross profits show over his former gross profits.

Even if the advertiser does not work on a percentage basis, most of them appreciate the fact that prices are high. Therefore, as he has to pay M.3,000 for a suit of clothes that used to cost him M.125 and M.400 for a pair of shoes or a hat that, in normal times, he purchased for M.20, he has become accustomed to big expenses and cheerfully pays his advertising bills, confident that the return he gets will be adequate to the expenditure.

Digitized by Google

Has "Truck-Age" Been Pre-Empted?

PAIGE-DETROIT MOTOR CAR COMPANY
DETROIT, MICH., Aug. 9, 1920.

Editor of PRINTERS' INK:

Will you please advise whether or not you have any record of a publication with the word "Truck-Age" included in its name?

We have a house-organ going to our truck dealers entitled Paige "Haul-Age." We only put out one issue of this publication, and then learned that another truck manufacturer uses the name "Haul-Age" for his house-organ. This, of course, means that we ought to change the name of our little publication, inasmuch as only one issue has been published.

We would like to change this name to "Paige Truck-Age," but before we do it, we would like to know whether we are infringing on some one else's name.

W. G. E. BIRKETT,
Truck Advertising Division.

Chicago Business Daily Announced

Chicago is to have a third morning newspaper, *The Journal of Commerce,* the first issue of which will appear October 11. It will be a business man's newspaper, published by Andrew L. Lawrence, who now publishes the *Journal of Commerce* of San Francisco. Glenn Griswold, western manager of Dow, Jones & Co. and the *Wall Street Journal,* will be business manager.

Eric Scudder Made Officer of Orange-Crush Co.

Eric Scudder, vice-president of the McJunkin Advertising Company, Chicago, has been appointed secretary and director of the Orange-Crush Company, Chicago, manufacturer of Ward's Orange-Crush and Lemon-Crush.

Certain-teed Products Co. Takes Over Linoleum Plant

The Certain-teed Products Company has purchased the entire capital stock of the Thomas Potter Sons Company, of Philadelphia, linoleum and oilcloth manufacturer, whose business was established in 1837.

S. E. Roberts with Deatel Agency

Steffan E. Roberts, for five years district sales manager of the Curtis Publishing Company, and later with the Hygrade Powder Company, of Philadelphia, is now with The Deatel Advertising Service, Baltimore.

Starch Account for Tucker Agency

Eustis, Pennock & Company, Boston, manufacturers of starch and its products, have placed their advertising in the hands of the Tucker Agency of New York. This company is about to put a specially prepared chocolate pudding on the market under the name of "Pennock's Chocolate Pudding." Newspapers and other mediums will be used in certain sections selected.

Real Estate Campaign for Bloomingdale-Weiler Agency

The Bloomingdale-Weiler Advertising Agency, Philadelphia, is handling an advertising campaign for the Philadelphia Real Estate Board in order to obtain the co-operation of citizens of Philadelphia in finding homes for employees of new industries that have come to Philadelphia.

"Herald & Examiner" Starts New Publication

The Chicago *Herald & Examiner* has started the publication of an automotive newspaper known as the "Chicago Retailer." It will be published monthly and sent free to all automobile, motor truck, garage, tire and accessory dealers in Chicago and surrounding territory and to the manufacturers whom these dealers serve.

New Art Organization in Chicago

F. W. Plumer, formerly with the Ethridge Company and the Charles Everett Johnson Company, of Chicago, and R. F. James, formerly of the Chicago *Daily News,* have opened an organization for advertising art counsel in Chicago.

Two Chicago Conventions at Same Time

The fall convention of the Audit Bureau of Circulations will be held at the Hotel La Salle, Chicago, from October 12 to 15. The American Association of Advertising Agencies will meet at the same time and place.

J. W. Hunter with "The Forecast"

John W. Hunter, formerly assistant publisher of the New York *Globe,* is now in charge of the western office at Chicago of *The Forecast,* New York.

Wesley Neff, formerly connected with the Meinzinger Studios, Detroit, has gone into business for himself in that city as advertising illustrator.

Digitized by Google

First In America

In a recent News Article, the "Editor and Publisher" printed the following list of leading want ad newspapers showing The Akron Evening And Sunday Times **first** in America on a per capita basis.

The Evening And Sunday Times published over four million lines of paid want ads during the year 1919—

Newspaper	Average Classified Lineage Per Capita in 1919	Newspaper	Average Classified Lineage Per Capita in 1919
AKRON TIMES	22.51	San Francisco Examiner	9.26
Omaha World-Herald	17.54	Cleveland Plain Dealer	8.07
Columbus Dispatch	16.18	Detroit Free Press	7.72
Kansas City Star	15.09	Baltimore Sun	7.72
St. Paul Dispatch	14.36	Los Angeles Examiner	7.49
Seattle Times	14.14	San Francisco Chronicle	7.24
Portland Oregonian	13.27	Buffalo News	6.88
Denver Post	12.96	Boston Globe	6.19
Los Angeles Times	11.86	Cleveland Press	5.59
Indianapolis News	11.67	St. Louis Post Dispatch	5.49
Washington Star	11.32	Chicago Tribune	3.42
Pittsburgh Press	10.98	Philadelphia Inquirer	3.17
Detroit News	10.76	Chicago Daily News	2.13
Minneapolis Tribune	9.41	Philadelphia Bulletin	2.01
Newark News	9.28	New York World	1.45

What is a better barometer of a newspaper's efficiency than its supremacy in want ads?

Akron is a live, prosperous city—208,000 people. Are you getting your share of business from this unusually rich territory? Advertise in Akron—get all the action possible out of your dollars spent for advertising—invest in the columns of the

AKRON EVENING AND SUNDAY TIMES

Member of A. B. C.

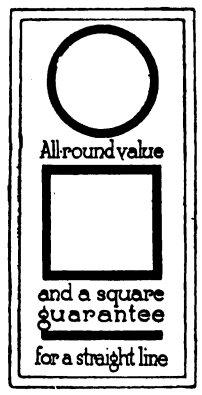
"Akron's Oldest Newspaper"

National Advertising Representatives

CHAS. H. EDDY CO.

NEW YORK	CHICAGO	BOSTON
Fifth Ave. Bldg.	Peoples Gas Bldg.	Old South Bldg.

Digitized by Google



SIGNS & SYMBOLS

THE sign at the head of this advertisement is the famous emblem of the Advertisement Dept. of Odhams Press, Ltd., one of Britain's foremost publishing houses. It stands for *clean* advertising and indicates that Odhams guarantee the bonafides of every advertising announcement that appears in any of their publications.

Odhams issue a little monthly called "Odds & Ends" that contains much of interest to American Advertisers. To obtain a free copy every month apply on your business letter-paper—*today*.

Odds & Ends

A Monthly Journal from Odhams

Published by

ODHAMS PRESS LTD.,

85-94, Long Acre, London, W. C. 2, England

Some of the Publications of the Odhams Press:

JOHN BULL	PASSING SHOW	NATIONAL NEWS	EVERY WOMAN'S
IDEAL HOME	LONDON MAIL	SUNDAY EV. TELEGRAM	KINE. WEEKLY
PAN	PICTURES	SPORTING LIFE	ETC., ETC.

Digitized by Google

National Publishers Association Meets

THE first annual meeting of the National Publishers Association was held at New York on August 23. It was preceded by an informal luncheon at which former Secretary of Commerce, William C. Redfield, and acting chairman of the Advisory Council of the Commission on Postal Regulation, together with J. C. Koons, First Assistant Postmaster General, spoke on questions pertaining to the publishing industry. Mr. Redfield dwelt upon the subject of public economy, while Mr. Koons outlined the drastic needs of increased terminal facilities for handling the vast tonnage of mail matter in New York City post-offices.

After an interesting executive meeting at which the work during the past year was reported on, election of officers was held.

H. M. Swetland, of the United Publishers Corporation, was elected president. Other officers are: R. J. Cuddihy, of Funk & Wagnalls Company, first vice-president; P. S. Collins, Curtis Publishing Co., second vice-president; Frank C. Hoyt, The Outlook Company, secretary, and Roger W. Allen, The Allen-Nugent Company, treasurer.

The new board of directors includes: Arthur J. Baldwin, McGraw-Hill Co., Inc.; Thomas A. Barrett, The Orange-Judd Company; F. L. Collins, *McClure's Magazine;* George E. Cook, The George E. Cook Company; Charles F. Jenkins, *The Farm Journal;* Dr. H. Edwin Lewis, *American Medicine;* B. A. Mackinnon, *Pictorial Review;* A. D. Mayo, The Crowell Publishing Company; E. T. Meredith, *Successful Farming;* Joseph A. Moore, International Magazine Company; Henry W. Newhall, Priscilla Publishing Company; Graham Patterson, *The Christian Herald;* A. C. Pearson, The Textile Publishing Company; and M. C. Robbins, *Gas Age.*

Army Plans a Broad Campaign

IN the wake of the news that all Army peace-time recruiting records were broken in July, and with every indication that 20,000 recruits will be procured in August, comes the announcement that another paid advertising campaign will be launched in October to include space in magazines, daily and foreign-language newspapers.

The cost of the campaign will be approximately $240,000, and will be directed by Major S. A. Greenwell, chief of the Recruiting Publicity Bureau, U. S. Army, and the Advertising Agencies Corporation.

The Army has been using paid advertising more or less regularly for a year. Its various campaigns have been reported in PRINTERS' INK, and the reports have shown that something has happened to bring in recruits in larger numbers than was ever known before in peace times from George Washington's down to the present day.

The Army believes that no advertising can make the prospective recruit go right over to the recruiting office immediately after reading the advertising and put his name on the dotted line.

Certain conditions surround the prospect's desire to "buy" service with the Army, and the best advertising can do is to keep the matter constantly before him—to picture the Army as a good job—and let the cumulative effect lead an increasingly greater number of recruits into the ranks.

The copy, while directed at the recruit himself, reaches over his shoulder to all the people to tell them the Army is a good job for self-respecting young men.

The "learning-a-trade" phase of the new democratic peace-time Army will be the keynote of the campaign. That, coupled with the opportunity to travel, and the fact that you earn while learning is the complete copy idea that has been built on actual knowledge of conditions gained by a survey just completed.

Digitized by Google

Where Copy Slants Come From

A Ten-Foot Shelf of Possible Advertisement Plots

By Frank H. Williams

IN an issue of PRINTERS' INK some months ago appeared this caption over a short article: "When There Is Nothing to Say About the Product—Dig." The article itself had reference to the use of history in giving a new slant to advertising.

When there seems to be nothing to say about the product it is only common sense to dig for something new. But it is equal common sense to set about the process of digging systematically so that the results of the digging will stack up as being well worth while.

History, so far, seems to be about the only line in which any vast amount of steam shovel work has been done by the copy writers. And when history has been worked to a frazzle in the preparation of advertisements, where will the poor suffering copy writer next take his excavating equipment?

Here are a few suggestions as to the places where the advertisers might do some profitable digging. These suggestions, of course, are intended merely as guide-posts on the way, as a sort of rough map of the country which can be extended and filled in as the process of digging continues. Only a few of the most outstanding features of the country are noted on this map, but it may help and for that reason it is being presented.

If there is anything the American people are particularly interested in, it is Inside Information on almost any topic. We like to take clocks and watches and automobiles apart to see what makes them go. They enjoy hearing how glycerine drops are frequently used in movie studios to simulate tears and, when things like "Inside Baseball" are new, they fairly eat it up. In giving inside information to readers concerning advertisers the copy writers have tremendous possibilities for catching the attention and holding the interest of people who have become rather bored at constant emphasis on quality and price. Let's dissect some of the opportunities in this line.

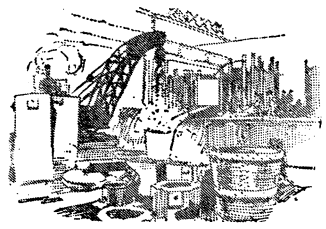
INSIDE INFORMATION COPY

Production. To advertise and sell a product, that product must be produced. So far about the only things very heavily dwelt on in connection with production is quantity and growth of the plant producing the article. But there is a vast amount of interesting inside information about production which could easily be secured and given to the world through advertising without in the least divulging any trade secrets or spilling anything that shouldn't be spilled.

How have methods of production changed since the manufacturer began business? Do women play any part in the manufacture of the product and if so, what part? What operation in the manufacture of the product requires the most skill and why? How many distinct operations are required for making a single article? What is the most remarkable machine used in the manufacture of the product? What is the newest invention used for the purpose of saving time, labor, expense or for increasing the quality? What was the greatest twenty-four hour production and what was the smallest? Really, when any great amount of thought is given to this phase of the business all kinds of interesting bits of inside information in which the public would be exceedingly interested, come to mind.

Distribution. It is not often that an ad appears telling anything very new about the distribution end of a business. Advertisers never seem to feel, as a whole, that the public is much in-

Digitized by Google



SHEFFIELD.

SIXTH CITY

IN THE UNITED KINGDOM OF GREAT BRITAIN.

THE "STEELOPOLIS" OF THE WORLD

SHEFFIELD is the centre of a District which is **ALERT, THRIVING & PROSPEROUS.**

No District in the land has a brighter future.

THE "SHEFFIELD INDEPENDENT"

has been established in this district for over 100 years.

It is, without question, the dominant morning paper for the whole of its area.

This area includes Sheffield, Rotherham, Barnsley, Doncaster, Chesterfield, Mexborough, Mansfield, Worksop, Etc.

Its advertisement rates are based on circulation value.

It is the "Cash Purchasers'" paper—those who are free to trade where they desire—those who are influenced by advertising because they are not bound to any particular business house through having a running account.

These are the people to whom the live publicity man appeals.

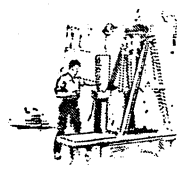
These are the potential buyers of advertised goods.

Therefore reach them through their own medium,
"THE SHEFFIELD INDEPENDENT."

Population of circulation area of "Sheffield Independent," 2½ millions.

Head Offices: FARGATE, SHEFFIELD.

London Offices: The Newspaper House, 169 & 170 Fleet St.



Digitized by Google

Making a Nickle do a Man's Job

THE catalogue, booklet or folder you are sending out to the busy executive is your representative and must tell your story forcefully and impressively, even as your star salesman would, were he there in person.

Think it over for a moment—your message in the hands of a possible buyer, addressed to him individually, and read to the exclusion of other diversions for the time being. What an opportunity!

This piece of advertising literature, which costs you a nickle, or possibly less, is your "Ambassador at Court." It must make a favorable "first impression" as it has neither argument nor comeback.

Advertising is neither all art nor all science; it is a combination of both, plus a liberal understanding of human nature. Having learned these things through the years of experience, we are able to combine them with brains and intelligence, giving to the printed word its maximum dynamic effect.

Bureau Complete Service

The Bureau of Engraving, Inc., with its complete organization of copywriters, merchandisers, artists, photographers, engravers, and printers, can so develop your advertising literature from the inception of the idea to the finished printed product, that your story will *"get across."*

It will then have accomplished a *man's* job.

They Have Told Us

"We appreciate the quality of work you have turned out for us and like the spirit of your organization."

"We wish to say that it is because we like your methods that we give you our business and shall continue to do so."

Write for the Bureau Lens

BUREAU OF ENGRAVING, INC.

Producers of

Catalogues, Folders, Color Posters, Direct Mail Campaigns

MINNEAPOLIS, MINNESOTA

Digitized by Google

terested in the mechanics of getting the product from the factory to the consumer. But there is a lot of interesting inside information about distribution which would interest the public and prove all the more novel and entertaining by reason of the fact that this phase of business has not figured very largely in advertising.

How are salesmen selected and trained? How are goods packed, routed and shipped? How many different modes of transportation are employed in getting goods to the distribution point which is farthest from the factory? How are the various selling points for use in advertisements and by salesmen determined upon? What are some of the most remarkable stunts done by the distributing end of the business in getting goods to points where the product was particularly needed? What is the average speed in distribution? How are new fields opened up? What sort of work does a traffic manager do? There's a lot of hitherto unwritten matter about distribution advertisements and which would give the public a new slant on business.

Management. There is a great amount of fascination for the general public in knowing who is the man behind the gun. Folks like to know who makes the wheels go round and just what he does to keep them in motion. Once in a while some advertisers burst out with personality sketches of the big men in the concern. Why not give the public some interesting inside stuff about the management of your concern?

For instance, who determines the price at which the product shall be sold? Who maps out the advertising campaigns and what sort of a department does he manage, anyhow? What are the duties of the sales manager? What happens when the board of directors meet? What is the typical day's work of a branch manager? What are the various departments of the company? What is the work done by each

Keeping Up With The Times

A FACT A WEEK

The best buying class is always willing to pay a little more for something much better.

The Washington TIMES is the only newspaper selling in the District of Columbia for 3 cents daily.

The Washington Times
WASHINGTON, D. C.

Digitized by Google

William Dorsett

is now a member of this organization.

Mr. Dorsett has a thorough mastery of the difficult technique that makes for correct photographic retouching. His services are particularly valuable for those clients who merchandise machinery or similar commodities with an appeal dependent upon photographic presentation, as many recent magazines and trade papers show.

To have a well-balanced staff such as ours, requires the interested cooperation of just such specialists.

Louis C. Pedlar, Inc.
Counselors in Art
246 Fifth Avenue
N. Y. City

department? How many people does it take to do this work? To whom are the various department heads responsible and where does their authority begin and end?

After delving into the interesting material to be found in the general management of a concern, the copy writer can become more specific in his investigations and dig into the Sales Department, the Advertising Department, the Auditing Department, the Purchasing Department, the Foreign Department and all other departments.

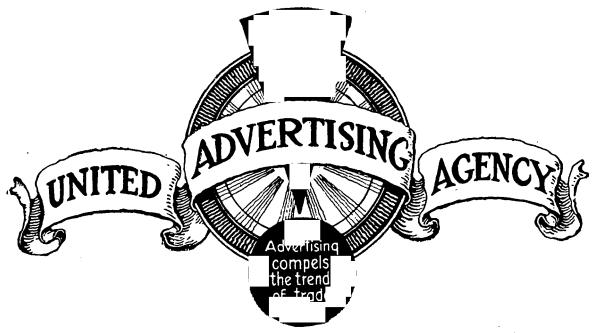
The Sales Department. There certainly is a tremendous amount of interesting material merely waiting the eager eye of some alert copy writer in almost any sales department. To whom was the first sale of the company's product made? Is this man still a customer? How does a salesman open a new account? Do all the salesmen use the company's product? How many of them were users of the product before they became salesmen for the company? How much territory does a salesman cover? How many customers does he call on in a week, a month, a year? What is the oddest way in which a salesman happened to come into the company's service? What is the most peculiar sale the company has ever made? What is the biggest sale ever made by the company? Who made it and how was it made? What arguments do the various salesmen find most successful in making sales? What rules have been formulated by the sales manager for the guidance of the salesmen in the transaction of business?

COPY FROM THE ADVERTISING DEPARTMENT ITSELF

The Advertising Department. What is the process by which advertisements are laid out, written and illustrated? Why are certain mediums used and why are certain appeals emphasized? What is the most unique advertisement the company has ever issued? What is the most unique reply the company has ever received in re-

Digitized by Google

Announcing



Executive Offices: One West 34th St., New York

SAMUEL PRATT
Chairman
LEONARD DREYFUSS
President
HERMAN C. DAYCH
Vice-President
THEODORE S. FETTINGER
Treasurer
E. FORREST FETTINGER
Secretary

BRANCH OFFICES

NEWARK, N. J.
PATERSON, N. J.
DALLAS, TEX.
NEW HAVEN, CONN
BRIDGEPORT, CONN.

Samuel Pratt is President of the United Advertising Corporation, and has been for forty years conspicuous in the advertising business.

Leonard Dreyfuss is Vice-President of the United Advertising Corporation, owning and operating outdoor advertising plants in several hundred cities and towns throughout the United States.

Herman Daych has for a number of years been connected with the Associated Advertising Clubs of the World. Mr. Daych will have charge of our New York office.

Theodore S. Fettinger has for seven years been head of the Fettinger Advertising Agency, of Newark, N. J., to which this company succeeds. Mr. Fettinger will continue as manager of our New Jersey business.

— — — — — — — —

With an exceptional art service; copy staff; unusual facilities for the investigation and solving of merchandising problems, this agency is ready to successfully undertake advertising campaigns of any size, in all mediums.

Knowing How and Serving Well

Digitized by Google

Tell 'em in Mus-k-gee

45000, OKLAHOMA'S THIRD CITY

Sixty millions of crop-money outlets this year through Muskogee, supply-base for 200,000 people of our 80-mile trade-radius. Early in October a quarter-million will visit Oklahoma's huge Free State Fair. Great advertising chance right there!

Do You Think of Oklahoma Like *This*—

Not so; but far, far otherwise!

Have the PHOENIX tell 'em

Mornings and Sundays. Net paid, 15,000. Member Oklahoma Daily League. Decent treatment for the foreign advertiser.

Our cowboys learned about guns when they went to the War.

Our Indians belong to the Five Civilized Tribes, dwelling close around Muskogee. Thousands of 'em have incomes over $5,000 a year.

We get our romance and thrills from the movies, same as you do. But we'll buy your goods, if you ask us. The asking is good this year.

Oct. 4-9, during Oklahoma's great Free State Fair!—great chance for a try-out right then!

Tell 'em in Mus-k-gee

OKLA.

Digitized by Google

sponse to an advertisement? What is the advertising manager's idea of his function in the business with relation to the public?

The Auditing Department. How are accounts handled? How is correspondence filed? Just how voluminous is a day's correspondence, anyhow? What do the charts of the company's growth and possibilities show? What is the relationship of receipts to expense? (So far the "Swift Dollar" seems to be the only comprehensive advertisement issued on this absorbingly interesting topic.) How many stockholders are there in the company? Why did the original stockholders put their money into the concern? What hardships did the company have to go through before it got on its feet? How many employees are stockholders and what do the statistics regarding their ownership show as to average holdings, dividends paid them, etc.? How are inventories handled?

A FRUITFUL SOURCE OF INFORMATION

The Purchasing Department. Here is a broad field for digging and a field that ought to yield rich nuggets of interesting information and sales-building ad ideas. It is very, very seldom that any advertisement is based on the purchasing end of a business, and yet this department is a mighty important factor in any business. The very novelty of seeing an advertisement founded on some phase of the purchasing department's work ought to make it more than ordinarily effective.

For instance, wouldn't the public be interested in knowing how the purchasing department is kept informed of factory and office needs so that it knows just when to buy and what to buy? And what does the purchasing agent do when it seems impossible to get some badly needed raw product? Does he quit or does he move heaven and earth and finally get what he wants? What are some striking examples of this enterprise? How does a good purchasing department work for

Digitized by Google

PERSONNEL INKLINGS

is a service through which business enterprises may obtain men to fill the important positions within their organizations.

Whether one man or many be needed, it is valuable both for results obtained and as insurance against the difficulties or losses that may arise through being unable to quickly fill a vacancy.

To companies in the smaller centers this service brings the advantages of contact with the greater numbers of men available in the larger cities.

PERSONNEL INKLINGS
INC.
340 Madison Avenue
New York City

the benefit of the ultimate consumer? What is the most unusual thing the purchasing department is called upon to buy in the course of its regular transactions? What is the most unusual thing it has ever been called upon to buy? Where are the people it buys from located? What are the methods by which right prices are secured? How are purchases generally made—from salesmen who call, through correspondence or by wire? What inspection is made of purchased material? What is the range of article purchased—from pencils to steam hammers, or what?

The Foreign Department. This should be a particularly fertile field. With the greatly increased interest on the part of the general public in foreign countries and with the expansion in our export business it would appear as though any concern which boasts of a foreign department could secure from that department an almost unlimited amount of good advertising material. What competition, for instance, does the concern have in foreign fields from foreign factories? Where are the concern's foreign branches located and what sort of customers are sold by these branches? Was any apathy or active opposition on the part of the foreigners overcome by the company in getting its product over in foreign lands? In what countries is this product wholly unknown and what do the natives use in place of it? How long does it take for a shipment of goods to reach the most distant point at which the company is doing business? Do the foreigners put the product to any different uses from Americans and, if so, what are these uses?

Industrial Relationships. Right now industrial relationships constitute one of the biggest topics of the day. Many advertisers have, of course, cashed in on this interest by issuing advertisements telling of their bonus plans, etc. But the possibilities in this big subject certainly haven't been exhausted. If your concern is con-

Digitized by Google

Leading the Drug Journal Field

Since April of this year *advertising leadership* in the *drug journal field* has shifted to the Pacific Coast.

The figures below, compiled on a Burroughs Adding Machine, and carefully checked, prove this to be true.

Record of Pages of Paid Display Advertising Carried by the Two Leading Drug Journals of the United States:

	Pacific Drug Review	Nearest Contemporary
April Issue	110.11 Pages	105.37 Pages
May "	108.44 "	101.62 "
June "	105.20 "	99.50 "
July "	96.71 "	89.25 "

The **average** for the seven drug journals of the country, next in line to the PACIFIC DRUG REVIEW, and including the above "nearest contemporary," for the same four months, was 65.58 pages per issue. Average for PACIFIC DRUG REVIEW, same four months was 105.38 pages.

This record denotes a confidence, on the part of National advertisers and advertising agencies, of which we are tremendously proud.

No matter what journal or journals you use to reach Eastern druggists, you need Pacific Drug Review *for the Pacific Coast and Rocky Mountain trade.*

Pacific Drug Review
An Independent Drug Journal
Progressive-Fearless-Constructive
Founded 1888

Guy T. Ketcheson, *Publisher*
F. C. Felter, *Manager*
Portland, Oregon — San Francisco, Cal.

Official organ of All Branches of the Drug Trade in the States of Oregon, Washington, California, Idaho, Utah, Nevada, Arizona and the Western parts of Montana and Wyoming.

Digitized by Google

A FAR-REACHING NATIONAL DEMAND

With great advertising possibilities can be created for many articles and products appealing to our people who are prosperous buyers of the latest and best that the market affords

The Billboard

reaches over 550,000 men and women of the amusement world. Circulation

Over 50,000 Weekly

This is greater than the combined circulations of all other papers in our class.

Covering 26 Departments of the Theatrical and Show World

All we ask is that you try out some small space—preferably keyed copy—in THE BILLBOARD. Then decide.

Sample Copies and Rate Card Sent on Request.

THE BILLBOARD

44th St. and Broadway, New York City

Cincinnati Philadelphia Chicago Kansas City St. Louis San Francisco

You may need The Billboard in your business.

SUBSCRIPTION

$5 for 52 Weeks

15c AT ALL NEWSSTANDS

We publish complete lists of Fairs Parks, Chautauquas, Conventions, and routes of all Shows.

Weekly information on all Amusements, Celebrations, etc.

Digitized by Google

ducting a profit sharing plan, what do the workers think of this plan? In what way is your company's plan different from that of every other company's plan? How greatly has the per capita daily production increased in the plant since the inauguration of the plan? How does this increased and bettered production benefit the ultimate consumer?

MORE CHANCES TO DIG

And now let us examine, for advertising possibilities, another factor in successful modern business. That factor is:

Efficiency. What efficiency reasons were behind the arrangement of your plant. How is work put through? What corners are cut, what time is saved, what odds and ends of materials are made use of? What safety devices safeguard the limbs and lives of your workers and how do these safety devices add to the efficiency of your plant and prove of actual benefit to the ultimate consumer? What part does cleanliness play in your plant efficiency? How are mistakes in shipping, billing, filing, and manufacture guarded against? What precautions against hiring undesirables are taken by your employment bureau? What unusual efficiency methods are in use in your home office and branch offices? How does the present efficiency of your concern stack up with what it used to be? What is the greatest innovation ever made by the concern in factory, office, sales or distribution for the purpose of increasing efficiency and thereby being the better able to serve the buyers? What is the most recent innovation along that line?

Personnel. After all, the success of any business is largely dependent upon the persons in the business. The best and most prosperous business in the world can be quickly ruined by mis-management or by lack of suitable executives and employees. So it is only natural that many concerns and copy writers realizing this fact should cash in on it by telling in their advertisements about real people connected with the business, or by idealizing the employees into one figure symbolizing all the good qualities of the mass of workers. While a considerable amount of advertising of this sort has already been issued, the possibilities are by no means exhausted. In fact, a little careful digging in this field is pretty apt to disclose some very valuable ideas to the alert copy writer.

For instance, what sort of training did the executives of the company undergo that qualified them to hold down their positions? Did they come up through the ranks of workers? If they did, then you have a good talking point for an advertisement. How many fathers and sons are working for your plant? Who are they? How many brothers? Who are they? And how many sisters and who, again, are they? How does this evidence of contented workmen and real possibilities for workers in your plant act to benefit the general public? And a score of other questions.

Raw Materials. Out of just what raw materials are the products of your company manufactured? Where do these products come from? What shape are they in when they arrive at the factory? What sort of men mine them or gather them or cut them, or whatever the case may be, for your use? What sort of climates do they come from? What process of nature brings forth these raw materials? What strange methods of transportation are used in getting them to your plant? How much of these various raw materials do you consume in a day, or a week, or a month, or a year? What is being done to secure new supplies of these materials in case the old sources of supply run out? Is there any man engaged in securing raw material for you who has never seen the finished product made by your plant from such material? Has any such man only recently seen the finished product? If so, what did he say? How did he act?

Digitized by Google

CLINICAL MEDICINE
Read by Physicians

"The National Magazine of Medicine"
used by National Advertisers

WANTED

10 National Advertisers of labor-saving, health-conserving devices for the home.

Write for Rates

The American Journal of
CLINICAL MEDICINE
S. DeWitt Clough, Advertising Manager
4753 Ravenswood Ave., Chicago
H. R. Saunders, Eastern Representative
17 W. 42nd St., New York City
Telephone Vanderbilt 6758

The Underwear & Hosiery Review
320 B'way New York

The above brief outline of some of the more evident results of a little digging in this line simply skim the surface as it were. They show how rich the earth is and what can be expected when a copy writer takes off his coat, rolls up his sleeves and begins operating his steam shovel with the full intention of digging his way clear through to Pekin, China, or thereabouts.

And inside information is merely one single little field for the digging of ideas. Take the matter of the method of presenting an advertisement, for instance. A novel presentation frequently has all the force and sales power of a new thought. But how go about the job of digging for new ideas in presentation methods?

Consider layout for a moment. Surely all the various styles of layouts haven't been exhausted. Surely, some new scheme can be evolved or some old-time and forgotten method be utilized again. What did fourteenth century ads look like, anyhow? How do advertisers in other countries lay out their ads? A little digging along this line is pretty certain to bring to light something novel.

And how about typography? What will be the next new way of arranging type? How can type be made to look different, be different and still be wholly readable?

Are cartoons and photographs and wood cuts and paintings just about the only way of putting an illustration into an ad? What new things are artists and sculptors and brass workers and other artisans doing that might be utilized?

About copy—isn't there some new way of saying the same old thing that will make people take notice and feel as though they had just imbibed a refreshing draught of spring ozone?

After doing quite a lot more digging into methods of presentation than is indicated in the meagre suggestions noted above, the copy writer might profitably turn his attention to sales arguments.

Digitized by Google

Dealer Helps for the Foreign Language Market

THE J. R. Mayers Company announces the establishment of a Foreign Language Department under the direction of Mr. Edward Carlin, formerly of the Executive Staff of the Frank Seaman Agency, and more recently counsel to foreign language publications.

Recognition by national advertisers of the importance and possibilities of the foreign language market, originally reflected chiefly in foreign language publication advertising, is steadily extending to the dealer help field. Increasingly advertisers are appreciating the logic and necessity of backing up their foreign language publication advertising with foreign language window displays and other dealer helps.

For the production of foreign language dealer helps that really help the dealer, more than mere translation is required. Merchandising plans, selling appeal, artwork, copy—all must be shaped to meet the purchasing and personal preferences and habits of the foreign language consumer.

"Dealer Helps that help the Dealer"

Our Foreign Language Department will be pleased to confer with you on your foreign language dealer problems.

The J. R. MAYERS CO. *Inc.*

Dealer helps for national advertisers planned designed and manufactured

Woolworth Building-New York

Digitized by Google

The Breeder's Gazette's 33d Annual Holiday Number

The Holiday Gazette for 1920 will be issued under date of Dec. 2, but it will be mailed so as to reach subscribers the last days of November. We shall start the make-up about Nov. 1st, and the forms will be closed just as fast as we can put the paper to press.

A good many of our customers were disappointed last year for the reason that their copy came in so late that we could not accept it, so please take the matter up with your clients at earliest possible date and let us have reservations that may have sufficient time to properly complete the issue.

For thirty-three consecutive years The Gazette's Holiday number has been the outstanding achievement in agricultural journalism. Prepared as an annual gift to its readers it is everywhere regarded as the acme of journalistic enterprise and typographical perfection and not to be classed with so-called "special editions" gotten up expressly to fatten the publisher's bank account.

Please oblige us with an early response.

SANDERS PUBLISHING COMPANY,
542 South Dearborn St., Chicago.

Member Audit Bureau of Circulations

W. C. RICHARDSON, Inc.,
Eastern Representative,
381 4th Ave.,
NEW YORK CITY.

Member Standard Farm Papers Association, Inc.,
CHICAGO, ILL.

Digitized by Google

Why did Mrs. Jones buy your product? Why does it go so good in Michigan and so poorly in Georgia when your representation in both localities is equally strong, when all the statistical dope indicates that it should go equally well in both places? Why is Mr. Brown, one of your backwoods dealers so successful in selling large quantities of the product while Mr. Smith, located in a similar locality, is never able to sell very much? What single argument made the biggest percentage of any hundred purchasers buy the article? What sales argument makes folks laugh and leave the stores without buying? What different reasons, from those put forth in your advertising, induced any representative fifty, or a hundred or five hundred people to buy the article?

In the matter of sales arguments alone a good digger ought to be able to make the dirt fly as it never flew before and to unearth as the result of his digging, a bunch of knock-'em-dead arguments that would get over like a pile driver in his copy.

Yes, it is mighty good advice to give a copy writer when he goes stale on the job to tell him to get out and dig. And if the copy writer goes at his job systematically, perhaps in the way it has been suggested in this article or perhaps in accordance with some plan of his own but at least with some rhyme and reason to his work, then he sure will get the new slant on his product that he is so anxious to secure. And he will not only secure one new slant but so many new slants that he will wonder how he could ever possibly have conceived the idea that everything that could be said had been said.

Start the old steam shovel now! Dig—hard!

F. H. Richardson, Art Director, La Porte & Austin

Frank Hamilton Richardson, who was for several years on the staff of the *Dry Goods Economist*, New York, has been made art director of La Porte & Austin, advertising agency, New York.

WHAT'S THE MATTER WITH KANSAS?

Statistics show that bank deposits in Kansas jumped nearly *thirty* million dollars in the last year. The amount received by the farmers alone for the 1919 crop was enough to pay for the land on which the crop was raised. 1920 promises to be an even bigger year.

PROSPERITY ABOUNDS

and the listed dailies cover the richest section of the state:

Arkansas City News
Concordia Blade-Empire
Dodge City Globe
El Dorado Times
Fort Scott Tribune-Monitor
Galena Times
Hiwatha World
Iola Register
Junction City Union
Lawrence Gazette
Lyons News
Manhattan Nationalist
Newton Kansas-Republican
Norton Telegram
Parsons Sun
Pittsburg Sun
Pratt Tribune
Salina Journal
Wellington News

A combined circulation of over 51,000.

If you have no distribution in Kansas the publisher will co-operate in securing adequate distribution.

S. C. THEIS COMPANY

Special Representative

NEW YORK
366 Fifth Avenue

CHICAGO
837 Marquette Bldg.

Digitized by Google

Wanted!

--an unusual Man

—a man who primarily can obtain other men's views and at the same time sell them an idea.

—a man who thoroughly knows the electric fixture business, and the electric lighting business.

—a man with an artistic sense, but not an artistic temperament.

—a man broad enough to meet all sorts of men on their own ground.

This man must be extremely tactful. He must be thorough in his work.

Above all he must be a *good listener*. But if in adtion to this qualification he can speak convincingly to a group of men when occasion requires, so much the better.

Such a man is unusual. But for this unusual man there awaits an unusual opportunity.

If you are such a man, looking for a broader future, write fully and in entire confidence to E. O. C., Room 1340, 200 Fifth Ave., New York City.

Multiplying the Uses of Linoleum

(*Continued from page 12*)

for leakage in the transmission of sales energy.

In the Armstrong campaign all elements are arranged in order of importance—the jobber, his salesmen, the retail store owner or buyer, the advertising man, the retailer's salesmen, the retailer's window trimmer, the linoleum layer, the architect, the interior decorator and the consumer. General advertising for all of these and special features of many varieties for each group make sure that all will get the same story and all carry it intact straight down the line to the consumer.

But it is the importance of the retail salesman with which the Armstrong company is most concerned. The manufacturer must be sure that the retailer's salesman is sold on the value of Armstrong's linoleum and that he believes it can be suitably used in "every room in the house." To make sure of this two pieces of printed matter have been used. The first is entitled "Told in the Store," a well-printed booklet of 64 pages, size 5½ inches by 8¼ inches. This presents to the retailer in most interesting form the story of how Armstrong's linoleum is manufactured.

The other is a catalogue entitled "Helpful Hints for Linoleum Salesmen." This puts in the salesmen's hands the complete story of why linoleum makes the best floor covering for every floor made. There are special chapters on the living room, hall, dining room, bedroom, bathroom, nursery, sun parlor, sleeping porch, kitchen, pantry, vestibule, laundry and closets.

The book contains also a sales manual section in which the salesman is given suggestions for thinking out new uses. He is not told simply to "be on the lookout for new ways in which to sell linoleum" but each suggestion is presented in narrative style. For

Digitized by Google

Buffalo Courier

Rotogravure Picture Section

The SUNDAY COURIER is Western New York's greatest and largest newspaper.

First in Circulation
A. B. C. 115,359 Paid

Circulation Divided

City	61,619	—one paper for every eight people
Suburban	18,589	
Country	35,151	—one paper for every seven people
	53,740	

The Sunday Courier completely covers Buffalo and its trading territory—est. pop. 800,000.

The Courier prepares and prints its Sunday eight-page Rotogravure Section in its own Rotogravure plant (one of the best in the country) in Buffalo; copy accepted up to 10 days before date of publication. Write for sample copies, rate card, etc.

Size of page, nineteen inches by fifteen and one half inches

Our Merchandising and Cooperation Department is ready to serve you.

BUFFALO, N. Y., SUNDAY COURIER

CONE & WOODMAN, Inc., Publishers' Representatives

New York Chicago Detroit Atlanta Kansas City

Digitized by Google

Announcing

A New Morning Newspaper in Chicago

The initial issue of The Journal of Commerce will be published in Chicago Monday morning, October 11. The paper will appear each week-day morning.

It will be a business man's newspaper printing "All The News a Busy Man Has Time to Read."

All of the important news of the day, including cables, will be tersely stated. Financial, commercial and all business news will be presented fully, written and edited by financial editors of national repute.

An exclusive wire service will carry daily quotations and market reports of securities and commodities in all the markets of the world. Twelve to sixteen pages will be devoted to giving the business man all the news and statistics essential to his affairs.

The Journal of Commerce will occupy alone, in the second city in the United States, a field such as is served by two or more similar publications in half a dozen smaller cities. It will have the reader interest of the 100 per cent business men on its subscription list. It will fill a want that has been deplored by Chicago business men for a generation.

The subscription price will be $12 a year—$1 a month.

ANDREW M. LAWRENCE
Publisher

GLENN GRISWOLD
Business Manager

The Journal of Commerce

108 South LaSalle Street, Chicago

Digitized by Google

example, the first suggestion is that linoleum can be sold to barber shops. Instead of saying this in so many words, the experience of a certain salesman is chronicled—how he got the idea while seated in a barber's chair.

The last few pages of the book are on the subject of laying and caring for linoleum—how to lay it on different kinds of floors, the proper material to put between it and the floors, laying it on cement floors, how to care for it, polish it, clean it, wax it, and so forth.

Don't let people think their own thoughts about your product. If you do, they will put it in a certain niche and keep it there. Do you want to see your product universally used? Find out if it can be so used, and then tell the world your discoveries, through advertising. There is only one way you can prevent the neglect or misuse of your product—advertising. There is only one way the world will adopt your product for better uses—advertising. There is only one way to keep people sold on a product after they have adopted it—advertising. Perhaps you do not believe that linoleum would ever be used for a living room. But if one other person can be found who actually uses it for that purpose, you have been discredited. But be not discouraged thereby, for therein lies your own hope.

Caldecoat Again Heads Australian Advertising Men

At the recent annual meeting of the Queensland Institute of Advertising Men held at Brisbane, Australia, the following officers were elected for the year: President, E. J. W. Caldecoat; vice-presidents, C. B. Higginson and R. S. Maynard; honorable secretary, Claude A. McMillan; council, A. Rowlands, A. W. Fogg, A. J. O'Bryen and H. P. Borthwick; honorable treasurer, F. Hodgson.

Joins Botsford, Constantine & Tyler

L. A. Pierce, who was formerly with Honig-Cooper Co., Inc., San Francisco, has joined the Botsford, Constantine & Tyler, Inc., advertising agency of Portland, Ore., as account executive and service man at its San Francisco office.

The Atlanta Journal

Atlanta, Ga.

General Sherman, with sure judgment, picked Atlanta as the key city of the South.

Atlanta's influence throughout the South is more helpful to business now than her position was useful to armies in 1864.

Advertising in The Journal Sells the Goods

WANTED
An Advertising
MAN

Who is thoroughly equipped with experience, training, ability and personality to assume full responsibility as—

An Account Executive

He is offered the immediate opportunity to secure a profitable interest in this organization and take over the duties of a retiring Secretary as—

An Agency Official

Apply only in writing giving full particulars

Redfield & Fisher, Inc.
Established 1913
105 West 40th Street, New York.

Digitized by Google

An Article

which will solve an acute problem with reference to the wearing qualities of women's shoes, is about to be placed upon the market. Its possibilities have been thoroughly investigated and the demand is proven.

The Advertiser

a young married man of college education and advertising experience, desires an associate who commands $50,000 of capital and who, in addition, will either become actively interested in the business himself or place a qualified man in the company to look after his interests.

P. X., Box 34, Printers' Ink

OPENING FOR TWO ADVERTISING SALESMEN

We have openings for two capable men who are fully experienced in selling advertising space.

This experience must be of the very highest class, as our representatives call upon banking supply houses and bankers.

We want two men who are prepared to travel as far West as Utah, possibly on to the Pacific Coast. One of them will subsequently become our Advertising Manager.

We would like to hear from some well-bred men who can see a future with this publication.

We suggest you state your own terms. Satisfactory reference will be required.

FINANCIAL ADVERTISING
Argonne Building
Tacoma, U. S. A.

Irving S. Lewis Forms New York Agency

Irving S. Lewis, recently vice-president and director of Sternfield, Godley & Lewis advertising agency, has organized his own agency, The Lewis Advertising Corporation, at New York.

Morris Lewis, who was also with Sternfield, Godley & Lewis, and John Karch, Jr., who has been with the New York *Journal of Commerce* for the last five years, are associated with I. S. Lewis.

Austin Healy Joins Kobbe Agency

Austin Healy, recently vice-president of the Dorland Agency, Inc., New York, is now with Philip Kobbe Company, Inc. Mr. Healy was at one time with Frank Seaman, Inc., and N. W. Ayer & Son.

Chain Store Account for E. T. Howard Company, Inc.

The S. B. Davega Company, New York, operating a chain of sport shops, has put its advertising account with the E. T. Howard Company, Inc., New York.

Miami Valley Account for Dayton Agency

The Miami Valley Fruit Growing Company has put its advertising account in the hands of The Broome & Sando Co., Dayton, Ohio.

"The Theatre Magazine" Has Boston Office

The Theatre Magazine, New York, has recently established an office in Boston. This new office is under the management of Charles K. Gordon.

Detroit Agency Gets New Account

The Campbell, Blood & Trump Advertising Agency, Detroit, has secured the account of the Automatic Products Company, Detroit.

"Fire and Water Engineering" Has Chicago Office

Fire and Water Engineering, New York, has opened Western offices at Chicago, under the management of Lyne S. Metcalfe.

H. I. McGill with New York "American"

H. I. McGill has joined the advertising staff of the New York *American* as manager of its financial advertising department.

Digitized by Google

The Golden Rule of Business
Simpson Advertising Service Co.
Honest Merchandise
Truthfully Advertised

We will invest your advertising appropriation as carefully and as skillfully as you would expect any trust company to invest the funds of your estate.

The ten experienced men who comprise our staff have won notable success as manufacturers, salesmen, and advertisers of meritorious articles.

ROY B. SIMPSON, President
915 Olive St.
SAINT LOUIS

Sales Manager Wanted

A NATIONALLY-KNOWN specialty house selling an article used by millions of women requires a high-calibre sales manager—a man thoroughly familiar with the notion trade—preferably one who has at some time been on the road and sold goods. This man must have broad business vision. He must have sufficient imagination to devise new articles, put them on the market and sell them. He must also be able to write strong sales letters that will bring direct orders. A big advertising campaign will back up his work.

To the right man this is an opening of unusual possibilities in a financial way.

Write full details of your business experience and an appointment will be arranged.

Address, L. M., BOX 33, Printers' Ink

Digitized by Google

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31 bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year. $1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, $100; half page, $50; quarter page, $25; one inch, minimum $7.70. Classified 55 cents a line, Minimum order $2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:
C. P. Russell — Albert E. Haase
Roland Cole — C. H. Claudy

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, AUGUST 26, 1920

Ethics as a Dead Issue?

As a by-product of change in advertising management, a new flock of solicitations seems a necessary corrollary. When a new man is engaged to take over the reins of a well-known national advertising account he sometimes discovers new things about advertising. It is, of course, natural that many agency men should be interested in his new plans. Usually they drop in, after the new advertising director has had time to look over the new desk and learn his new phone number, to inquire. They sometimes ask, incidentally, whether the agency which has been handling the account is giving satisfactory service. If and when they receive an answer which is strongly affirmative, most of these men say, as one did recently, to the executive who had just taken advertising charge, "That is the kind of news we like to hear. We have nothing to say to you further except that if at any time in the near or distant future you do not get the sort of service you have a right to expect, let us know. We have a brand which in that case would probably interest you."

There is another type of advertising man, and we believe his kind is growing scarcer each year —who has a different idea of the ethics of the business in which he makes his living. One of this kind spoke somewhat in this manner to the same executive when told that their present agency was giving satisfactory service: "I don't care about that. I'm here to sell you our services regardless of what you are getting now." His whole selling talk was based upon an admitted desire to undermine the other agent, though the advertiser was well pleased. When questioned about the ethics of his actions he stated that there was no such thing, in his estimation, as ethics.

The reply he received indicated clearly to him that if at any time a change was contemplated his company would be the last consulted.

The same man who would try to undermine the confidence of the client in his agent's work is the one who complains that the average business man does not consider advertising seriously. While this man gets the benefit of all the work done by the various associations of advertisers, agents and periodicals to keep the advertising business on the high standard it has reached after its long struggle to a position of honor among the professions, he does his part to turn it back twenty-five years for his own short-sighted and selfish purposes.

He hurts his own company, the business of which he is a mem-

Digitized by Google

ber, but himself most of all. The sooner this type of man is eliminated the quicker will advertising be universally considered a fundamental and integral part of the business fabric of the nation.

Fast Nickels Beat Slow Dimes

Word comes out of Washington that the War Department is considering the cancellation of a contract with the Bush Terminal Company, of New York, for the disposal of 10,000,000 yards of silk cartridge cloth, on the grounds of "inadequate advertising." It seems that although the contract calls for the disposal of 2,000,000 yards by January 1, 1921, less than 50,000 yards have been disposed of to date; a rate of progress which would clean up the entire lot of material in something like 200 years. According to the War Department, the difficulty lies in the fact that the public has not been adequately informed as to the availability of this material, and its suitability as a material for wearing apparel.

In reply the Terminal Company points to the downward tendency of the silk market, and intimates that the margin of profit obtainable above the cost price demanded by the Government would be too small to allow any extensive expenditure for advertising: especially in view of the fact that the final net profit on the entire transaction must be split fifty-fifty with the War Department.

We have no opinion as to the merits of either side of this particular dispute, but the incident is important because it is typical of a dilemma which confronts merchandisers on a broad scale during a period of falling prices such as we appear to be entering. When margins begin to shrink the temptation to reduce or discontinue advertising becomes stronger and stronger. On the face of things it looks like an easy way to save money, and unless a concern has a firm grasp of fundamental merchandising principles it is sometimes difficult to continue with the only policy which can keep stocks down to the point of safety, and maintain a rate of turnover which will prevent actual net loss.

Fast nickels beat slow dimes. Not merely because they pile up faster, which they do, but because they release capital which can be reinvested on a falling market in merchandise at lower prices. Two million yards of silk at a profit of one cent a yard will earn $20,000. Fifty thousand yards at a profit of five cents a yard will earn $2,500. It hardly seems a question whether one can afford to advertise, but rather whether he can afford not to.

Freight Rates and Profiteering

The statement of Vice-President Dixon of the Pennsylvania System in regard to the new freight rates seems a fair one. He says:

"The public should be forewarned and forearmed against any attempt to take advantage of the freight rate advance for the purpose of justifying profiteering. While it is true that in the cases of some few articles and commodities small increases in price may be justified, nevertheless the amount which in any instance should fairly be added to the present prices are a very small fraction of the whole, and in the case of practically every article or commodity of daily consumption the increases in transportation charges are relatively so small as to be practically negligible."

In thus suggesting that increases at most should be in cents, or even fractions of cents, Mr. Dixon has been fairer to merchants than some others who have warned the people.

The extra cost of sending a pair of shoes from Boston to Key West, according to the Bureau of Railroad Economics, will be .021 cents. This might easily justify a six-cent raise in a pair of shoes—but the public has been taught in the past that raises in selling price are usually out of all proportion to the extra cost in

Digitized by Google

production. The makers of advertised products might well follow the example of the Pennsylvania, the Long Island and other railroads and win good will by keeping the public informed on certain facts in cost of vital interest to the consumer. Every time a man makes a big profit by holding camphor, for example, other men who have nothing in common with his industrial doctrine share in the ill will he builds. When the cry of profiteer starts the public is not apt to draw fine distinctions. Yet no one begrudges the profits made by the manufacturer of a nationally advertised baking powder, breakfast food, or any other article which builds profit through quick turnover and small profit per sale.

It is clear that the public was losing money by not paying freight increases if the latter will enable railroads to perfect transportation facilities and so increase the supply of commodities.

If a time is coming this fall when unprincipled men will use freight rates as an excuse to boost prices out of all proportion to increased costs, could not the national advertiser tell the difference between his methods of doing business and the archaic methods of big profit on slow turnover? The advertiser who makes his profit through service to the community has nothing in common with the man who holds goods without name for an unreasonable price. There is a chance in this difference for a new kind of copy.

Progress in "Truth in Advertising"

The truth in advertising movement, first called into being by PRINTERS' INK, and which found its first expression in the PRINTERS' INK Model Statute, has gained considerable momentum, particularly during the last year. When any group of men who see and understand the place of advertising in business are willing to fight for "truth in advertising," then progress has been made. The credit men of America who have come forward to fight for honesty in advertising are the latest accession to the ranks.

Through their organization, the National Association of Credit Men, they are slowly building a code of commercial ethics. Conscious of the fact that "advertising, interlocked as it must be with credits and sound business, should be surrounded with every safeguard," they have put forward as the twelfth canon of their code the subjoined:

"The healthy expansion of commerce and credits, with due regard to the preservation of their stability and healthfulness, demands an exact honesty in all of the methods and practices upon which they are founded. Advertising is an important feature in business building; it should represent and never misrepresent; it should win reliance and never cover deceit; it should be the true expression of the commodity or the service offered. It must be deemed, therefore, highly improper and unethical for advertisements to be so phrased or expressed as not to present real facts, and either directly or by implication to mislead or deceive. In this department the finest sense of honesty and fairness must be preserved, and the right relations of men with one another in commerce and credits clearly preserved."

All advertising men who have given their time, money and energy to the truth in advertising movement, and especially the Associated Advertising Clubs of the World, will welcome this canon as an outward and visible sign of support from a body of men that has done much constructive work for American business.

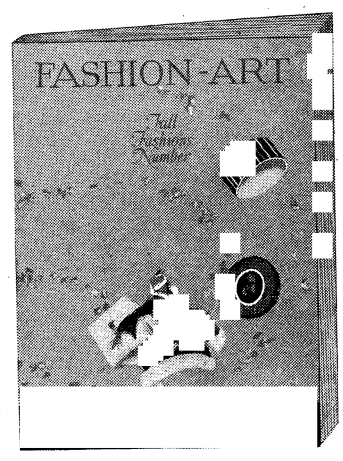
J. Jensen Makes a Change

The Williamson Heater Company, Cincinnati, has appointed J. Jensen advertising manager. He was formerly chief editor and correspondence supervisor with The Monitor Store Company of Cincinnati.

Lion Knitting Mills' Agency

The Lion Knitting Mills Company, Cleveland, has placed its advertising account with The John S. King Company, Cleveland agency.

Digitized by Google



Down the Boulevard—

purrs a zippy roadster with a smiling girl at the wheel.

To-night she'll hop into the limousine and off to the dance or theatre in her shimmering gown and dainty pumps.

This type of middle western woman—she who can well be interested in what's what in wear and sport, and who's who in society—she and others form the select readers of

FASHION-ART

This woman may or may not read the news, the fiction magazine —but she must keep up in fashions, sports and society. *Fashion-Art* is the only magazine published in the middle west covering these subjects in the middle west way.

FASHION-ART

RICHARD A. PICK, Publisher
30 N. Michigan Ave., Chicago

Eastern Office—Aeolian Bldg.,
33 W. 42nd Street, New York

Digitized by Google

Pacific Coast Problems and Conditions

For 13 years we have been intimately associated with the growth and development of the Pacific Coast. The last U. S. Census placed Los Angeles tenth in population (575,480) and tenth industrially. It's the largest city west of St. Louis.

Trade development in this great territory has unlimited possibilities. National Advertisers using this field should place their Pacific Coast merchandising and advertising problems in our hands.

BAUM ADVERTISING AGENCY
National Service, Established 1907
745 So. Broadway, Los Angeles

Advertising Manager WANTED

If you are a working advertising manager, who can fit in congenially with an aggressive organization, which works out its problems by conference rather than through individual stars; a man with ideas, good lay-out ability, proper balance, and thorough experience which will fit you to handle a campaign headed by two page spreads in the Saturday Evening Post; a real opportunity awaits you with a solid western manufacturer of national repute and distribution. Your home will be in the west, and we wish to consider nothing but a permanent connection. If you have these qualifications, write, giving fullest details of your past experience, salary expected, personal make-up, and samples of your work if you desire. All replies strictly confidential. Address M. C., Box 31, care Printers' Ink.

Successful Juvenile Competition by Goodrich

A fourteen-year-old North Dakota boy was winner of the first prize in the contest conducted by the B. F. Goodrich Rubber Company to obtain the best title for a bicycle painting by Norman Rockwell. Interest in the contest was awakened by large colored lithographs of the painting displayed throughout the country.

The number of boys and girls who submitted captions totaled 43,012, and to each of these was sent a copy of a thirty-two-page booklet giving records, statistics and photographs of the major sports. The judges of the contest were: G. Ogden Ellis, editor of *American Boy;* T. J. Sullivan, editor of *Motorcycling and Bicycling,* and William F. Clarke, editor of *St. Nicholas.* The winning title was "Down Hill with a Grin—On Tires that Win."

I. D. Auspitz Out of Agency Work

Irving D. Auspitz, a member of the advertising agency of Sweet, Thompson & Phelps, Chicago, has been appointed assistant secretary of The Republic Merchants' Association, Chicago, and editor of its magazine, "The Republic Item."

Cary an Officer in Redfield Agency

John Watson Cary, who has been associated with the Redfield Advertising Agency, Inc., New York, for some time past, will become a stockholder in the agency September 1. He has been elected vice-president and director in charge of production.

Director of Art and Production
NOW AVAILABLE
Exceptional record of creative achievement. A resourceful visualizer and rapid producer. 12 years' wide experience. Now a N. Y. agency executive seeking broader field.
$6500
Write, E. F., Box 32, P. I.

GOOD PRINTING—CHEAP
A Few Money-Saving Prices

1000	4-page Folders, 3¼x6¼ in.	$10.00
	Each additional thousand	3.50
1000	4-page Folders, 4x9 in...	12.50
	Each additional thousand	4.50
1000	4-page Folders, 6x9 in...	16.00
	Each additional thousand	6.00

FREE—our large package of samples
ERNEST A. FANTUS CO., Printers
525 So. Dearborn St., Chicago

Digitized by Google

A Man Who Knows How

to Produce Printing and what goes with it

. . . Schooled in the print shop and foreman of several of the largest! This expert knowledge I have been employing during the past two years as production head in one of New York's busiest advertising agencies. My understanding of all matters pertaining to layouts, stocks, type faces, engravings, estimating and purchasing is exceptionally well rounded.

I seek the right opening with a reputable advertising agency or some manufacturer whose print department is big enough to engage all my time.

Specimens of the work I have to show are the best evidence of my ability.

Unusually High Credentials

Address S. H. . . Box 30, Printers' Ink

RAPID ELECTROTYPE CO. OF CANADA, LIMITED

CHARLES J. HIRT, Managing Director

ELECTROTYPES, STEREOTYPES and MATRICES

Save Duty, Time and Expense

Head Office: 185 RICHMOND ST. WEST - TORONTO, ONT.

Plants at: MONTREAL, TORONTO, LONDON, WINDSOR

Advertising Electros

Ask for Prices

General Plate Co.

Terre Haute, Ind.

Marquette Bldg. Chicago

POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. $1; 1 year $2.

POSTAGE 18 East 18th St., New York City

CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & LIMITED

TORONTO MONTREAL

Digitized by Google

The Little Schoolmaster's Classroom

THE make-up man in the periodical office is often a man with grave responsibilities. It is up to him to put everybody in the exact position which he desires, to make four right-hand pages fit the vociferous demands of nine-

HERBERT TAREYTON TAKES TO WALKING

teen advertisers, and to steer a delicate yet determined course to keep his boss from sudden death at the hands of irate buyers of space. These responsibilities of necessity generate a love of the beautiful and more especially a keen sense of humor which has been called a balance-wheel for men who are continually harassed. The sense of humor often breaks out right in the midst of the day's work—sometimes even to present a pair of E. Z. garters to the estimable and elegant Herbert Tareyton, as shown herewith:

* * *

How important it is, in marketing a new product, or even an old one to conceive a clever, ingenious and new idea in the very form the product takes. The Schoolmaster does not like to agree that it is true, but he has been forced to the conclusion that this generation is won over by innovations. An old line, in a new shape or form, will build additional prestige and preserve the old-time trade. We are a restless people. We invite experiments.

One of the Schoolmaster's friends was sprinkling his lawn and his garden the other afternoon. There was a most peculiar contrivance that took the place of the usual nozzle, and the gardener was asked about it.

"That is the latest thing in fertilizing sod and vegetables," was the proud answer. "This attachment fits right on to the hose, and then you place what is known as a fertilizer cartridge into it. The water passes through and around the cartridge of fertilizer and a wholesome spray, a thin solution, is distributed. Clever, eh? The best of it is, it works. Two things accomplished at once—water the lawn and garden and spread the fertilizer at the same moment. Insecticides may be had in similar form."

The Kirkspray System, a new advertiser, thought out this ingenious idea and an extensive campaign is being used in small town newspapers.

* * *

The Schoolmaster is moved to pass on part of a communication from J. B. Powell, editor of *Millard's Review,* of Shanghai, even though it has only an indirect bearing on advertising.

"A few evenings ago," Mr. Powell writes, "I attended a mov-

Digitized by Google

An Oplex Sign Will Do It

TRY THIS TEST:

Stand on a corner three blocks away, and ask the first ten people who pass where your own store is.

If nine out of the ten cannot answer, there is something the matter with your signs.

The store which uses Oplex Electric Signs is never overlooked. Anyone can tell you where it is. That's because of the raised snow-white glass letters, which make Oplex signs splendid day signs as well as electric night signs. Other Oplex advantages are greatest reading distance, lowest upkeep cost, most artistic designs and the fact that any trademark can be perfectly reproduced in raised Oplex characters.

Let the Flexlume designers send you a sketch showing how *your* Oplex sign will look.

THE FLEXLUME SIGN CO.
ELECTRICAL ADVERTISING
1439-46 Niagara St. Buffalo
Pacific Coast Distributors:
Electric Products Corp. Los Angeles, Cal.

Canadian Distributors:
The Flexlume Sign Co. Ltd., Toronto, Can

Digitized by Google

SYNDICATED HOUSE MAGAZINES
In several high class forms adapted to their service
GEORGE SETON THOMPSON CO.
608 So. Dearborn St., Chicago

WANTED
A man to take charge of a lithograph plant
manufacturing a specialty. Must be thoroughly familiar with the offset process, and have vision as to its future possibility. Must understand costs and be able to place an established lithograph plant on a manufacturing basis. Should be familiar with photo lithography and able to extend its scope. Unlimited opportunity open to the right man. Plant located in an inland city of over 250,000. Company has been established for years and has ample capital to extend operations. Address D. Hagen, Agent, 1173 Fifth Ave. Bldg., New York City.

Los Angeles — The largest city in the West
IN LOS ANGELES
IT IS THE
EVENING HERALD
MEMBER A. B. C.
Government Circulation Statement
April 1, 1920
134,686
Grows Just Like Los Angeles
REPRESENTATIVES
New York: Lester J. Clarke, 604 Times Bldg.
Chicago: G. Logan Payne Co., 432 Marquette Bldg.

ALBERT R BOURGES
CONSULTING PHOTO ENGRAVER
FLATIRON BUILDING NEW YORK CITY
DAY GRAMERCY 536
NIGHT AUDUBON 9560 - 3120
A Personal and Emergency Service limited to non-competitive clients

ing-picture exhibit and saw an excellent American film, the setting for which was in India. The last scene, however, spoiled the entire show, for it depicted a group of bungalows in the hills, as the 'summer resort frequented by the foreign legation staffs.' Now, India is a colony of Great Britain and there are no foreign legations or embassies in the country, a fact that every schoolboy of any intelligence in the Orient fully understands. Since American moving pictures are now being shown all over the world, it would be well for the big companies to employ some retired professor of history to set them right on the historical and diplomatic details.

"Before China declared war and this city was full of Germans, I attended another moving-picture exhibit that was based on the old prison farms formerly maintained in some of the States back home. The picture was replete with brutalities, such as floggings, shootings, improper relations of guards with women prisoners, and so on. In the midst of the performance a German got up in the middle of the picture and remarked audibly, 'And these are the people who are now the champions of downtrodden humanity.'

"Still another picture which was recently shown in Shanghai gave all of the details of the Chicago race riots, with batteries of machine guns, armored tanks, mounted troops."

If moving pictures or cinemas are good advertising mediums, then this sort of picture is distinctly bad advertising for America when shown in foreign countries. They are of distinct assistance to every enemy and critic of the United States.

* * *

While our thoughts are centred on the Orient, the Class may be interested in a couple of addi-

"GIBBONS Knows CANADA"
TORONTO MONTREAL WINNIPEG

Digitized by Google

Photograph by Bachrach

B. C. FORBES, who has probably interviewed more big executives than any other magazine writer in America, gives the advertising viewpoint of such men as Cyrus Curtis, John Wanamaker, Wrigley, Lipton, John N. Willys and Thos. E. Wilson in his article, "They Had Courage To Be Big."

for September

23 other helpful articles with beautiful illustrations

Printers' Ink Monthly

Advertising forms for October will be closed September 24

Digitized by Google

There is only one farm paper with more circulation in Iowa than Corn Belt Farmer

Write for latest Iowa circulation analysis

CORN BELT FARMER, DES MOINES, IOWA

NOT A GET RICH PONZI

—but the use of Pallen's "Master" Mail-Order Device pulls a higher percentage of

Renewals, Subscriptions, Special Offers and Cash Mail-Orders

than any other method known. Write for samples.

J. PALLEN & CO., Columbus, Ohio

WORLD SALESMAN

Speak to large Chinese buyers in own language through Chinese section. Well known, respected Chinese cities. Sample copy, 10c.

182 West 4th St., New York.

AMERICAN CUTLER

Official Organ of American Cutlery Mfrs., 6,500 copies monthly, reaching hardware dealers and jobbers. Sample on request.

15 Park Row New York

More than 6800 merchants handling "counter specialties"

in the Philadelphia territory subscribe to the

RETAIL LEDGER

Twice a Month; Sub. $1.00 a Year

Mail Order ADVERTISING

One of our clients complains good naturedly that we made his personal income tax cost him nine thousand dollars more this year! How about you? During 27 years' experience, we have had much to do with making fortunes for our clients. No charge for suggestions. Write, phone or call. 220 West 42nd St., N. Y. Bryant 5907.

SCOTT & SCOTT

tional paragraphs from Mr. Powell, which contain at least a couple of morals—if one is able to find them!

"A young man recently came out to Shanghai from New York to join a local engineering firm," he relates. "He brought out with him two full quart bottles of first quality whiskey which had been salvaged from the Great Drought in America. He carefully carried them in his suitcase from New York to Shanghai—to Shanghai, the wet Paris of the Orient—an international city that can never become dry until eighteen separate and distinct nations agree unanimously that it shall be dry! This incident is mentioned as an example of the general ignorance that obtains in many parts of America pertaining to conditions in China.

"And while I'm on the subject of whiskey, I picked up a quart bottle in Dairen, Manchuria, the Japanese 'sphere of influence' in China. The bottle was labeled 'First Quality American Whiskey—Manufactured in Edinburgh, New York City, U. S. A.' And in small type below this label—or libel, rather—was a statement to the following effect: 'After using the contents of this bottle be sure to destroy the label to prevent refilling with an inferior product.'"

Sweater and Knitted Textile Industry Plans Campaign

The National Association of the Sweater and Knitted Textile Industry plans to undertake a national advertising campaign. Funds for the campaign will be raised by the payment of one-tenth of one per cent of the sales made by manufacturers who are members of the association. The campaign will not be launched until $50,000 has been raised. S. S. Sampliner, chairman of the publicity committee of the Association, reports that $27,000 has been pledged.

Evening Classes in Typography

The College of the City of New York, for the coming season, will offer courses of evening study in "Proofreading and Copy-Editing"; "Cost-Finding and Estimating"; and "Typography and Advertising." The classes are open to men and women engaged in the printing, publishing, advertising, editorial, and allied lines, and will be conducted by Arnold Levitas.

Digitized by Google

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

COPY WRITER WITH EXPERIENCE IN AUSTRALASIA WANTED BY AGENCY. Give full particulars and salary required. Box 692, care of Printers' Ink.

Wanted, by important piano manufacturer, big advertisers, an advertising detail man, handle small printing jobs, etc. Good correspondent. State experience. Box 709, Printers' Ink.

Copy and layout man with sound agency experience. Give full details in first letter; send samples and state salary. Wilson H. Lee Advertising Service, 6 Church St., New Haven, Conn.

Wanted—A good Printing Salesman, one who has some following, is wanted by an Art and Commercial Printing house. Detailed information is desired in first letter. Box 680, Printers' Ink.

BOOKKEEPER in Advertising Agency. Big opportunity for a young, alert, ambitious man with experience in advertising agency systems. Established agency handling national accounts. Write, stating age, salary, experience. Box 708, P. I.

Electrical trade journal advertising solicitor who wants to make a change into similar work wanted by an organization not in the publishing business. All replies will be treated confidentially. Box 682, Printers' Ink.

ADVERTISING SOLICITORS WANTED

A new publisher with an A-A-A-1 rating needs a man in each large city acquainted with local advertising agents to represent their two trade papers (largest in their field) as side line on liberal commission. Leads furnished and follow-up assistance given. Write, fully describing yourself. Box 705, Printers' Ink.

RESEARCH ASSISTANT

We are creating a position in our organization for a supervisor with experience in sales research engineering and statistical work; must have knowledge of preparing charts collecting and compiling statistics and special data, etc.; unusual opportunity in large chemical concern for capable woman; state age, detailed experience, religion and salary desired. National Aniline Chemical Co., Inc., New York City.

ALL-ROUND AGENCY MAN—A progressive advertising agency in Middle West is seeking a live business-creating representative who knows modern merchandising, the fundamentals of agency work and can get out in the open against competition and obtain results. This agency is operated in connection with a large and well-established plant and the possibilities for advancement are unlimited. Write us in confidence, giving full details in first letter. McCormick-Armstrong Agency, Wichita, Kansas.

Copy Writer

Young man wanted for Service Department of a leading business paper. Salary, $30 a week to start, but the opportunity to advance is limited only by his own ability. Write, giving full details. Box 715, Printers' Ink.

SALES MANAGER WANTED

by large publishing house to take charge of the sale of two monthly magazines of national circulation. A man of broad vision with extensive experience in sales promotion work is required. An unusual opening for the man that measures up to the requirements. In answering state qualifications in detail. Address Box 703, Printers. Ink.

YOUNG LADY Must be proficient Dictaphone operator and have a knowledge of advertising office routine. A brilliant opportunity is offered to gain valuable experience in the executive office of the third largest advertiser in the world. Write fully, giving age, nationality, dictaphone experience and salary expected. Box 686, Printers' Ink.

Wanted "A" No. 1 commercial artist. Must be able to do black and white and color sketching. Good salary. When replying give full particulars. Box 694, Printers' Ink.

WANTED—An alert and experienced Solicitor with a few active accounts. He will be backed by our Agency with an exceptional service organization. We are securing a great many good leads, which we turn over to our men. A worth-while opportunity for a capable man. Apply in person or with fully written details to Mr. George S. Dyer.
THE BROWN ADV. AGENCY,
25th Floor, World's Tower Building,
110 West 40th Street, New York City.

AGENCY-TRAINED MAN, 28, with a background of selling experience, wants job as right hand to an executive. You can depend on him. He gets things done. He can write terse, down-on-earth, human stuff with merchandising in it. He makes a strong, sensible layout a printer can follow. Can take hold and direct correspondence. Can get out a house-organ that will be read—full of news and humor and sound selling talk. A college graduate. People like him—and he wears well. It will be a responsible job with a future to it that will take him away from the small agency in a large Eastern city where for the past fifteen months he has been copy and contact man. Have you that job? Address Box 683, Printers' Ink.

Digitized by Google

Wanted a man having advertising experience by large Flour and Mixed Feed Mill. Permanent position. Good prospects. Prefer he know something about the business. Location large middle-west city. Box 685, Printers' Ink.

COMPOSING-ROOM FOREMAN wanted by a printing house doing the better class of catalogs, booklets and advertising literature with a business of half million. The applicant must prove his ability and reliability. Position permanent with excellent salary. Give definite information with application. Box 679, Printers' Ink.

SALESMEN—The rapid growth of our business makes necessary the addition of salesmen to represent a nationally known manufacturer of paints, varnishes and specialties in Indiana, Ohio and New York. Young, hustling, live-wire men with energy and proud records wanted. In replying state age, qualifications and salary desired. Box 677, Printers' Ink.

Automobile Factory Territory Men

wanted at once. Middle-Western manufacturer of popular car in $1600 class expanding sales organization to push attractive line 1921 models wants two first-class men with successful territory experience and clientele in trade. Must have good personality, aggressive, energetic and business like, able to interest the largest and best trade and must be familiar with modern merchandising methods. Ages between 35 and 50 preferred, salary, expenses and bonus or commission. Good territory open with trade largely established. Chance to make good money. All replies strictly confidential. If you answer above description do not hesitate to write. Box 693, Printers' Ink.

ENGINEER WANTED

who can sell high class professional services in the design of industrial plants. A knowledge of manufacturing processes and of building construction, as well as a good education are absolutely essential. This is an excellent opening with a live and growing concern.

Box 710, Printers' Ink
833 Peoples Gas Bldg., Chicago, Ill.

MISCELLANEOUS

Industrial and Technical copy layout and photographic service. Can handle large or small accounts. Catalogues and booklets. Free Lance, Box 706, care of Printers' Ink.

WANTED

Hand Addressograph and Stencils up to 10,000. State what you have and price. Nathan Fox, 852 Flatbush Avenue, Brooklyn, N. Y.

FOR SALE, with all rights, copyrighted illustrated bank advg. service for newspaper or mail list. New idea on thrift. Complete for immediate use. 75% profit. 112 Madison Ave., Collingswood, N. J.

NEW CAR CARD IDEA?

If that's what you want, let me get up one for you. John P. Duncan, 206 Broadway, New York, N. Y. Phone: Cortlandt 3115.

A contributor to leading technical publications of the United States and Europe is prepared to furnish short articles of popular character on applied science to newspaper syndicates. Box 678, care Printers' Ink.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

Magazine or Periodical Interest Wanted

by former publisher and owner who built from the ground up successful daily newspaper in city of 200,000. Can assume active management. Principals only. Box 689, Printers' Ink.

LETTERS WORDED TO WIN—Real, red-blooded business getters by a letter specialist who has worked at it for 22 years and has learned what to leave out as well as what to put in. Suppose we talk your proposition over. **Jed Scarboro, 557a Halsey Street, Brooklyn, N. Y.**

An Opportunity for a Progressive Printing House

to increase business by rendering distinctive service.

A young advertising man with special experience along House Organ and direct mail lines has planned a distinctive Service and Syndicate Department which he wants to put into successful operation in a concern of recognized integrity, on a "better-than-salary" basis.

How interested are you?
Box 687, Printers' Ink.

POSITIONS WANTED

Agency—Mfrs.—Distributors

Crack copy writer—with big, practical business—inventing and developing IDEAS—seven years' advertising and publicity experience. Wants permanent connection as foundation for future. Address Box 700, Printers' Ink.

Art Manager desires position with first-class engraving or advertising bureau. Understands color, reproduction, layouts, psychology of advertising, nationally or locally. Is a capable artist with 18 years' experience as an illustrator, painter and art manager. State salary offered when writing. Will only work under contract. Box 712, P. I.

Digitized by Google

PUBLICITY MAN open for engagement. Has successful record in campaigns and "drives." Handles both propaganda and advertising publicity. Box 702, Printers' Ink.

STENOGRAPHER
Young man desires to connect with Spanish concern. Experienced in export billing. Box 704, care of Printers' Ink.

Advertising Man, house-organ and trade-paper experience. Alexander Hamilton Institute training, desires position as sales-service manager with printers or direct agency. Address Box 695, P. I.

ADVERTISING MANAGER, plus business executive, seeks opportunity with big future with manufacturer or publisher. Any location. Age 30, married. S. F. E., Box 713, P. I.

Advertising Assistant. Young man. Executive ability, thoroughly versed in Newspaper, Magazine advertising, Selling with agency experience. Unquestioned references as to ability, character and energy. Box 707, Printers' Ink.

ARTIST—A visualizer with agency, newspaper and printing house experience, who works in black and white and colors for advertisements, booklets, folders, etc., desires permanent connection. Address Box 697, Printers' Ink.

WANTED
an all-around position in small Advertising Agency, New York City, by young woman with newspaper and general advertising experience. Special art training; writes live, snappy copy—no stenography. Box 696, Printers' Ink.

EXPERIENCED WRITER and Editor, capable as executive or bureau director, seeks permanent location with publication; trade, farm or other journal—or in educational or promotional publicity enterprise. Available in 6 weeks. Box 699, Printers' Ink.

DOES YOUR ORGANIZATION NEED A YOUNG MAN
23 years old. College education. Employed as a copy writer in western agency. Writes letters, mail-order and general publicity copy, both dealer and consumer—copy that pulls. Desires change to industrial section. Would accept agency offering or assistant to advertising manager where future is bright. Nominal salary to start. References and further information furnished. Box 691, Printers' Ink.

SALES PROMOTION ENGINEER

Graduate engineer with eleven years' well-balanced experience in shop practice, technical and national advertising, sales correspondence and face-to-face selling. Particularly strong in analysis of products and forceful presentation of their advantages. Clean record, excellent references. Box 711, Printers' Ink.

COPY AND LAYOUT MAN
seeks *permanent* connection in East with opportunity for growth. Has handled National and Trade Paper Copy, House Organs, and direct literature. For past year with large recognized Western Agency. Box 688, Printers' Ink.

Advertising and Sales Promotion Manager desires location in New York City; present contract expires September 1st. Experienced in handling Distributor, Dealer and Direct to Consumer campaigns. Will consider a Director of Printing contract. Address Box 684, P. I.

PUBLICITY MAN
Editorial and campaign advertising experience, desires connection with publication, agency; or with promotion, educational or similar movement. Now director state campaign. Box 698, care Printers' Ink.

Stenographer-Secretary-Correspondent (28). Well versed in Advertising and Merchandising. Especially qualified for Service Department work, but willing to do anything and go anywhere where chance will be given for creative ability. Ex-soldier. Box 714, care of Printers' Ink.

AVAILABLE

Man with executive experience covering market analysis, sales development and organization, also solicitation and closing of important contracts in manufacturing field. Branch location or special activity. New York location preferred. Box 681, Printers' Ink.

DO YOU NEED ME?

Do you have an opportunity for a young man, 31 years old, married, who has spent the past ten years in one position, handling the advertising of three trade journals, covering hardware, implement, general merchandise and furniture lines and who has managed to increase his business each year? He is not looking for a "job," but for an opportunity to work with a real man and make himself so valuable that the job part will take care of itself. Would prefer trade journal, agency or farm paper. Address E. G. W., Box 690, care Printers' Ink.

A Trained Advertising Executive

Somewhere in the vicinity of New York is a busy executive who has more detail on his hands than he can possibly take care of, but hesitates to turn it over to an assistant for fear it will not be properly handled. Seven years' experience as assistant to national advertiser has fitted me to assume position of this kind. I am thoroughly familiar with the details of advertising, am well educated and consider loyalty and service to my employer as my strongest selling points. I know enough about advertising to realize that I have a lot to learn. Age 29, married, and expect salary commensurate with my qualifications. If I am your kind of a man, write me care of Box 701, Printers' Ink.

Digitized by Google

Table of Contents

PRINTERS' INK, August 26, 1920

Multiplying the Uses of a One-Purpose Article.....*Roland Cole* 3

When Salesmen Regard Year-Round Product as a Seasonal Seller..... 17

Adaptability the Greatest Factor in Salesman's Success....*Arthur McClure* 19

Can the Jobber "Sell" Advertising to the Dealer?.....*Arthur Cobb, Jr.* 33

1914-1920—Has Your Advertising Really Bridged the Economic Gap?..... 41
Horace Holley

Taking the Backfire Out of Complaint Settling.....*Edward T. Tandy* 49

Bank Goes After Mail Accounts When Home Field Fails.....*J. K. Novins* 57

United Goes One Better in Its New Ricoro Campaign....*Martin Husssobee* 65

The Sort of Follow-Up That Builds Good Feeling.....*John T. Bartlett* 73

Doing as the Romans Do, but in a New Way.....*C. P. Russell* 81

Planning the Double-Column Display.....*W. Livingston Larned* 85

Following a Formula in Display to Get Continuity..... 93

Advertising Offered as Premium for Placing Orders..... 99

How Can a Lost Market Be Retaken?.....*Hugh E. Agnew* 105

Use of Advertising Picture Confers No Trade-Mark Monopoly..... 113

Advertising a Public Library..... 116

What Is Public Economy?.....*Hon. Wm. C. Redfield* 121

Meeting Radical Propaganda with Reason-Why Copy..... 129

Advertising Flourishes in Central Europe.....*J. C. Osborne* 138

Where Copy Slants Come From.....*Frank H. Williams* 146

Editorials 168
Ethics as a Dead Issue—Fast Nickels Beat Slow Dimes—Freight Rates and Profiteering—Progress in "Truth in Advertising."

The Little Schoolmaster's Classroom..... 174

Digitized by Google

Your Outdoor Message

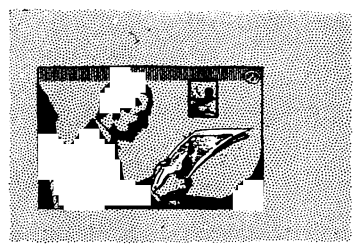
—impresses today
—convinces tomorrow
—sells the next day

REPETITION—
the selling force

Thos. Cusack Company

CHICAGO NEW YORK

Digitized by Google



COLOR ADVERTISING IN THE CHICAGO TRIBUNE

The Chicago Tribune, a few months ago, offered to sell the back page of its Sunday tabloid fiction section in four colors. It was immediately bought for a year in advance by four advertisers, each taking thirteen pages running on alternate Sundays.

These pages made an instant hit with agents, advertisers, retailers and consumers. One agent writes:

> *"We have been much pleased with The Chicago Tribune pages; they seem to improve with each issue."*

The Chicago Tribune now offers the center spread of its Sunday fiction section in four colors at $35,100 for 13 insertions in one year, or the inside back cover at $15,600 for 13 insertions in one year.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Tribune Building, Chicago

512 Fifth Ave., New York *406 Haas Bldg., Los Angeles*

Write for 1920 BOOK OF FACTS

Digitized by Google

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXII, No. 10 NEW YORK, SEPTEMBER 2, 1920 10c A COPY

GENERAL LIBRARY
SEP 7 1920
UNIV. OF MICH.

Close to the Heart of New England Industry

THE steady hum of countless factories tells the world New England is busy, contented. Ships from the East and South, trains from the West, bring mountains of raw materials for conversion. Back they go, heavily laden with New England-made merchandise destined to every corner of civilization.

THE NATIONAL SHAWMUT BANK of Boston—84 years old and prominent in international banking—is inseparable from this great commerce. As the bank closest to the heart of New England manufacturing, Shawmut is telling its story to magazine readers in facts and figures. We are assisting.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK BOSTON CLEVELAND CHICAGO

Digitized by Google

The Federal Kitchen

WHEREIN are discovered and developed new ideas for the advertising of foods.

This is but one of the many features of Federal Service which prompt not only food advertisers but advertisers of many other products to call Federal "The Creators of Interrupting Ideas."

"Put it up to Men Who Know Your Market"

Creators of Interrupting Ideas

FEDERAL ADVERTISING AGENCY, Inc.
6 East 39th St., New York, N. Y.

Digitized by Google

PRINTERS' INK
Registered U. S. Patent Office

Issued weekly. Subscription $3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXII NEW YORK, SEPTEMBER 2, 1920 No. 10

Toughening Flabby Salesmen to Sell in Buyer's Market

Lack of Mental Alertness, Due to Easy Selling of Past Few Years, Must Be Remedied If Business Is to Keep on High Levels

By George A. Nichols

"ISN'T it about time that somebody told the truth about the selling—or, rather, the salesman—situation?"

This question was asked PRINTERS' INK with the utmost earnestness by an official of a large jobbing concern. It came in the course of a conversation in which the jobber asserted that few manufacturers and jobbers—not even his own house—realized the true inwardness of existing conditions.

"In other words," he said, "they have not yet fully waked up. They know in a general way that the tables have turned and that the market now is a buyer's market. But they are still applying too much of the old seller's market methods. They haven't got around to realize that they actually have to get out and buy business.

"Salesmen come in with more excuses for the sales manager than those given to the gentleman of Bible fame who wanted guests for his wedding feast. Heretofore they brought in business because unlimited business was to be had for the mere going after. Now they bring excuses instead.

"Sales managers accept these excuses at their face value simply because they themselves have not yet got over the effects of the era of easy selling that was brought about by war-time prosperity and other things.

"Why these alibis? Have the salesmen forgotten how to sell? Or is something else the matter?

"My personal opinion is that the seller's market stretched out over so long a period that selling organizations got soft. Things came so easy that perfectly good salesmen degenerated into order takers. Inasmuch as selling became a mere matter of writing down a man's order salesmen were given more territory to cover and more retailers to call upon. This latter condition has grown to an extent that would make it impossible for the salesman to apply intensive selling methods even if he were in the proper state of mind to do so.

"This sort of thing can't go on. Everybody in business knows that in a buyer's market real selling has to be done. Yet it is an unquestioned fact that the old-time seller's market methods are being used now. Sales executives simply have not waked up.

"Much of the selling inactivity is blamed upon 'conditions.' This is a sadly overworked word. Our sales manager here tells me that the trouble is caused by the timidity of the merchants which is brought about by a widespread conviction that prices are going to crack. Then they say that the bankers have curtailed credit. These things are true to a certain extent. But far from being real reasons why the dealers' disinclination to buy should be accepted as something beyond remedy; they should only cause renewed effort.

Table of Contents on page 174

Digitized by Google

"I declare to you here and now that the slack business which you see in many lines to-day is not primarily due to lack of confidence or tightening up of credit. It is due to the fact that the salesmen are not selling goods. They are taking orders, but they are not selling. This is the truth. Look into it and I believe you will agree with me."

To get some first-hand information on the points brought up by the jobber I called on a prosperous grocer in a suburban town near Chicago. The proposition was news to him. Come to think of it, though, he had noticed that salesmen were not so aggressive as formerly. While I was there a salesman came in representing a match manufacturer.

"I have all the matches I need," the retailer told him.

"All right," replied the salesman. "I'll see you again. Good-by."

The whole transaction took up about three minutes. The salesman went out presumably to make a couple of other calls and then hurry on to the next town.

The jobber's meaning was becoming clear.

"How much time does the average salesman spend in your store?" I asked the retailer.

"Perhaps fifteen or twenty minutes," he said. "Some stay longer. When a salesman has demonstrations to make he may remain as long as two hours. But most of them hurry in and hurry out. I know what I want or whether I want anything, and it does not take me long to tell the salesman the details."

That grocer is being called upon by order takers, it would seem.

Isn't this one of the root reasons why manufacturers distributing through jobbers sometimes have cause for complaint to the effect that the jobber's salesmen do not devote enough attention to their lines?

Unless a salesman is a specialty man, how can he possibly give special attention to certain lines when he "hurries in and hurries out" after the manner spoken of by the grocer?

Do the jobbers, and the manufacturers too, for that matter, realize or know how much time their salesmen spend with customers?

These are leading questions which have a vital bearing on nearly any kind of selling proposition. When one delves into them he is driven to the conclusion that something is wrong not only with the salesman but with selling systems. Even printed advertising is at fault. It lacks definiteness, directness and selling power. Make inquiries in almost any branch of industry and you will see that these critical comments are based on facts.

SALESMEN HAVE LOST MENTAL MUSCLE

While in a Chicago advertising agency to consult a prominent selling authority on the subject under discusson I ran upon the advertising manager of a big mail-order lumber concern. He is called upon by many salesmen.

"It seems to me," he said, "that about twice as many men come in to see me as was the case four or five years ago. Yet I am actually buying less."

"Do these fellows really make an effort to sell you?" I asked. "Do they go after you in a constructive way, persuade you that you want something and then actually take the order away from you?"

"One or two do," he admitted. "But most of them leave the thing entirely up to me. They ask me if I want a thing, and if I say I don't, then that ends the matter. The answer is, I suppose, that they have become used to getting business so easily that they have forgotten how to fight for it."

The agency man whom I had called to see then broke in on the conversation.

"You see this same fault in the advertising agencies themselves," he declared. "There is an agency in this town that prides itself on its selling efficiency. It really has some selling ability too. But the power of its selling force is latent. For the last two years not one of those bang-up salesmen has landed an account of more

Digitized by Google

Telling our readers how to spend $1,216,000

Our Motor Service Bureau gives our readers authoritative advice about what sort of tractor, truck or power equipment is best suited for their individual needs.

Specific recommendations regarding the purchase of $1,216,000 worth of such equipment have already been called for by inquiries from our readers.

The manufacturers of tractors, trucks, and power equipment who have advertised to our readers, have had similar proof, in their own sales, of this eager interest and adequate buying power for machines which increase the efficiency, and reduce the expense, of production or distribution in the small towns and on the farm.

The Christian Herald reaches the leading families in thousands of small-town communities—intelligent, successful, up-to-date men and women who are in the habit of having the best that the market affords for themselves and their children.

THE CHRISTIAN HERALD

GRAHAM PATTERSON, Publisher

New York

Digitized by Google

than a hundred thousand dollars. And as for the younger and less skilled men in the organization, they are doing practically nothing. The agency is first class. The men are able. Yet in a manner of speaking they are marking time. I use this agency as an example. The same conditions with variations are to be seen in almost any agency.

"If ever there was a time in all the history of advertising where forceful, brain-directed, sledge-hammer salesmanship was needed it is right now. Business is hesitating. Manufacturers are on the fence. They don't know whether to push ahead with the most energetic kind of advertising effort, stay where they are or go back. And the advertising men have been so spoiled during the last few years that some way or other they do not sail in and get this business they may as well have. Advertising, like every other salable commodity, has been so much in demand that it sold itself practically without effort. Now, when some real honest-to-goodness selling pep is needed, it is conspicuously absent. Talk about wonderful opportunities for advertising! There never was so great a one as is offered right now. But the business won't come easy. More than mere order-taking methods are necessary to land it."

ADVERTISING SALESMEN MUST SELL NOW

The condition spoken of by this agency man was foreseen by a number of observant authorities in the advertising and selling field as much as a year ago. Henry Schott, vice-president of Montgomery Ward & Company, is one of these.

"Do you know," Mr. Schott said to me early last fall, "that I am afraid the advertising men of the country are getting into a condition of dangerous softness? This may not apply so much to the old and seasoned veterans, but it certainly is the case with the younger men in the profession. Due to no fault of theirs, they have not received the hard knocks that are necessary to round an advertising man into shape. Business has come so easily that all they had to do was go out and get it. I am wondering if a few months from now, when business will be hard to get, if these fellows will be able to deliver the goods. The same thing applies, of course, to the whole proposition of selling. It's really a mean situation in a way, and I will not be surprised to see business marking time while salesmen and advertising men are getting back into their old strides."

In the light of what is going on to-day Mr. Schott can qualify, if not as a prophet, as one who can interpret correctly the signs of the times as applied to selling.

The jobber quoted at the beginning of this article wanted somebody to tell the truth about salesmen.

The truth seems to be, according to all that can be found out by the writer of these lines, that the salesmen are soft.

But they are not alone in their softness and in their seeming endeavors to apply seller's market selling methods to buyer's market conditions. The fault in all justice should be placed higher up. Sales executives in general have the same trouble. So have advertising men. Manufacturers and jobbers are likewise to be accused.

What is the remedy?

It is as plain as day in the first place that present selling methods have to be reinforced. In this buyer's market three things must be established in the dealer's mind with the utmost definiteness if an article is going to sell readily.

He must be convinced that it has the right price.

He must be sold on its quality.

Back of these two there must be a consumer demand.

Advertising is the obvious means by which all this can be brought about. There is no intention here to consider advertising as a generic term or thing that can cover a multitude of sins. Neither is there any idea of glibly suggesting advertising as a cure-all. The kind of adver-

Digitized by Google

When father was a boy—

most of his games developed on the spur of the moment. He and his friends drifted in their play as chance and inclination might direct.

Organization has done wonders for boys. Without losing a bit of the American boy's fine individuality, as his school and play life has become systematized, the average boy can make much more use of his time. He can cram a lot more work and fun into a day.

It is this average boy, between 15½ and 16 years old, that makes up the vast and powerful following of THE AMERICAN BOY. This is the favorite magazine of the American boy. Its popularity and influence among boys have kept pace with every advance in boy affairs. It has largely assisted in the grouping of boys as a class, and in the development of boy organization in every corner of our land to which it goes every month in every year.

More than 155,000 Boy Scouts subscribe to THE AMERICAN BOY or buy it regularly on the news-stands.

As it is the principal organ in the formation and development of boyhood opinion, so the advertising columns of THE AMERICAN BOY are a powerful sales aid for the manufacturer to enlist the boys' interest in his products. This influence is sought more and more for products, not only of a strictly "boy" appeal, but for those which the whole family enjoys.

THE AMERICAN BOY
"The Biggest, Brightest, Best Magazine for Boys in All the World"

THE SPRAGUE PUBLISHING CO., DETROIT, MICH.
(Member A. B. C.)
Branch Offices:—286 Fifth Ave., New York—1418 Lytton Building, Chicago

Digitized by Google

New national business built from an obscure profession

How wide-spread "local" competition in a special field was met and overcome

FOR many firms with national sales, "local" competition is not a matter of first importance. The products or services that sell in restricted territories often hold only a small share of the total market.

But in one field the entire success of a business has depended on overcoming "local" competition of this sort.

Tree surgery has been nationally organized because it requires special, professional skill and training. But few other fields have been more open and inviting to untrained individuals in every locality.

John Davey was the first to practice scientific tree surgery and was its originator.

Fifty-four years ago he quit his job on an English farm to become an apprentice in horticulture.

Seven years later he had crossed the Atlantic and settled in the little town of Kent, Ohio. Here his practical work, his study and countless experiments led finally to the birth of a new science—tree surgery.

Gradually John Davey's exceptional skill became known beyond the limits of his own community. Land owners began sending for him from a distance to look after fine old trees.

The first step toward building a national business was taken in 1909 when he and his associates organized the Davey Tree Expert Company and started a school known as the Davey Institute of Tree Surgery.

In expanding its territory, the new company faced one chief obstacle—"local" competition. In almost every community, more or less unskilled individuals had set themselves up as tree experts. Many were without any training whatever.

Digitized by Google

In all parts of the United States east of Kansas, and in Canada, the Davey Tree Surgeons are prolonging the life and beauty of fine trees

The work of these "tree butchers" was actually a menace to the whole standing of legitimate tree surgery.

To remove this great obstacle and build business rapidly, it was determined to carry the message of the new profession to the public through advertising. The success of this policy was assured by the first modest campaign in 1910. Since that time, national campaigns have been released every year in general publications.

Today John Davey is recognized throughout the country as the "Father of Tree Surgery." A national business employing hundreds of men has been built from an obscure profession. Permanent representatives are today located in 26 different cities.

From almost the very beginning, ten years ago, it has been the privilege of the J. Walter Thompson Company to co-operate with the "Davey Tree Surgeons" in solving their special problems of selling and advertising.

J. WALTER THOMPSON COMPANY

NEW YORK . CHICAGO . BOSTON . CINCINNATI . LONDON

Digitized by Google

tising that can do the work is the comprehensive, liberal, 100-per-cent, definite variety that can accomplish the dual purpose of selling both the salesman and the customer.

F. Edson White, vice-president of Armour & Company, says that advertising is only at its best when it is of a character that convinces the salesman. If this thought is borne carefully in mind it is easy to see how advertising to the consumer and then to the retailer can be a means of helping get the salesman back into his old form.

"You can't get the best results from a salesman by preaching to him," said the sales manager of a manufacturing corporation who was asked for his views as to what should be done in the present emergency. "The thing that can arouse him from his present state and make him go out and fight for business is to create in him an unbounded enthusiasm for the firm and its products. An advertising campaign that cannot do this is one sided and ineffective. It is difficult for me to give you in a few words the remedy for what I agree with you is the matter with sales to-day. This is a thing each firm necessarily must have to think out for itself on an individual basis.

"The way we are going to do it, or, rather, attempt it, is to try to make our advertising more definite, with the idea of making it thereby a greater selling power to convince the consumer, the retailer and, last but not least, the salesman. As we see it the time to strike the hardest with definite, clean-cut advertising is when business comes slowly as it does now."

In his suggestion that advertising should now become more definite, this sales manager hit the nail on the head.

It is becoming pretty generally agreed among the best thought in the advertising profession that the time has come for the elimination of the charlotte russe style of advertising copy and illustrations—for the throwing out of the pretty and the fluffy.

There is a reason for the fluffy style of advertising of which we have seen so much in the last two or three years. When an advertised article has been shooting right ahead under full steam for a long time and orders piling in to an extent that throws production away behind we see pretty pictures and high-sounding copy that abounds in generalities. Prosperity and huge demand some way or other seem to breed that kind of advertising.

But let the demand fall off or lag behind, as is the case now, and you see a sharp reversal of method. There are plain pictures of the merchandise and definite copy giving a straightforward message.

Plenty of instances can be named as showing the new trend toward definiteness. One came to my notice only a couple of weeks ago. A certain well-known concern suddenly woke up to the fact that orders were not coming in with the huge volume that has been the case ever since merchandising conditions were made abnormal by the war. Hunting around for the cause, the concern soon saw that the consumer advertising was not pulling. The apparent reason was that the advertising presentation was not definite enough. It was of the kind that an order taking salesman would present by word of mouth—the seller's market kind.

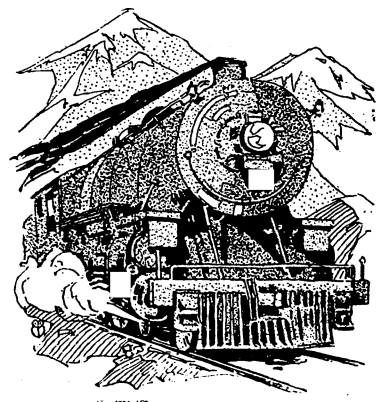
A sharp change from the general to the definite was made, and the condition is already showing a change for the better.

The experience of this firm shows that advertising is a cold-blooded thing that will bring results in proportion to the extent to which it is allowed to work out its natural course. It is only when the extraneous is introduced and when the work is done illogically and unnaturally that advertising falls down on the job.

Definite advertising unquestionably is the thing that can save the day.

This is why a great many people look forward to an exceedingly busy fall and winter for advertising agencies and advertising departments.

Digitized by Google



Complete Your Data File—

Here is a List of Monthly Magazines Which Reach One and a Half Million Homes of Railroad Men and Women

OUT OF A POSSIBLE FIELD OF TWO MILLION.

NEXT TO FARMERS IT'S THE LARGEST GROUP OF PEOPLE IN THE COUNTRY.

YOU CAN REACH THEM AT GENERAL MAGAZINE RATES PLUS THE ADVANTAGE OF APPEALING TO A DEFINITE CLASS OF KNOWN EARNING POWER.

Ask For Our Comptete Data Folder

Koch's List of Railroad Magazines

Home Office:
IRVING V. KOCH,
122 S. Michigan Ave.,
Chicago.

Eastern Office:
S. M. GOLDBERG,
56 W. 45th Street.
New York City.

Digitized by Google

The Value of the Negative Appeal

When It Can, and Cannot, Be Used to Advantage

ALBERT FRANK & COMPANY
CHICAGO, ILL., August 21, 1920.

Editor of PRINTERS' INK:

From time to time I believe I have seen articles in PRINTERS' INK on successful campaigns in which the appeal has been on the so-called negative order. I should like to have you list these articles in your magazine and I think an editorial comment would be welcome to many readers, especially agency men, who must listen to endless arguments from clients on the theory why the "negative appeal should never be used in advertising."

Personally, I believe that advertising, to influence a reader, must make close contact with the reader's mind—his way of looking at a condition if the advertised article or service is to remove it; the unpleasant experiences he has had with unsatisfactory articles, if the thing advertised means a happier day for him, etc. By this I do not mean that an advertisement has to have the setting of an undertaking establishment, or be preponderantly on the negative side in its emphasis. To try to get close contact with the reader's mind without doing this is, I believe, in many cases about as logical as to try to sell hair tonic to a bald-headed man without mentioning baldness, or to try to sell a washing-machine to a woman without mentioning that all the hard work of washboard days is done away with. Both of these instances, in mentioning the negative appeal, would lessen the effectiveness of the ads, according to the theory.

In fact, I think that a discussion of this negative appeal theory would liven up things for readers, much as did the recent combat in PRINTERS' INK over copy.

JOHN FELIX LEONARD.

IF there is such strong opposition to the use of the negative appeal as Mr. Leonard suggests it is rather difficult to understand in what insidious way the note creeps into such a large amount of copy. A hasty perusal of any publication carrying a fairly representative list of advertisers will bring to light not a few pieces of copy founded on the negative appeal.

As PRINTERS' INK has pointed out so often copy angles, or any other phase of advertising, for that matter, cannot be condemned in advance or en masse. The well-known exception to every rule is bound to come to the surface at some time or another. And so it is with the negative copy angle. In some instances it has been used with results little short of disastrous. Then again successful businesses have been built up through its use.

The one test, of course, is—results. Experimentation alone will prove whether or not it is advisable to give the copy a negative twist. As usual, in the case of topics of this nature, PRINTERS' INK has discussed both sides editorially and in numerous articles. Some of them will be found in the following issues:

Negative Reactions. (Schoolmaster.) Page 168, July 15, 1920.
Negative Advertising. (Editorial.) Page 172, July 17, 1919.
Advertising to Check Buying Fails. Page 40, June 1, 1916.
Ford Jokes and the Negative Appeal. Page 37, October 28, 1915.
Negative Appeal Hurts Whole Industry. Page 26, August 13, 1914.
Fear That Makes You Act. Page 33, July 30, 1914.
The Negative Copy Appeal. (Schoolmaster.) Page 98, May 28, 1914.
Postum's Argument Wins in Coffee Campaign. Page 17, April 23, 1914.

[*Ed.* PRINTERS' INK.

U. S. Tractor Account with Shuman Agency

The Shuman Advertising Company, Chicago, is handling the advertising of the U. S. Tractor & Machinery Company, Menasha, Wis. A campaign that has been planned will include farm journal and technical publications.

Studebaker Appoints Fred Rigby

Fred Rigby, formerly with the Capper Farm Press, Kansas City office, has been appointed export advertising manager of The Studebaker Corporation of America, South Bend, Ind.

T. P. Duffield with Buckley-Dement

Tracy P. Duffield, until recently advertising manager for Weil Brothers, Chicago, has joined the service department of Buckley, Dement & Company of that city.

J. F. Atkinson, recently with the Bush Advertising Service, is now with Frank Presbrey, Co., Inc., New York.

Digitized by Google

CHICAGO

The Central Location for Printing and Publishing

Printing
and
Advertising
Advisers

Day and Night
Service
All the Year
Around

One of the Largest and Most Completely Equipped Printing Plants in the United States.

Whether you have a **Large or Small Catalogue or Publication** to be printed, it is our opinion you have not done your duty by your firm or yourself until you have learned about the service Rogers & Hall Company give, and have secured prices.

You Secure from Us

Proper Quality—Quick Delivery—Right Prices

We ship or express to any point or mail direct from Chicago

Make a Printing Connection with a Specialist and a large and Reliable Printing House.

Business Methods and Financial Standing the Highest
(Inquire Credit Agencies and First National Bank, Chicago, Ill.)

ROGERS & HALL COMPANY

Catalogue and Publication

PRINTERS

Artists—Engravers—Electrotypers

Polk and La Salle Streets **CHICAGO, ILLINOIS**

Telephone: Wabash 3381—Local and Long Distance

CHICAGO

The Central Location for Printing and Publishing

Digitized by Google

Oliver typewriters have been continuously advertised in Collier's since their adoption of direct mail selling. The

Digitized by Google

and Oliver

Try the Oliver Free—No Obligation

Keep it for $4 a Month or Return it at Our Expense

Send no money. Make no deposit. Mail only the coupon to get the Oliver for free trial.

Use the Oliver for five days as if it were your own. Put it to every test, to every comparison. Satisfy yourself that if any typewriter is worth $100 it is this superb Oliver with all its modern improvements.

If for any reason you decide that you don't want to keep the Oliver, just send it back at our expense (express collect). We even refund the outgoing transportation charges. So you can't lose a cent on the free trial.

If you agree that it is the finest typewriter regardless of price and want to keep it, pay for it in easy monthly installments.

Over a year to pay

We do not ask all cash. We do not ask a big cash payment at any time.

We give you over a year to pay for the Oliver. $4 a month is all you need send. This averages only about 13c a day. The payment plan is so easy that you won't miss the money.

And—remember—you have the use of the Oliver while paying for it!

Don't think of renting or buying a second-hand machine when it is now so easy to own the superb Oliver.

We guarantee that this $64 Typewriter was $100

Please do not get the idea that the Oliver we offer at $64 is different in any way.

It is a new Model Nine Oliver, the latest and best product of our factories. This we absolutely guarantee.

It is the same machine used by great concerns such as the United States Steel Corporation, National Cloak & Suit Co., National City Bank of New York, Otis Elevator Co., Morris & Company, and others of like prominence.

The Oliver would still be priced at $100 or more if we had to sell it by our former methods. The lower price comes from our new economical method of distribution. And you benefit by the saving.

Mail the Coupon NOW!

This is a *real* free trial offer. You risk nothing. So act at once.

Mail the coupon to get the Oliver for free trial in your own home or office. Decide for yourself whether you want to keep it or not. Fill out and mail the coupon at once.

If you should wish further information before requesting a free trial, mark the coupon for free books mentioned therein. Clip and mail the coupon now—NOW!

The OLIVER Typewriter Company
1028 Oliver Typewriter Building
Chicago, Ill.

The Coupon Saves You $36→

Send Only this Coupon

THE OLIVER TYPEWRITER COMPANY
1028 Oliver Typewriter Bldg., Chicago, Ill.

☐ Ship me a new Oliver Nine for five days free inspection. If I keep you back $64 in all at the rate of $4 per month. The title to remain in you until fully paid for.

My shipping point is .....

This does not place me under any obligation to buy. If I return the Oliver I will ship it back at your expense in the end of a five days.

☐ Do not send a machine until I order it. Mail me your booklet—"The Oliver Typewriter Organization and its Results"—your new catalog and further information.

Name.....

Street Address.....

City..... State.....

Occupation or Business.....

demand for the Oliver today exceeds all previous records.

Collier's

THE NATIONAL WEEKLY

J. E. Williams, *Advertising Manager*

Digitized by Google

Need Market Information?

"News Merchandising Bureau Supplies Comprehensive Data On Baltimore."

Only recently an advertising agency, desiring first hand information on the canned food situation in Baltimore, turned to the NEWS with a questionnaire so comprehensive and exhaustive that at first glance it looked impossible.

A closer study, however, made the wealth of material called for appeal to us as something which would be of value to many firms in addition to the one asking for it. Therefore, our Merchandising Bureau has incorporated this volume of information in a general market report on Canned Food Products.

Some of the questions asked and answered, for example, are: Do manufacturers give bonus to jobbers' salesmen? Have jobbers and dealers a preference in buying from brokers and factory representatives? Is there any incentive a manufacturer can offer a jobber in your city to make him put extra effort on his line? What kind of advertising does the retailer appreciate most? What seasons do canned peaches, sweet potatoes, beans, peas and okra sell best in your territory? Does the color of sweet potatoes make a difference with the people in your section?

This bulk of information and more besides is embodied in our report on Canned Food Products. Here also are listed the names of brokers and manufacturers' agents in Baltimore who handle food products, together with detailed data on such foods as table syrups, jams and jellies, pork and beans, tomato catsups, giving names of manufacturers and brands, best sellers, percentage of distribution and sales, activity ratings, etc., etc. If you're interested write us on your business stationery for a copy of this unusual and extensive report.

The Baltimore News

Goes Home and *Stays* Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank S. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Digitized by Google

Should Branch Managers Have a Voice in Advertising Policies?

Sherwin-Williams Finds Their Criticism and Suggestions Helpful

By C. M. Lemperly

Advertising Manager, The Sherwin-Williams Company

I OFTEN hear someone say "Why do you bring in all your outside managers once or twice a year to 'sit in' on the advertising and sales discussions and help to form the policies? It must be impossible to satisfy them all."

Those critics believe in formulating the policy at headquarters and advising the organization that such and such a plan has been conceived, discussed and adopted, therefore they will start out next Monday morning and carry the message to the trade.

Obviously there is no more important man in your organization than the district manager when it comes to carrying out your policies of sales and advertising. No amount of money will turn the trick unless he and the division managers and warehouse managers, as well as each individual representative, are with you heart and soul. And they cannot be with you unless you are with them. This can only be accomplished actually by *being with them* in person.

Ask some branch managers about any detail of the advertising campaign of their firm and they will say "I don't know—that's up to Chicago"—or Pittsburgh or New York, or wherever the headquarters may be.

Ask some other branch managers and they will tell you all about it. They will pull out of their pockets the latest campaign information and will describe the plans and layouts they saw at the meeting back at headquarters when the plan was put through. From the standpoint of the trade and your firm—which is the better equipped branch manager?

Of course the meeting or conference plan has its drawbacks.

The chief one is that, in putting your problems up to the outside managers, they feel they will be discounted if they don't say something. Often they are not well enough up on the subject to give a real sound suggestion, so they start in on the drawings or the copy. They suggest changing the word "the," or the style of type or the name-plate or the signature or the border. They don't like the curl on the girl's forehead or the way the man is standing in the picture.

But these minor criticisms are not wholly lost.

BRANCH MANAGERS CRITICIZE PROOFS

A good plan of handling them is to pass around the proofs of the campaign—one for each man. Have him put his name on the proofs and make his corrections, returning the proofs to you after the session. Then draw off copies of all suggestions and corrections and you will find several good ones among the lot. One or two may be worth the while.

A frequent discussion is about space. The same old questions of double spreads, pages, half pages, quarter pages, whether color is worth that much extra, come up annually. On these matters the opinions of the branch managers often vary, so that you arrive at no conclusion, and the only way is to work out the space units beforehand in relation to the other problems and make the definite recommendation to the meeting. Generally it will pass. All propositions must be put in definite form or great loss of time will result.

The choice of mediums brings a discussion and an argument. But here your branch manager can generally help, as he is pretty well posted, especially on the farm paper and local paper conditions. We value the opinions of our

Digitized by Google

branch managers very highly on these points, and no list is complete without their suggestions and criticisms, and we count on them afterward for co-operation. Why not let them have something to say *beforehand?*

The biggest advantage in this plan is the link it gives you to the salesman. For the branch manager represents so many salesmen, and when the campaign is still only in the preliminary or plan stage, it is important to get the germ of it across so as to pave the way for the real announcement later. This the branch manager can help you do effectively. Then when you get together with your salesmen, as we do each fall, after the managers' meeting, the headquarters and district executives are united and agreed, and this helps explain the campaign much better to the salesmen. At these fall district meetings they get the real ammunition to carry the message to the trade and to tie up with the campaign.

Some say that the branch manager meetings have a tendency to detract from the headquarters authority and discipline and that they invite free criticism. If that is the case, criticize the headquarters and not the plan, if it cannot stand the test.

And it's quite true that these meetings do keep you on your toes and in the pink of condition, for here you match your wares against theirs and here you put your goods on display. Everything must be open and aboveboard, standing on its merits.

By letting the branch managers in on some of the delicate and perplexing problems that come up during the year, you get a much greater bond of helpfulness and co-operation, and a friendship and loyalty that do not come from the other plan of aloofness and long-distance orders which so many concerns still seem to regard as the last word in management.

It always strikes me that the same difference applies here as between an autocracy and a democracy. The former gets action, makes definite, hard and fast rules, insists on obedience—even military commands are issued. The latter may be slower, may be less definite, may be more lenient and free-speeched, but it is democracy, and as such has the necessary elements of fairness, co-operation, personal liberty and sense of justice and square dealing that will always insure the biggest success in the long run.

W. E. Tagney with "Builders Journal"

W. E. Tagney has been appointed western manager of *Builders Journal*, New York, with headquarters in Chicago. Mr. Tagney has in the past been with the Chicago *Daily News*, the Chicago office of *The Farm Journal* and western manager of the *Independent*, New York.

James A. Rice continues to represent the *Architectural Forum* in the western territory. This publication and *Builders Journal* are both published by the Rogers & Manson Company, New York.

Advertising Manager of Three Publications

N. W. Doorly, for the last two years advertising manager of *Men's Wear* and the *Chicago Apparel Gazette*, Fairchild publications, has been appointed advertising manager of the *Daily News Record*, another Fairchild publication. Mr. Doorly will in future manage the advertising of all three publications.

L. L. Shenfield has been appointed as assistant advertising manager, also on all three publications.

Ralph Foote Made Advertising Manager of Lever Bros.

Ralph Foote, recently with Sherman & Bryan, and formerly with Frank Seaman, Inc., at New York, has been made advertising manager of Lever Brothers Company, Lifebuoy, Lux, Sunlight soaps and powders, etc., Cambridge, Mass. During the war Mr. Foote was director of the American Red Cross bureau of advertising.

F. W. Nash, Lipton Sales Manager

Fred W. Nash, recently marketing manager of Ryzon Baking Powder for the General Chemical Company, New York, has been made general manager for the United States and Canada of Thomas J. Lipton, Inc.

Beech-Nut Account with H. K. McCann

The Beech-Nut Packing Company, "Beech-Nut" food products, Canajoharie, N. Y., has put its advertising account in the hands of The H. K. McCann Company.

Digitized by Google

Advertisers' Right to Use Portraits of Political Candidates

Presidential Aspirants May Not Take Exception to Such Advertising Now, but One of Them Will Revise His Opinion After the Election

Special Washington Correspondence

DURING a Presidential campaign it is usually a case of "no questions asked" with reference to the use of the portraits of the candidates for publicity and advertising purposes. With the likenesses of the chief political contenders circulated by the million and displayed in every imaginable environment, dignified and otherwise, an advertiser who desires to draft the men of the hour to give pictorial timeliness to his copy is not likely to find it necessary to ask permission of the celebrities who are to be thus honored. This is the view of the matter that has been generally accepted by politicians from time out of mind.

In the national political campaigns of the past there has been no disposition to question an advertiser's right to make use at will of the portraits of the Presidential candidates, so long as there was no downright misrepresentation. Indeed, there have been instances in which long-slumbering expressions of opinion on the part of the candidates have been resurrected to afford current testimonials for advertised wares in a manner that might have provoked protest were it not for the fact that the victims were too deeply engrossed with more pressing duties. Certainly it would be inconsistent for the candidate who swallows all the extravagances of cartooning to strain at complimentary attention in advertising.

Nevertheless, it may be worth while to examine into the conditions affecting the use of the portraits of political candidates. It is recalled that certain advertisers who took advantage of the tacit license that, during the war-time "drives," condoned the use of the American flag in advertising, awoke later to a realization of the necessity of revising what had been intended as permanent copy.

One of the complications, then, of campaign-flavored advertising is that one of the candidates of to-day is bound to be the President of to-morrow. The candidate who smilingly faces every camera in October may be desperately camera-shy in December and even more so in April. As though to prove the rule, there have been a few exceptional instances in which men elevated to the chief magistracy by election or succession have given permission for the use of their portraits for advertising purposes, but such instances are rare. And if, in the absence of such specific authorization, an advertiser is found trading on the fame of the President, the White House organization is likely to call the offender to account, without instigation from the President.

BE FOREHANDED IN GETTING PERMISSION

It follows that any advertiser who aspires to make permanent use of the portrait of a man of Presidential calibre will do well to strive for the coveted permit when the man petitioned is in a mood to grant it. Such authorization is, moreover, essential, even in the campaign season, if the plans of the advertiser include registration of the portrait as a trade-mark. It may appear gross contradiction that the United States Patent Office should be unhesitatingly accepting, as the basis of design patents, all manner of badges, buttons and advertising novelties bearing the portraits of Presidential candidates while insisting on its invariable rule of "written permission" in the case of trade-marks, but that is the situation.

The advertiser who leans to superabundance of discretion will

Digitized by Google

bear in mind, moreover, that there are, in various States, laws making it an offense to publish or display for business purposes a photograph of any person without his full written consent and permission. It is fitting, in this same connection, to take cognizance of a new factor which has lately been injected into the broad proposition of the use of the portraits of political "stars" for advertising purposes. In the wake of suffrage has come the entry upon the political stage of the feminine candidate. In the present campaign we find a number of women running for Congress and for responsible offices in the States. It is readily conceivable that there may be, here and there, the impulse to introduce in local or territorial advertising, if not in national advertising, the photograph of some of these candidates. Such advertisers are counseled that women are naturally more sensitive than men with respect to the use of their portraits and, furthermore, the woman politician cannot be expected to have acquired, in a brief interval, the philosophy that a seasoned public man may boast with reference to the use of his portrait.

At the risk of presenting the obvious to experienced advertisers, it is impossible to refrain from a word of warning regarding the photographers' copyrights that encumber the majority of portraits of Presidential and Vice-Presidential candidates. It is proverbial that the average photographer who is granted a sitting by a Presidential possibility expects to make his everlasting fortune out of the resulting negative. Moreover, he is apt to have a most exaggerated idea of the proportion of that fortune that should be contributed by interests that may desire to reproduce the portrait for advertising purposes. Thus it comes about that the advertiser who desires to summon pictorial evidence that his brand of shingles has stood the test of time on the house in which the future President was born or that his make of typewriter is employed for replies to the candidate's correspondence, need not be surprised if he runs afoul a very exacting photographer.

Officials at Washington who, generally speaking, feel that the use of the name or portrait of a President for advertising purposes is likely to detract from the dignity of the high office, nevertheless concede that written authorization given to an advertiser by a candidate during a campaign would be presumed to stand after that candidate became President.

J. J. Lane, New England Advertising Representative

Joseph J. Lane, who since returning from France has been representing *The Red Cross Magazine* in New England, has established himself as a publishers' advertising representative in Boston. Mr. Lane will represent the *American Legion Weekly*, and *Current History Magazine*, a publication of the New York *Times*, in New England.

Two New Accounts with Snodgrass & Gayness

The Fageol Motors Company, maker of motor trucks and cars, Oakland, Cal., and The Osgood Lens & Supply Company, "Osgood Deflector Lens," Chicago, have put their advertising accounts in the hands of Snodgrass & Gayness, Inc., New York.

Presbrey Agency Has Richmond Office

The Frank Presbrey Co., Inc., New York, has established an office at Richmond, Va. This new office is under the management of S. G. Mason, who has been advertising manager of the C. F. Sauer Company, flavoring extracts, Richmond, Va.

Electric Appliance Account for Logan Agency

The Steatite Electric Products Co., maker of the "Stahot" electric household iron, has put its account in the hands of Thomas F. Logan, Inc. A campaign, in which trade papers and newspapers will be used, is planned.

Wood Shovel Account with N. W. Ayer & Son

N. W. Ayer & Son will handle the advertising account of the Wood Shovel and Tool Company, Piqua, Ohio. A national campaign is being planned.

Digitized by Google

Seal of Philadelphia

Golfing and Other Sports in

Philadelphia

There are 38 country clubs in the Philadelphia Golf Association, having about $16,000,000 invested in buildings and grounds used for Golf and a membership of more than ten thousand players.

A large number of Tennis Clubs have private grounds, others have their activity on the Courts connected with the various schools and colleges of Philadelphia, and on its big playground, Fairmount Park.

There is a legion of country clubs, athletic grounds, and parks maintained by employes' associations of the big manufacturing plants of Philadelphia, not to speak of the vacant lots, City Recreation Centres, etc., where sports of all kinds, including baseball, football, etc., constantly take place.

The Schuylkill River, which winds through Fairmount Park, is lined with rowing, canoeing and boating clubs, and on the broad Delaware River, power-boating and sailing craft and fishing all have their following.

All of these diversions carry with them a sale for equipment of all kinds that runs into big figures.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

Net paid average circulation for the six months ending April 1, 1920, as per U. S. Post Office report: 466,732 copies a day.

In Philadelphia nearly everybody reads the Bulletin

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

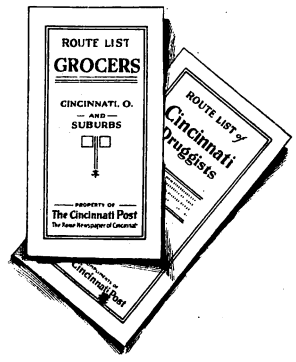
5,000,000 hats were "Made in Philadelphia" last year.

Digitized by Google

SCRIPPS NEWSPAPERS

The Merchandising Service Department of the Cincinnati Post

—gives analyses—makes surveys—co-operates in securing jobber and dealer good-will—assists salesmen in perfecting distribution—checks up results on campaigns—where necessary, furnishes letters of introduction to the trade—



Grocers and Druggists Route Books furnished salesmen on request.

—in short,

The POST offers much more than "just something to talk about." The POST helps your advertising "sell" Cincinnati.

The Cincinnati Post

Largest circulation of any Cincinnati newspaper

Daily average net paid circulation for six months ending March 31, 1920, was 177,768

Digitized by Google

SCRIPPS NEWSPAPERS

SCRIPPS Newspaper co-operation is genuine, legitimate, helpful, business service. This co-operation is not "ready-made" but fitted, in each case, to the special needs of the advertiser.

The twenty-two Scripps newspapers are:

Akron Press	Memphis Press
Cleveland Press	Oklahoma News
Cincinnati Post	Portland (Ore.) News
Columbus Citizen	Sacramento Star
Covington (Ky.) Post	San Diego Sun
Dallas Dispatch	San Francisco Daily News
Denver Express	Seattle Star
Des Moines News	Spokane Press
Evansville Press	Tacoma Times
Houston Press	Terre Haute Post
Los Angeles Record	Toledo News-Bee

Scripps Newspapers

Foreign Advertising Department

Union National Bank Building, Cleveland, Ohio

New York Office: MARBRIDGE BLDG. *Chicago Office:* 1ST NATL. BANK BLDG.

Digitized by Google

Which Do You Prefer to Believe?

That out of every 9 English-reading persons in Chicago the 2 who do *not* read The Daily News constitute the most desirable unit of buying population?

or

That the 7 out of the 9 who *do* read The Daily News *are* the compelling, buying majority?

It's your money—take your choice.

But mark this:

Practically all of the nation's advertisers who seek favor in The Chicago market prefer to believe that it is the 7-out-of-every-9 who are the compelling, buying majority, and they discount the value and purchasing power of the minority *2*.

And they spend their advertising dollars accordingly.

The Daily News

First in Chicago

Digitized by Google

Putting to Torture the Law of Supply and Demand

It Can't Work Right Unless All Parties Concerned Make Production the Principal Object

By Chester M. Wright

Assistant Editor, *American Federationist*

THE chick within the egg doesn't have a glimmering of an idea of what the world is going to look like, and no more do a great many editorial writers understand the great turmoil outside the confines of their own particular shells. I am thinking particularly of various comments upon a recent statement made by Samuel Gompers, in which he took to task certain employers for closing their plants. Gompers directed his attack mainly at the American Woolen Company and the Pennsylvania Railroad.

This is no defense of Sam Gompers. But he asked this question: "How can a policy of increased production be accomplished under a policy of laying off thousands of workers?" Fair question, too. "Gompers' Madness," was the caption over one editorial criticism.

The undisputed facts are that the American Woolen mills closed their doors, alleging concellation of contracts, and that the Pennsylvania Railroad laid off 12,000 men, alleging a labor surplus.

The productivity of these men was thereupon stopped. They became consumers without any buying power.

One editor said: "The manufacturing plants are waiting for the hundreds of thousands of merchants in the country to call for the goods, but they do not call for them."

The woolen mills are bursting with goods. Nobody comes to take them away. Nobody comes, and presumably the head of the company sits down on the front steps of his mills and weeps by day and by night because nobody comes to him to take away his goods.

Truly, this is deep stuff. It is economics most profound. It is modern business with a vengeance. Nobody comes to the mills with pushcarts and auto trucks to cart away the bales and bales of cloth at so much per cart. In the face of this one can only conclude, with Aristotle, that there's a ring around the moon.

But look: the American Woolen mills deal with manufacturers. Manufacturers supply the retailers and the retailers supply the public. If nobody comes to the mills to buy there must be reasons. The chant that "orders have been canceled" is not enough. It still leaves the ring around the moon.

Consumers have stopped consuming, or the mills have forgot how to merchandise.

If the first is the case, then the second is the more so the case!

NO LET-UP IN THESE BUSINESSES

Imagine Shredded Wheat Biscuit piling up at the mills, just choking up the front door so that nobody could get through because nobody came to take away the little brown oblongs. Or picture Boston Garters stacked up in Mr. Boston's front yard because nobody came after them. Or flivvers, or B. V. D.'s.

The public may have all the Shredded Wheat it wants; it may have all the B. V. D.'s it can pile upon its delighted back; it may have all the Boston garters its legs will hold, and it may be flivvered even unto distraction, but there's never any jamb up of those things. The managers and owners of the plants wherein those commodities are made don't come complaining that "nobody comes to take away our product," and no editorial writer ever would intimate as much—particularly no friendly editorial writer, as was

Digitized by Google

the case in regard to the comment on the woolen company's affairs.

Jeremiah, there's something wrong hereabouts. There's a big truth lurking on the port bow, and it's no secret from the Common People. Prices of woolen goods had been shot so high that everyone who had an old suit wore it and wore it and wore it, and he wouldn't buy a new one if he could help it.

Profits of the American Woolen mills jumped 316 per cent from 1916 to 1918, while for the same period net increase in common stock earnings was 513 per cent. If John Smith got so he didn't want to go down to Massachusetts and take away the cloth for a suit of clothes, with profits running as high as the Colorado River in flood time, who will blame the poor chap?

Sad to say, this is a business world. The kind of merchandising that keeps other warehouses clean will have to get into Massachusetts before there's an end to the story. There will have to be a repealing of the arbitrary and autocratic law by which the woolen mills operate. Somebody in Congress once suggested that the law of supply and demand be repealed. The woolen company doesn't wait for any deliberate body to do that. Prices go up. Prices go down. Prices roll over and play dead, and then get up and jump through a hoop.

But the public begins to see through the hole in the fence and has suspicions of its own when, after a flood of prohibitive prices it is told that the demand for good wool cloth has suddenly hit a hole in the road and cracked an axle.

Mr. Wood may now go off stage while we reintroduce the Pennsylvania Railroad for a moment. When the railroad recently dropped 12,000 men from its payroll it proclaimed that it was because of labor surplus. It now has come to light that the Pennsylvania Railroad has just notified fruit shippers of a partial fruit embargo because of labor shortage!

The fact is that industrial processes are being tortured. The fact is that some people are not engaged in the business of making an honest article, telling the people the honest truth about it, taking an honest price for it and making an honest profit thereby.

Nobody is grouchy at the honest, reasonable men of trade. But the world is ugly about the fellows who are hiding in the background soaking Tom, Dick and Harry indirectly and painfully—and then telling fairy tales about how "it hurts me more than it does you."

Trade-Marks Most Important in China

"Japanese firms with headquarters in Osaka, Japan, give American firms in China more trouble through imitations of American merchandise than any other phase of Japanese competition in this country that Americans have," a Shanghai correspondent tells PRINTERS' INK. "As I write this, I have before me samples of Japanese imitations of the following American goods: Lenox Soap; Colgate's toilet soap, perfume and dental powder; Sherwin-Williams dyes; Chesebrough's Vaseline; Pond's Vanishing Cream; Frederick Stearns & Co.'s Zymole Tooth Powder; Hall & Ruckel's Sozodont, and an electric fan with the trade-mark 'H. E.' written in such a way that it fooled me into thinking for two full years that it was 'G. E.'

"It is next to impossible to obtain legal judgment against these Japanese firms, because of the fact that the case must be tried in a Japanese court before a Japanese judge and in the Japanese language. The only recourse that American firms have is to bring suit against Chinese dealers for handling the imitations, and this has been done in several cases, but it doesn't do American prestige any good to proceed in this way, for in nine cases out of ten the Chinese dealer was sold the merchandise as a genuine American product.

"There is one other recourse, and that is liberal advertising in China for the genuine American trade-marks, or 'chops', as they are known here."

Miss Holden Joins Florence Burchard Agency

Miss Euphemia Holden has resigned as advertising manager of Eaton, Crane & Pike Company and is associated with the Florence Burchard advertising organization, New York. Miss Holden had been engaged in promotion work for the Butterick Publishing Company and had been advertising manager of Robert H. Ingersoll & Bro., at New York, before joining Eaton, Crane & Pike.

Digitized by Google

Nobbe and Bishop with Cone & Woodman

Charles Nobbe has returned to Cone & Woodman, publishers' representatives, New York. Mr. Nobbe was with the Cone & Woodman organization before he entered military service. During the last year he has been engaged in advertising work in Chicago.

J. B. Bishop has also joined the Cone & Woodman organization. Mr. Bishop was recently with the Ferry-Hanly Advertising Company, Kansas City.

Associated Business Papers' Convention at New York

The annual convention of The Associated Business Papers, Inc., will be held in New York on October 20, 21 and 22.

The National Conference of Business Paper Editors will hold its annual meeting conjointly with the meeting of the publishers.

The annual banquet is scheduled for the night of October 21.

R. T. Herz Joins Buckley, Dement & Co.

Robert T. Herz, formerly with the Janesville, Wis., *Gazette,* has joined the service staff of Buckley, Dement & Co., Chicago.

J. G. Brown Heads "Shoe and Leather Reporter"

At a recent meeting of the directors of the Shoe and Leather Reporter Company, Boston, J. G. Brown was elected president to fill the vacancy occasioned by the death of F. F. Cutler. For the past nineteen years, Mr. Brown has been manager of the New York office of the *Shoe and Leather Reporter* and has held the office of vice-president for most of that period. Other officers were elected as follows:

F. K. Kretschmar, vice-president, treasurer and general manager; A. H. Lockwood, editor and vice-president; A. C. Davenport, secretary.

A. H. Horton with United States Mortgage Co.

A. Harris Horton, formerly a member of the advertising staff of *House and Garden,* New York, has been made assistant publicity manager of the United States Mortgage & Trust Company, New York.

Hunter Arms Account for Manternach Agency

The Manternach Company, Buffalo Division, has secured the advertising account of the Hunter Arms Company, Fulton, N. Y. Advertising plans for this account are now in preparation.

The
George L. Dyer Company
42 Broadway
New York
Western Offices
76 W. Monroe St.
Chicago

Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

Digitized by Google

Canadian Public Funds Urge Early Purchase of Coal

Privince of Alberta Grapples with Basic Industry's Sales Problem

WHEN important public interests are related to the vital sales problem of a basic industry, a government—provincial, state, or national—is justified in stepping in, and at public expense promoting an advertising campaign. At any rate, that is the view that the Province of Alberta, farthest west of the Canadian prairie provinces, takes. This province has directed and financed this year a coal advertising campaign in Saskatchewan and Manitoba.

The coal mines of Alberta furnish employment to a considerable number of men. The industry is an important source of provincial wealth, and the Alberta Government believes it entirely proper to solve, partially or wholly, a serious sales problem of the industry. Alberta mines have one such problem, intimately related to the transportation situation, which arises annually in fall in western Canada when enormous quantities of the new grain crop must be moved East.

The demand for cars for grain and coal is so great that inevitably there is a car shortage. Coal has to wait—and "freeze-up" comes in the fall, maybe as early as October, and finds dealers poorly supplied with coal and many householders short.

These troubles of coal consumers in other provinces wouldn't ordinarily cause the Alberta Government to advertise in summer to stimulate early buying. A selfish consideration enters. While Alberta mines have facilities for producing 12,000,000 tons a year, they only manage to produce 6,000,000 tons. Were transportation conditions favorable, this output could be greatly increased.

At the last session of the Alberta legislature, a special appropriation was passed. An advertising campaign was planned in good season and started in July, Manitoba and Saskatchewan publications being used. The advertisements were five columns by seventeen inches. With the prospect of an unusually heavy grain crop, naturally accentuating the car shortage; with proposed freight rate increases of 35 to 45 per cent, Alberta had plenty of good advertising capital with which to persuade consumers to "buy coal now." It made the most of this material, through reiteration and effective development.

For example, adequate financial appeal will induce many to lay in coal early. In one advertisement the Government answered the question, "Can I Save Money by Ordering Now?" "We believe it will be very wise to do so," the advertisement declared; "and in the matter of freights alone there may be a very heavy increase, amounting to about $1.50 a ton, put on about September." The major appeal, however, was more primitive. The advertising emphasized the danger of consumers actually being without coal when cold weather comes. And it gets mighty cold on the Canadian prairies!

At present Alberta consumes home-mined coal entirely. About half of Saskatchewan consumption is Alberta coal. There is a growing consumption of Alberta coal in Manitoba and even farther east, but in the whole of this territory east of Alberta there is a trade opportunity to increase demand and consumption of Alberta coal. With that 50 per cent of possible production in mind, and sane effort to increase it, Alberta in these ads which were to stimulate summer purchases did not neglect the opportunity to tell things about Alberta coal.

The campaign ran through August to September. James A. Richards, of the Alberta Mines Branch, informs PRINTERS' INK that the coal trade has reported a very favorable response to it.

Digitized by Google

A Food Service

far in advance of the ordinary—recognizing food as a great fundamental—giving the best obtainable scientific advice, in a practical way, upon those food problems which govern the physical and economic welfare of the home—this has long been the aim of the Editors of the JOURNAL.

That this sincere editorial effort is tending towards accomplishment may be observed in any current number of the JOURNAL.

The People's Home Journal
NEW YORK

For 35 Years the Magazine for Every Member of the Family

Digitized by Google

"Why Business Must Be Good"

Of special and vital interest to farmers is this exceptional article by E. B. Moon, which appears in the September FARM AND HOME.

Mr. Moon

is market counsellor to clients of the National Farm Power group of agricultural periodicals, of which FARM AND HOME is a member. He is widely known to merchants, manufacturers and advertisers who seek his expert advice.

Mr. Moon says:—"Underlying conditions are sound. . . . . How prices will adjust themselves depends much upon wages and taxes. Both must come down in keeping with the increased supply and lower prices of farm products. It is an economic impossibility to long maintain wages and prices in other industries much above the standard that prevails in the basic industry of all—agriculture."

Digitized by Google

Broad in its Interests

This virile discussion of general business conditions is one of the FARM AND HOME series, "Famous Articles by Famous Men", on vital issues of the day, to which such men as Governor Lowden, Secretary Meredith, Senator Cummins and Governor Allen have already contributed.

Get the Facts

Write us or consult your advertising agency for salient points which make FARM AND HOME such a responsive medium. 650,000 copies monthly.

FARM AND HOME

The National Monthly Magazine of Rural Life

THE NATIONAL FARM POWER Guarantee TRUE ADVERTISING

PHELPS PUBLISHING COMPANY

Member A. B. C.

Springfield, Mass.

Chicago New York

Digitized by Google

Try it out in Representative Milwaukee

All's Well That Ends Well

Some campaigns are unsuccessful because the advertiser fails to start right by selecting the right medium.

In Milwaukee the right medium is obvious. The Journal is read every day by four out of every five English-reading people in the city. It is their Buying Guide.

Milwaukee has long been recognized as a profitable, responsive market. The fact that it can be covered by the exclusive use of a single newspaper makes it a decidedly economical market from an advertising viewpoint—the logical tryout field of the country.

Write The Journal for particulars of a market analysis and plan of dealer co-operation.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.
Special Representatives
New York Chicago

Digitized by Google

Why and How the Wholesale Grocers Should Advertise

A Constructive Reply to the Statement That Wholesale Grocers Cannot Advertise Nationally

By Oscar James Vogl

NOT so very long ago Arjay Davies, President of the National Association of Wholesale Grocers, directed a question to the associated advertising men of the world. It was a simple, direct request to show how $200,000 invested annually in national advertising could benefit the wholesale grocers.

Mr. Davies stated very frankly that he did not believe in advertising. So far no one seems to have taken Mr. Davies seriously, or at least no one has yet given a public expression of why and how the wholesale grocers should break into advertising. Perhaps Mr. Davies has received many clever letters and numerous suggestions, still the question is broad and big enough to be answered publicly. Surely there is no secret about why and how the wholesale grocers should advertise. Every day makes the matter more important.

There is much calamity howling about the action of Procter and Gamble eliminating the wholesale grocer. Why so much commotion? It has been done before, and the wholesale grocers lived through it and are still in business.

Republication rights reserved by Oscar James Vogl.

PRINTERS' INK for February 12, 1920, published an article by Arjay Davies, President of the National Association of Wholesale Grocers, in which the statement was made that the association would invest $200,000 annually if someone would show how it would benefit the business of its members.

Oscar James Vogl has undertaken to present a constructive plan. Mr. Vogl has for many years been associated with nationally advertised grocery products in the capacity of sales executive. He is well equipped to discuss the subject intelligently and with understanding of the many complex problems involved.

You cannot force love; neither can you dictate to a manufacturer how he should distribute his merchandise; nor can you keep the wholesale grocer out of the manufacturing business. Differences will simply adjust themselves and the merchandising world will move on. "Buying and selling" is going to be the mainspring of business and as long as there are independent retail grocers, there will be wholesale grocers.

The cause of the recent separation of Procter and Gamble from the jobbers has not been publicly stated. No matter what they may be, in all fairness and in order to pass impartial judgment on the problem of the jobber versus the manufacturer without specific relationship to the Procter and Gamble controversy, one must consider the situation from all sides.

There comes a time in the merchandising life of every nationally advertised staple product when its demand is so enormous that both wholesaler and retailer use it as a leader. Right here is the starting point of all the trouble. The manufacturer celebrates, rejoices, calls in his sales and advertising manager and says "Eureka! I've got it! They are selling my goods

Digitized by Google

for nothing! They have to buy from us! Cut down the missionary force. Keep up that reminding copy stuff and let's increase our manufacturing facilities. Business is going to be good, boys."

So it goes on for years, perhaps. Both jobber and retailer get used to it and take it for granted that so-and-so's soap, being in popular demand, must be sold at cost and on certain days below cost. The chain stores are doing it, why not we? Make it up? Of course they do. They must and they should. Whenever you get something for nothing, you pay a good price for it.

When the war came things turned out quite differently. Merchandise in a measure lost its identity. People called for certain brands (of course they did), but they couldn't always get their favorite brand. Merchandise was scarce, shipping facilities bad and both wholesaler and retailer were tired of handling the popular brands for nothing. The natural thing happened. They looked around for a good substitute, one which had quality, was not so well known, perhaps not yet nationally advertised and last but not least, showed a fair margin of profit.

Whenever there are jobbers and retailers looking for such a product a manufacturer is waiting around the corner to supply them. The jobbers' salesmen go out and do all the missionary work and the retailers get busy and do the word-of-mouth advertising.

When Mrs. Consumer asks for her regular laundry soap, Mr. Grocer gives her the new brand and says: "I cannot get the one you are used to. I am sorry. You know they also raised the price again. I can sell you five bars of this at so and so much, nearly the old price." Mrs. Consumer sighs and says: "Yes, everything is always going up. If you recommend this soap I'll take five bars. Thank you, good-by." Under the counter is a box of the popular brand but it is only used in case of utmost danger. When it comes to losing a real good customer then the grocer just finds a bar of this soap. Only for Mrs. Favorite —but she must not tell anyone and mightn't she just try a bar of this new brand? It certainly is selling wonderfully well. What can a poor consumer do in such a case? She goes home with one of each.

All this time the new manufacturer is doubling his output and hunting up an advertising agency who will put him on the map quickly. Distribution doesn't bother him any more. Just insure that first demand and hold it. The old manufacturer is furious—more than that, he is wild. What does he do? There is only one thing to do: increase his advertising, send out some salesmen and cut out the wholesaler. He can't cut out the retailer, or he would!

Who is to blame is hard to say. Everybody perhaps, yet he who had most at stake should bear the brunt of the burden. In this case it is the manufacturer. He became so hypnotized by this popular demand that he failed to recognize the important part the jobber and his salesmen as well as the retailer and his salesmen were playing in making his product a successful seller. When the price-cutting campaign started he made no effort to stop it, so when it ended it nearly was his finish.

This episode in no way refers to the reason why Procter & Gamble ceased to sell through the wholesaler, but it is intended to show what has occurred in the past and what might happen again. The wholesale grocer should be and is the most economical distributor for the manufacturer. In some cases he distributes too cheaply, making it dangerous for the manufacturer.

MANUFACTURING JOBBERS WILL FAVOR OWN LINE

Where the wholesale grocer is both a distributor and a manufacturer he cannot in justice to himself render the same service to the manufacturer as if he were a distributor only. In such cases the wholesaler should and does point out his position to the manufacturer. Usually in such cases the manufacturer can select a distributor who is not a manu-

Digitized by Google

facturer. If he sells generally through all wholesalers and keeps his own selling crew the wholesaler is in honor bound to fill all orders turned over to him with the manufacturer's brand. In cases of this sort where a wholesaler is a manufacturer he does not seek nor expect co-operation from the manufacturer.

The wholesaler is both a distributor and an order filler. He distributes and co-operates if he can see that he is benefited by it. If he and his men are simply classed as "order takers" by a manufacturer, "order takers" they will be. There are enough manufacturers who grow big and prosperous through jobbers' and jobbers salesmen's co-operation.

It's a case of "love me love my dog." Whenever a manufacturer gets it into his head that wholesale grocery salesmen are only a bunch of order takers he is greasing his own toboggan. The wholesale grocery salesman is the best specialty man if he wants to be. On an average he has 30,000 articles to sell and he has many people to see per day. He has to be credit man, collector, adviser and protector of his trade. The successful wholesale grocery salesman is a good business man, who has a lot of influence over his customers. In many cases he can fill or cancel a specialty order. Of course, he cannot make a speech on how a certain nationally advertised fruit jar ring is made and why it preserves better than others. That's the specialty man's job. Too few manufacturers have taken the trouble to study the situation from the other man's side. Surely many have, and understood it well and they never complain.

What service does the wholesaler render the public that cannot be rendered equally well and at equal or less cost by some other method of distribution? The public cares little about the wholesaler or the retailer. It wants what it wants when it wants it. Therefore if the wholesaler did not render the public a useful service he would not be with us, and furthermore, if there are ways and means to distribute more economically the wholesaler neither has the right nor the power to keep them from being used.

Does he realize that he owes much to the public and that he must serve his masters with an eye not solely fixed on profit?

Yes, he does, for he handles many staple articles at a very close margin of profit. He works on volume and big turnover rather than profit. He gives credit to the retailer, so he again in turn can give credit to the consumer. He trains the worthy retailer and retail salesman to become better servants of the public. Many successful retail grocers owe their fame and fortune to their wholesaler. The honest and industrious retailer will always find a ready, trusted friend in his wholesaler. Many retail clerks are started in business by wholesale grocers who give them every support and encouragement, thereby helping the manufacturer get more distributors.

Does he realize at this stage of the world's history it might not be a bad idea for him to ask himself, "How little can I take and keep going?" rather than "How much can I make and get away with?"

LET WHOLESALER USE MANUFACTURER'S SELLING WEAPON

Finally, if he believes, as he must, that advertising is the lever which has made it possible for certain manufacturers to push him to one side, why doesn't he employ it himself?

Here is the seat of the wholesale grocer's trouble. He does not advertise—does not believe in advertising. Few do, even their own private brands. Yet, does a good salesman blame his prospective purchaser for his failure to make a sale? Is it not up to the advertising profession to show Mr. Davies why and how to advertise?

First of all let us clear up some misunderstanding about the broker. The packer who purchased through a broker and again resold through a broker acted in the same manner as would a wholesale grocer. Wholesale grocers pur-

Digitized by Google

chase through brokers and often resell through brokers to other wholesale grocers or sometimes to packers. By segregating the packers' grocery business, nothing is saved for the public. The broker will continue to play a necessary part in the distributing chain of food products. There seems to be entirely too much blaming the other fellow instead of clearly stating the case.

Brokers work on a very small margin, sometimes only a fraction of one per cent. By doing a big volume they earn much money. Those who have tried to eliminate brokers have never saved the public a single penny. In most cases their own selling organization costs them as much as or more than the commission they would have to pay the broker. The situation is very much the same if an advertiser should get it into his head that he does not need an advertising agency because he can do it just as well himself and cut out a costly link in the chain of placing advertising. It is well understood that such an advertiser only fools himself, saves nothing, but loses a lot of valuable information and advice.

There is not one wholesale grocer in business who would buy from a packer through a broker unless he could buy as cheaply as or cheaper than direct from a manufacturer, so why intimate to the public that packers and brokers are the cause of raising prices to the consumer?

A LEAF FROM THE PACKERS' BOOK

Has the packers' grocery advertising paid? It surely has. There is absolute proof at hand that it did by reason of the fact that it caused so much excitement among the wholesale grocers. Had it not been effective and created a national demand among the consumers for packers' brands of canned foods, jellies, macaroni and rolled oats the wholesale grocers would have been quite satisfied to let the packers' grocery business die a natural death.

We only fear competitors who can merchandise as well as or better than we can. After all, it is the brainiest and most successful merchandiser who has the most friends and the most enemies. Mediocre methods attract little attention and seldom are applauded.

If the cost of advertising the grocery items of the packers were placed in one column and the gross sales over the counter of the retail grocers in another column there would not be sufficient in this latter column, says Mr. Davies, to pay the advertising bill, and he further states that he has not lost sight of the fact that goods cost something.

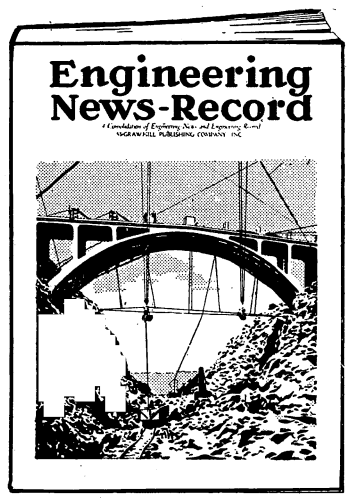
Does that prove anything? In the first place the packers ran a general publicity campaign, changing copy frequently, advertising canned vegetables and fruits one month, changing to hams and bacon the next month, etc. Since they have segregated the grocery business they have not stopped advertising. In fact, they are going ahead at the same pace because they know it pays. Therefore they spend just as much per annum in advertising whether they sell groceries or not. Groceries were just one part of many food products handled by them and being the youngest member of the family they gave it more attention. They evidently did not charge all the upkeep cost against the "kid" the first year, but wanted to give it a chance to get on its feet until it could walk and by that time they could strike a fair average, which undoubtedly would have been very satisfactory.

Manufacturers of other products employ the same method because they know that their trade-mark on one new product reminds the consumer of the old established well-known article. Every time a woman buys Armour's Oats she cannot help but think of Armour's Hams, Bacon, Eggs, etc. So the oats advertise the other lines as well and the advertising appropriation is charged proportionately against the different departments based on the amount of business they do. It pays as a whole; which would be quite as likely with the right campaign for the wholesale grocers.

(Continued on page 41)

Digitized by Google

*—"Undoubtedly a necessary tool"—



Back in the unhappy months when khaki and navy blue were the prevailing color schemes, certain industries suspended, that men and materials and machinery might be released for the carrying-on of war work.

For a time it seemed that publishers might be affected. But not for long, for at least in the case of the

ENGINEERING NEWS-RECORD

the mere suggestion of the possibility drew forth a storm of protests from hundreds of subscribers.

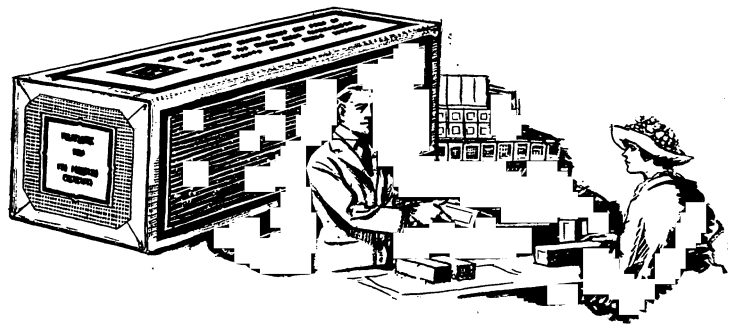
The following is typical of the letters received:

> *"To men engaged in the civil engineering profession 'Engineering News-Record' is undoubtedly a necessary tool—a tool which enables each of us to keep abreast of the times and make each minute of time and each bit of professional advancement count to the utmost. We depend on this journal for necessary professional information."

Power
Coal Age
Electrical World
American Machinist
Journal of Electricity
Electric Railway Journal
Electrical Merchandising
Engineering News-Record
Ingenieria Internacional
Engineering & Mining Journal
Chemical & Metallurgical Engineering

McGraw-Hill Co., Inc.
Tenth Ave. at 36th St.
NEW YORK

Digitized by Google



The final connecting link between manufacturer and consumer

CAREFUL testing of raw materials—rigid inspection at every stage of manufacture—you spare no pains *inside* your factory to insure success for your product.

But once your product gets *outside*—what then? What of the long journey in overloaded freight cars, through crowded warehouses and storerooms, on to the dealer's shelves and finally across his counter?

It is the *package* which must protect your product then—it is the *package* on which success itself depends. No matter how careful the process of manufacture, a product can never achieve success unless it reaches the consumer with quality unimpaired. Goods that deteriorate in transit or on the shelf inevitably injure and often destroy a manufacturer's reputation.

Digitized by Google

And your package must do more than protect. It must *reflect prestige by its very appearance.* If your product is dressed in a dull, drab, inferior package, it is handicapped in the race with its competitors. You *must* have a package worthy of your product—the sort that stands out on the dealer's shelf—that inspires confidence and a desire to buy.

Reflection of prestige—protection of quality—these are the functions of the modern package as the final connecting link between manufacturer and consumer.

Solving package problems for the leaders in every industry

To manufacture an attractive, dependable package for your particular product demands careful study and long experience. The Robert Gair Company, after years of experience in solving package problems for the leaders in every industry, is especially qualified to offer you expert assistance and advice.

We can work out the most economical size and shape for your package—the style best suited to your particular product. We can adjust your package to whichever automatic filling or packing system you use. We can give you unrivalled service in securing an artistic design and its perfect reproduction.

Our plant is the largest of its kind in the world. With its facilities we are prepared to offer a complete service for packaging and displaying your goods—folding boxes, labels, shipping cases, window display advertising—giving unity to your product from factory to consumer.

ROBERT GAIR COMPANY

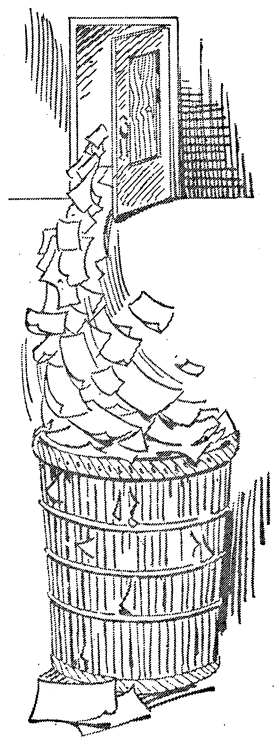
BROOKLYN

Folding boxes *Labels* *Shipping cases*
Window display advertising

Digitized by Google

WHAT MAKES A GREAT NEWSPAPER?

The news is printed; —*the guff isn't*



With an average of more than 70 columns of reading matter a day The News covers the day's events with a thoroughness that is remarkable. But more noticeable is the entire *absence* of press agent material. The automobile "guff", the flowery advance notice and the "write-up" get to the editorial waste basket about as quickly as the advertisement of the "blue sky artist" and fraudulent retailer is discarded by the business department.

The Indianapolis News

First in National Advertising in Six-Day Evening Field

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Digitized by Google

The wholesale grocers have kept the general public in total ignorance of the important part they play in the distributing chain of necessaries. They have allowed the meat packers to steal the march on them. They also have given the chain stores a free field to attack their methods and their integrity. If for no other reason than the last mentioned, they should get together and tell the public their side of the story. Good "reason-why" copy telling how the wholesale grocers distribute over 30,000 articles for growers and manufacturers all over the world most reasonably and economically. Give the public a bird's-eye view of a modern wholesale grocery house with its many experts constantly testing and searching in every corner of the globe to find the things that please the masses and save them money. It would easily cost the public ten to fifteen per cent more to have seventy-five per cent of the grocery products distributed through any other channel than that of the wholesale grocer.

Tell them about the modern storage warehouses of the wholesale grocer where many commodities have to be kept for months in order to reach the consumer in prime condition.

Give them an insight into the complicated credit system operated by this modern merchandise banker, the wholesale grocer. Educate the housewife to pay her grocery bill promptly or buy for cash entirely.

Make the retail grocers cooperate with the wholesale grocers and show them the true spirit by inaugurating a national pay-up week once a year.

In short, advertise the wholesale grocery business, not the retail grocery business, the packers' business nor the chain stores. Support the retail grocer and give the public the right impression of him. Give the retailers a chance to organize and hitch their national campaign to that of the wholesalers.

For this work alone in national mediums the wholesale grocers should set aside not less than $100,000 for the first year. Twenty-five thousand dollars should be spent in retail grocers' trade journals to create good will for the wholesale grocers.

Let the wholesalers sell themselves to the retailers through good, strong advertisements in the trade journals. Back this up with service unsurpassed by so-called direct brokers and buying exchanges.

An additional $75,000 should be spent annually for the publishing of text-books and educational literature for the ambitious retail grocer and his clerks.

Instructions should be given them in salesmanship, merchandising, advertising, show-card writing, window trimming, general accounting, collection service, etc.

To fight the chain stores the retailer only needs efficient help. Let the wholesalers be the means of furnishing this help.

The wholesale grocery business, after all, rises and falls with the success or failure of the retailer. To permanently establish the retail grocer so that he can successfully withstand the systematic attacks of the well-organized and nationally advertised chain stores is the most important self-protecting action the wholesale grocers can take.

By educating better clerks and salesmen for the retailer, the wholesalers will also be training future customers, salesmen and executives for themselves. A free employment bureau can be created later and perhaps a special six months' grocery course be founded at some college very similar to the six months' bakers course at the Dunwoody Institute of Minneapolis which was brought into the world and is supported by the baking interests of the United States.

Could the wholesale grocers invest $200,000 per annum to better advantage?

Would any other investment promise as much in return?

Is there any other wholesale grocery insurance to be had at so low a premium?

Digitized by Google

Capture the Caption

Don't Let the Lack of the Right Caption Dissipate Much of the Force of Your Illustrations

By P. K. Marsh

EVERY once in so often—and not so very often at that—we happen upon a few lines of text beneath an illustration which betray a little real thought on the part of the person who wrote them. Every time that happens the Associated Advertising Readers of the World should promptly and gratefully award a special decoration or degree on the author—"Master Captioneer" or "Scriptor Captionorum Excellentius" or something else of that nature. (The Latin is dubious but the sense is laudable).

Aside from these occasional examples the remainder of the captions which speckle the pages of advertising booklets and catalogues and freckle the display pages in publications are so uniformly tasteless, uninspired and uninspiring that deviation from the customary ought never to be unrewarded. In spite of the importance of the caption, hackneyed phrasing is the rule.

Of course, you know the kind which rouses this protest.

"View of our Grand Rapids plant."

"A corner of the assembling room."

"Type R D X."

"Installation in Cook County Court House."

"Our new sport model."

"Made in two sizes."

The sadly serious part of captions such as these is that they are so utterly naïvely and damnably true that it will probably wound the various writers' feelings to the marrow to intimate that they are not pluperfection itself.

In my mind's eye I can reconstruct the scene as they sprang full-bloom from the brains of their creators.

The full-page proof lay on each writer's desk. A few minor notations here and there, a change of one or two words and the final O. K. was about to find its place on the margin when—'Oh, darn," muttered the author blandly, "that illustration needs a caption. Let's see now—oh, yes, I've got it," and he scribbled hastily "View of our Grand Rapids plant."

Either that's the way those captions happen or else they must be assigned to the printer's devil to handle while he rushes back to the composing room.

Obviously captions of that character do not represent real 100-proof thought. If there is to be any distinction between the care and thought applied to captions and that given to the body copy, perhaps the emphasis should be laid on the former. As some famous orator once testified—"I can deliver a one-hour speech impromptu, but it takes me hours to prepare a fifteen-minute speech." Forceful brevity demands concentration, study and polish. Indolent copy writers ought never to be entrusted with captions.

WHAT'S THE OUTCOME?

The result of that type of lazy hackwork on captions is to padlock one of the most natural and convenient gates into an advertisement.

My wife or I pick up a magazine.

Casually we leaf through the pages, looking first at the illustrations which fleck the pages. A glance at the picture itself and, if the illustration has roused our interest, we automatically turn to the descriptive line beneath it. "Type R D X" or "Made in two sizes" promptly and effectively squelches our interest—and we turn the page. Another golden opportunity has been tossed away for lack of a modicum of forethought. Flat captions, like flat tires, won't get you anywhere very rapidly.

Digitized by Google

There are scores of advertisements in which well-studied captions might well carry the burden of the sales manager, so powerful and attention-compelling are the accompanying illustrations. Nevertheless in twenty-three cases out of two dozen you will find the captions worded with scarcely a fraction of the care obviously bestowed upon the body copy.

The twenty-fourth example comes as a delightful contrast—for instance—

"Hoover lifts the rug from the floor, like this—flutters it upon a cushion of air—gently beats out its embedded grit, and so prolongs its life."

There, in a twenty-seven-word caption, is a condensation of a complete sales argument. A Machiavellian layout man co-operated with the skilful copy writer and placed that simple eye-trap right up at the top-centre of the page, where—darnation!—you've read the whole reason-why, when all you wanted to find out was why the odd-looking, shaggy-edged top-border curved up so illogically in the centre. The caption *made* that ad!

Reading caption after caption leads me to believe that many copy writers frankly balk at the job of preparing a strong caption unless the illustration itself is unusual. With a commonplace illustration they act as though discouraged right from the start. However, even when the illustration features so unromantic, prosaic and every-day an article as a shoe, it's still possible to make the caption appealing.

Compare these two from different footwear ads.

Exhibit "A"

"The Blank Shoe. A great money saver. Neat, durable, comfortable. For men and boys."

Exhibit "B"

"Model No. 603. The Walden. Its heel fits snugly; there's 'room' across the ball; toe's a bit rounded, too; the material is soft, black kid. A real walking oxford."

Do Blank's stereotyped, broad claims impress you as favorably as the Walden's intimate, simple details? Blank may have more good points than the Walden—"But," says Blank's ad-man, "why tell the world? I'd have to stop and think and maybe investigate. Me for speed!"

A. C. Plugs employ a novel device. Out of a radiating pattern of red leaps a racing motor-car. The body copy below is set in a rectangular block of ordinary type. Just above it—but definitely distinguished from it by its italic face—is a glorified caption—

"Daytona Beach....a hard and level stretch of sand.....sixteen volleying cylinders.....a blur of speed.....a mile in 23.07 seconds.....a rate of 156.04 miles an hour.....five miles in two minutes...all records fallen."

It's a safe gamble to prophesy that we will some day see that same motor car in some other advertisement and that the caption will read "Tommy Milton in his Jimpson-equipped Duesenberg." I wonder if Jimpson's copy writer will ever realize that he fumbled an easy chance.

A WIDE-OPEN OPPORTUNITY

The range of treatment for live captions is as varied as the copy writer's desires. It can range from the simple but confidence-establishing testimony—

"Only actual glove photographs are used in Grinnell glove advertisements"

through a long scale of variations to sprightly sentences such as these—

"Even gauntlets temper their leather severity with frivolous organdie frills."

"It has a pretty way of walking and dancing, has this black messaline satin gown from Jenny's. And that's because ribbons, rust-colored ribbons, are braceletted to each white arm and attached to the widest part of the skirt, catching it up lightly at each step."

Often a caption offers an opportunity to inject a skilful touch of homely "local color" which lends the highly desirable ring of realism. "A nigger in the wood-

Digitized by Google

pile" is a person to rouse suspicion, but the "darky" in the heating plant here described kills all doubt.

"This plant was installed in a little over thirty days from Moline Heat Construction Details. The most distant building is 1,000 feet from the boiler room. The plant is so simple that a single darky is the only attendant. Installed in 1910 and no call for repairs has yet been received in 1920."

In spite of the fact that the unfortunate wording "in 1920" might make a suspicious nature inquire about the years from 1911 through 1919, I think that the darky will convince most of us that the advertiser has gone to painstaking effort to give us an absolutely accurate story of this installation.

Even though an illustration is not a photograph or other attempt at exact reproduction, a careful, specific caption can go far to give it reality. For instance, beneath an artist's rendering of a Mack truck in action, this caption helps to remove the scene from the purely imaginative realms of artistic fiction. Here it is specific figures which turn the trick—

"Thirty-four round trips daily, backing its load down a dangerous 15 per cent grade and dumping into a 30-foot excavation, was a braking performance that could not be duplicated by any other truck in the contractor's fleet."

If the T. B. M. is the proper target for theatrical producers, it must also be admitted that the Hurried Reader forms a big percentage of any advertising audience. Often he is merely a picture-gazer, skipping all but occasional tidbits of body-copy. If so, the caption can be utilized to point a forceful moral, as, for example—

"The black and white pattern so much in vogue for smart shops is Armstrong's Linoleum No. 350. Notice how effectively the six-inch squares set off the entire scheme which for its beauty depends on simplicity."

When you stop to consider it, there's quite a tidy fund of fact and explanation in that caption. Many an entire advertisement in all its length and breadth fails to say as much.

Lest you disagree with my early statement that captions, taken in general, fall short of their possibilities, let me quote a couple of actual examples which have been prepared with forethought and then follow each with the caption as it would have been worded had the copy writer followed the usual style. Frankly, I think you'll agree that the second wording of each strikes the more accustomed note.

(Original)

"Forming your Mallory Hat. On large, conical, moistened moulds the fluffy fur is blown, then covered with hot, wet cloths and immersed in boiling water, when 'felting' begins."

(Revising to custom)

"In our forming department."

(Original)

"Please do not block the sidewalk. Come in." They come in all right, but they block the sidewalk first. This is Hutchinson's successful store on Washington St., Boston."

(Revised to custom)

"Store of X. Y. Hutchinson, Washington St., Boston."

A caption collector, in order to index his prizes, might well have to resort to a ramified classification to include such possible genus-es as Captions Intimate, Captions Humoresque, Captions Rhetorical, Captions Persuasive, Captions Technical, Captions Meticulous, Captions Sprightly and Captions to Lend Atmosphere. But in the end the longest row of filing cases would still bear the index-card "Ordinary Captions," or if the collector possessed a crude, blunt, brutal nature, he might prefer to lump this major group as "Waste Captions."

A. V. A. McHarg, formerly of the development department of the New York Edison Company, for fifteen years acting directly under the vice-president, has joined the staff of the Tucker Agency of New York.

Digitized by Google

Bank Deposits in Muncie Nearly Nine Million Dollars

Bank deposits in the City of Muncie total $8,858,991.52, and the average per capita savings is $242.55. The population of Muncie is 36,524—an increase of 52% over the 1910 census. While the wonderful growth of Muncie, well named the "Magic City," started with its gas and oil developments, its geographical location, excellent transportation and fine shipping facilities have been greatly responsible for making this city one of the nation's manufacturing centers.

A fair indication of Muncie's prosperity is the fact that 4,770, or 53%, of Muncie's dwellings are owned by their occupants; that there are 3,000 automobiles in daily use; that 170 new homes were built in 1919, and that the annual pay roll of Muncie's workers is estimated at $30,000,000.

In addition to the market offered by Muncie proper, there is a large potential market offered in the agricultural area which is part of Muncie's trading territory. The Muncie Star, the dominating newspaper in this section, has prepared an analysis of this market, which it will gladly send to any national advertiser.

The Muncie Star, The Terre Haute Star and The Indianapolis Star offer to discriminating advertisers the least expensive and most effective method of covering Indiana. They compose

The Star League of Indiana

The Greatest Combination of Quality Circulation in Indiana

Eastern Representative:
Kelly-Smith Company
Marbridge Building, New York

Western Representative:
John Glass
Peoples Gas Building, Chicago

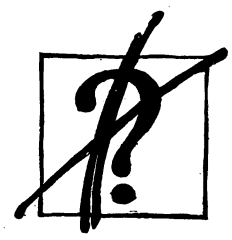
THE SHAFFER GROUP

Indianapolis Star
Louisville Herald
Rocky Mountain News
Terre Haute Star
Chicago Evening Post
Muncie Star
Denver Times

Digitized by Google

Street &

Take the *Guess* out



Street & Finney, *Inc.* (Est. 1902) Advertising Agents

Digitized by Google

Finney
of *Advertising*

News:

The color pages on The Fleisher Yarns exemplify the Street & Finney method of usin facts and figures instead of opinion and gues.

171 Madison Avenue, New York

Digitized by Google

The LARGEST PAPER
In the State of Connecticut

The
HARTFORD
Sunday
COURANT

The LARGEST
MORNING PAPER
In the State of Connecticut

The
HARTFORD
Daily
COURANT

Gilman, Nicoll & Ruthman
REPRESENTATIVES
World Bldg. New York
Tribune Bldg. Chicago.

Digitized by Google

Commercial Airplane Reaches Stage of National Advertising

Foreseeing New York and San Francisco Only Ten Hours Apart, Martin Takes Lead in What He Believes Is Next Great Industry

By Edward T. Tandy

WHEN a product gets into the advertising columns of national mediums, there is one thing that cannot be gainsaid. It is obvious that either the advertiser is tolerably confident his product is wanted or he is willing to spend big money to find out.

But in the case of a product such as the commercial airplane it may mean much more than that. It may mean a new industry and a new market to be created for it. And even more than that. It may mean the bringing into the commonplace actuality of every-day life something that hitherto has existed only in the imagination. It may mean a new experience in human history and one that may prove no less far-reaching in its results than it is remarkable that it can be at all.

The commercial airplane, coach and motor-truck of the vast open road of the air, has at last reached the stage of national advertising. The pioneer is the Glenn L. Martin Company, of Cleveland, O., maker of the Martin bomber and of planes now in the regular service of the Post Office Department. An early issue of a popular weekly will contain the first advertisement of the campaign, a quarter-page.

"Should we wait for the future Leviathans of the air before making a start?" asks Mr. Martin, and he gives the conclusive answer to that question. "If we were to wait for them, we would never get them. Without a beginning from which to develop there can be no development. I don't know what kind of machine I may be building five years from now. Haven't any idea. Maybe a machine with a dozen or more engines; who can tell? The automobile began as a single-lunger."

The great American locomotive engine of to-day can barely be recognized as the child of that quaint first little engine, marvel of its day, that now stands as a curiosity in Grand Central station, New York. The bicycle developed from that weird old French machine, a pushmobile that was straddled, and took a century in developing. The Packard automobile started as a "one-lunger" and its slogan was, "It gets you there and brings you back"—almost incredible then; too trite to be applied to any car to-day. The great air coaches and trucks of the future are not necessarily mere imagination. The big ships of to-day are far safer than the cockleshells that Columbus used.

Glenn L. Martin is a long-headed man, a quiet, a thinking, man. He is one of those quiet, thinking men who can combine thought and action. He has been in the aviation business for more than ten years—was in it almost from its beginning. He was flying a machine of his own design and construction very soon after the Wrights had proved that half a ton of wood and cloth and metal, properly arranged, would carry a man through the air. He did stunts in the air in those early days when stunts were necessary to convince the public that man could really fly, and was not just hurtled through the air by mere speed as a stone skims over water. When the war came he built the Martin bomber.

Aviation is no longer a game, says Glenn L. Martin, it is a business; and he is looking ahead, planning for the future. His advertising is laid out for a two-year campaign to run in

Digitized by Google

mediums of general circulation and aviation magazines. From an advertising view alone the situation is interesting and will be worth following.

Mr. Martin is confident of the future. His factory is oversold for more than a year anyway. He admits there may not be five people in the entire country whom his advertising will touch off into the direct action of ordering machines, and he says he does not care if there should prove not to be one. He is not seeking orders. His campaign is to be educational, and while he doubts whether his two years' advertising will bring him any personal results, he is sure that it will have results, and will not be surprised if they are big ones, in the formation of a right attitude of the public mind toward commercial air service.

He holds that now the successful development of commercial air service is not so much in the hands of airplane manufacturers as in the hands of the public, of local government bodies, chambers of commerce, and so on. The machines for a start are already in existence—what is needed are the facilities, and the provision of them is up to the public.

A PORTION OF THE FIRST MARTIN ADVERTISEMENT

Hence it will be seen that every advertisement in the Martin campaign will end with a definite message to the public, an appeal for the construction of landing places throughout the country, and will give a picture, as does the first one, of what an airplane landing place looks like.

"Give us landing places, and the rest will follow quickly," Mr. Martin says.

The first locomotive engine was built to run on the ordinary highway. Without the steel railway it could never have been what it is today. Without pneumatic tires and good roads the automobile could not have become what it is. Without docking facilities the modern steamship would be more hampered than is the airplane without proper landing places.

Mr. Martin insists that freight and passenger carrying on a regular commercial basis by airplane is already here, only people do not realize it. One of his sayings, and he always says it with his quiet smile, is, "They used to say we had more imagination than was good for us, now we know we hadn't, and haven't, imagination enough—it takes a whole lot of imagination just to realize what is being done in aviation, let alone see what is going to be done." By use of airplanes the Post Office saved $42,000 last year on the New York-Washington service and $100,000 on the New York-Chicago service. It costs less than $400,000 a year to operate a 1,500,000-pound airplane mail service between New York

Digitized by Google

A Family Favorite In Baltimore Since 1837

¶ Why does the word "*Sunpaper*" mean "newspaper" in Baltimore? There must be some cogent reason. Can it be the *Sunpapers'* eighty years of public service? Or is it the *Sunpapers'* spirit of progress and aggressiveness which gets things done?

¶ It is both and much more. For the *Sunpaper* has been a family friend in most Baltimore homes for three generations. It was, in many cases, the favorite of the fathers and grandfathers of its present readers.

¶ This reader confidence is what makes it possible, by using the *Sunpapers*, to cover the growing Baltimore market so quickly and economically.

¶ Ask our Service Department for data covering this prosperous market and further proof that

Everything In Baltimore Revolves Around THE SUN

Morning **Evening** **Sunday**

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"

Digitized by Google

and Chicago, and enables the Post Office to discontinue $500,000 worth of railroad service. A daily air mail service of only 400 pounds capacity between New York and Washington costs $120,000 a year and displaces a 60-foot railroad mail car and its equipment, costing $162,000 a year—and gets letters to their destination in the afternoon instead of next morning. Over a two-year period the service showed 87 per cent of the utmost possible performance and in its second year had improved to 96 per cent. The cost worked out at 61 cents per mile and the average speed of the planes was eighty-seven miles per hour. Weather ceased to count. The air mail can carry letters when trains are frozen in, and it has already excelled the railroad in regularity and economy.

But the air mail is now only mentioned in the newspapers when some mishap occurs. Consequently there arises a state of curious misunderstanding due to ignorance. One of the leading organs for forming opinion in the country wrote, "The value of the air mail service as an appendix to the railroad mail service is negligible. For this reason it is to be regretted that the Senate has added $1,450,000 to the Post Office appropriation for a Chicago-San Francisco route. The money which officials of the Department and some Senators and Representatives desire to expend on postal air routes could be used to better advantage if appropriated directly for experimentation and civilian aviation."

"We are past the experimentation stage," says Glenn L. Martin. "The need is for more actual experience on a regular commercial basis. That is the only way for further experimentation, the only way to progress; and that is the way we are after."

During the last few months, according to newspaper reports, no fewer than twenty new airplane carrying and distributing agencies have been established here. New operating companies have been formed in New York, Brooklyn, and Syracuse, N. Y.; Asbury Park and Rahway, N. J.; Philadelphia, Minneapolis, Cincinnati, Arkansas City; San Francisco, Long Beach, Hollywood, Los Angeles, Oakland, Stockton and Alameda, Cal.; Aurora, Ill.; Bridgeport, Conn.; Detroit, Mich.; Birmingham, Ala.; Blue Fields, W. Va.; Bettendorf and Shreveport, La.; Ponca City, Okla.; Seattle and Spokane, Wash.; Fargo, N. D.; Newell, S. D., and Livingston, Vt.

Recently Mr. Martin had an interview with the president of one of the big express companies. The express man is reported to have said, "Price in the airplane cuts but little ice. The thing is to get the service. Tell me what the service will cost per pound per mile and I know quite well that I can provide the goods to be carried, no matter, practically speaking, what the cost may be."

That is what the Glenn L. Martin Company stands ready to do. By its advertising it is not seeking inquiries from the general public. It is not going to prepare any booklets. It won't talk technical details as to the plane unless that is asked for. What it wants to talk about is service; and it says it is ready with the actual figures to show accurately the initial cost per machine, maintenance cost, and all other costs of service, to men who are thinking of air transportation.

And so we see advertising being called upon to assist in the great task of establishing the new industry of flight by announcing at once the readiness of the machines to do the work required and stirring up the public to a recognition of the needs for making commercial air service both possible and successful. In more ways than one the Martin campaign is an interesting one.

Chicago "Evening Post" Increases Subscription Price

The Chicago *Evening Post* hereafter will sell in that city for three cents per copy instead of two cents. This newspaper in making the announcement says the increase is necessary because of the higher price of print paper and the increase in production cost.

Digitized by Google

ABOUT New York's transient population.

The average man will tell you 200,000 strangers come into New York every day.

A popular fallacy—unless you include the commuters, but the folks from the Oranges, Mt. Vernon and all the other

Commuters' habitats are just as much a part of New York life as the Washington Heights chap or the lady from Brooklyn or the Bronx.

Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.

New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO *406 Tower Bldg.* — *BOSTON* *Little Bldg.* — *SAN FRANCISCO* *Crocker Bldg.*

Digitized by Google

THE JEWISH

THE realization has come quickly over all business that this is a "buyer's market."

Goods have to be sold, and sold hard. Trade has to be cultivated and the dealer cuddled.

The Jewish Market is as responsive to general conditions as any other sectional market. Nevertheless advertisers in the Jewish papers find it comparatively easier and more economical to sell their merchandise in the Jewish Market.

Digitized by Google

THE reasons are many—the tremendous buying power of the Jewish Public is still unabated; the Jewish Market is not overflooded with competitive goods; the compactness of the Jewish Field is ideal for economical distribution. But, most important of all, is the ease, simplicity and economy with which this vast market can be reached by newspaper advertising.

Through the Big Four of Jewish Journalism in America you can reach the Jewish Market at a fraction of what it costs elsewhere to sell goods.

Get the figures from any one of the four Jewish newspapers published in New York City.

Jewish Morning Journal
Jewish Daily Forward *Jewish Daily News*
The Day-Warheit

Digitized by Google

"Listen, my boy,"

said the wise Advertising Manager, "and I will tell you something about buying printing.

"Find a printing house that has background — *a good past-performance record, a decent financial standing, a plant large and up to the minute, a reputation for making good, both on quality and speed — and then make the most of their capacity for service."*

"Here," he said, "I'll write a name and address for you—"

Charles Francis Press
461 - 8th Ave.
New York

Telephone Longacre 2320

Digitized by Google

Salesmen Don Overalls in Factory as Producers

Kirsch Travelers Spend Two Months Making and Shipping Curtain Rods When Output Is Curtailed by Transportation Troubles

By W. B. Swann

DURING the first quarter of 1920, sales of the Kirsch Manufacturing Company ran far ahead of any similar period of its history. The factory, keyed to a high state of efficiency by the swift pace set by the salesmen, rose to the occasion with a corresponding increase in production.

Then came transportation troubles, due to strikes, the transfer of the railroads from Government to private ownership, the car shortage, etc.

With outlet stopped by embargoes, large quantities of rods began to congest the stock and shipping rooms. One by one the employees were laid off or transferred to other departments.

In mid-April word went out to the salesmen to quit selling, for the most frequent greeting which met the salesman on his visit to a dealer was "Where is the order I placed with you last time?"

On receipt of instructions to leave the road, several of them hopped trains for the factory. "Isn't there something I can do?" said the first one to arrive. Half in joke, Mr. Kirsch replied, "Yes; put on a pair of overalls and go out in the factory."

The challenge was accepted, and right there was born the idea of calling all the salesmen in to make and particularly to ship Kirsch Flat Rods. By this time, freight shipments were beginning to move, while the let up in express and parcel post embargoes made it desirable to get partial shipments of goods off to a large number of customers in quick time. A lot of shipping was needed quickly. Why not let the salesmen do it?

Instead of "chafing at the bit," with time hanging heavily on their hands, it would give them something to do. More than that, spending time in the factory would saturate them with the spirit of the Kirsch organization and educate them on the fine points of manufacture; in other words, make them better salesmen once conditions were back to normal.

So instead of receiving their usual notice to come to the annual sales convention, which ordinarily is held during the middle of May, the salesmen received the suggestion that they come to the factory to help get out shipments.

The letter explained how the idea came about and told how arrangements had been made to house the men at a summer resort hotel seven miles from Sturgis. In other words, it pointed out to the men that a month at the factory would have some of the aspects of an outing and would not fail to do every salesman a world of good in a physical way.

SALESMEN MADE GOOD SHIPPERS

The summons was received with enthusiasm and the salesmen came to a man. When the writer visited the factory the third week in April, he was much impressed with the earnestness and seriousness of the men. They were putting all the energy and pep into making and shipping rods that they were accustomed to put into selling them.

The road men assigned to the shipping department attacked the problem with a vengeance. Inside of ten days the daily shipping average had greatly increased. Men used to boasting of their daily sales confidentially told how many packages of parcel post and express they had wrapped, tagged and shipped the previous forenoon.

"My crew," said one enthusiast, "has filled 155 regular shipping cases, addressed them, made out

Digitized by Google

bills of lading and loaded them on the trucks; all since noon. Guess that's going some." And it was.

Cut and blistered fingers were shown, not in a spirit of complaint, but of pride. Everywhere the spirit of the men was "We're here to get just as many rods out as can be done by hard work every hour of every day for the month we are here."

The advertising manager saw in the pilgrimage of the road men to the factory a chance for strong publicity with the dealer. He reasoned that what a merchant wants is goods to sell. He is sick of seeing salesmen representing houses that haven't shipped the order given them on their previous trip. The dealer will like the Kirsch salesman better than ever when told how he went to the factory,

THERE WAS A SEVEN-MILE RIDE FOR THE SALESMEN TO AND FROM THEIR SUMMER-RESORT HOTEL

At the end of May, so pleased were the salesmen with what they had accomplished, that they decided to stay for another month.

While the major portion of the men were at the factory sweating with honest toil, a few were chosen to search out and speed up shipments of steel and other materials en route. The experiences of these men would fill a volume. On one occasion a car of lumber was located about thirty miles from Sturgis, and the ambassador came back with the report that the car would be in the following day, but instead of arriving it disappeared completely. Instead of taking the thirty miles straight route, it was routed through four transfer points and two weeks later had not yet arrived.

put on overalls, rolled up his sleeves and helped turn out Kirsch curtain rods.

This idea was carried out in a special issue of the company's house-organ, "The Kirsch Sales Booster."

The men absolutely observed working hours, were accorded no special favors, and were paid at the regular wage scale. The regular factory force at first was inclined to regard but lightly any assistance which the salesmen could give as producers. However, the road men set a pace which the regular workers marveled at, and the latter soon realized that to defend their laurels they would have to increase their efforts, with the result that a hot, though friendly, competition was started.

Digitized by Google

Get the Facts!

About the LOUISIANA-MISSISSIPPI MARKET

TRADE-EXTENSION BUREAU

Want This Business?

In the City of New Orleans the United States Army Retail Stores sold during the past ten months approximately:

1,300,000 cans of CORNED BEEF
1,410,000 cans of BAKED BEANS
1,560,000 cans of SWEET CORN
3,930,000 cans of TOMATOES

The Army Store is about to close!

There, therefore, exists a wide-open Opportunity for certain manufacturers to corral the greater portion of business that has been going to the ARMY STORE.

We have a plan. Want it?

"In New Orleans—It's The Item."

THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

JAMES M. THOMSON
Publisher

National Advertising Representatives
The JOHN BUDD COMPANY

A. G. NEWMYER
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle.

Digitized by Google

The visit of the road men to the factory has been a complete success. It resulted in increased output that helped the factory to catch up. It was a wonderful tonic to the morale of the sales force. Instead of calling on the trade and hearing a round of complaints regarding non-deliveries, they were allowed to do something to alleviate the condition.

As a result of the two months in the factory, Kirsch salesmen will know the line better than ever; they will have a better standing than ever with the trade.

Much has been said of late about more work and less talk. Here is a definite example that other manufacturers could follow with much profit.

Art Directors Club Gets Under Way

THROUGH the efforts of a number of art directors in advertising fields in New York City, an organization to be known as The Art Directors Club has been incorporated under the laws of New York.

The objects of the new club are: To promote the best interests of art, applied art and advertising by collective public participation in art affairs; to offer opportunities for social intercourse among its members; to facilitate the consideration of the problems of art, applied art and advertising and to dignify and improve the work of its members and of artists by recognition and guidance; to encourage group effort within the club for study and recreation in art training, lithography, etching, landscape painting, sketching and other subjects.

The qualification for membership calls for "an active and sustained interest in art, applied art and advertising." Membership in the club is open to: Art directors from among the advertising agencies, magazines, lithographers, printers, engravers, theatrical producers, art services, merchants and manufacturers; free-lance painters, illustrators, designers and craftsmen, whose work comprehends in part or parallels that of art-director.

The club recognizes as an art director "one who counsels in the buying, selling and creation of art work, and whose services have been accepted in any reputable organization."

The temporary organization of the club includes the following officers and chairmen of committees:

President, Richard J. Walsh, Barrows & Richardson; first vice-president, Thomas Booth, George Batten Co.; second vice-president, Guy Gaylor Clark, Street & Finney, Inc., treasurer, Will Schaefer, The Blackman Co.; secretary, Egbert G. Jacobson, J. Walter Thompson Co.

Committee chairmen: Art Committee, Ralph Schultz, The F. J. Ross Co.; Membership, Maurice Collette, George Batten Co.; Entertainment, L. C. Pedlar, L. C. Pedlar, Inc.; Ethics, N. Pousette-Dart, Barton, Durstine & Osborne.

The club plans to obtain, at some future date, permanent quarters and galleries.

Printing House Craftsmen Hold First Convention

The first convention of the International Club of Printing House Craftsmen was held at Washington, D. C., August 21, 22 and 23. One of the most interesting features of the programme was the trip through the Bureau of Engraving and Printing and the Government Printing Office.

Percy R. Long, Curtis Publishing Company, was elected president; John Kyle, *Pictorial Review*, first vice-president; W. R. Goodheart, Stromberg, Allen & Co., second vice-president; John J. Deviny, Bureau of Engraving and Printing, treasurer.

New Typographic Service at New York

Peter N. De Mott, recently production manager of The Cowen Company, New York, has become president of the Beacon Ad-Service Company, a typographic service organization recently formed at New York. Max Epstein, president of the Beacon Press, is vice-president of the Beacon Ad-Service Company.

Digitized by Google

The Rothschild Bros. Hat Company, through the Gardner Adevrtising Co., is running a well-sustained schedule in The Minneapolis Tribune.

The Kellastone building product is being popularized in Minneapolis and throughout the Northwest by a campaign, comprising large and convincing copy in The Minneapolis Tribune. Simonds & Simonds Co. is placing the copy.

Dickinson & Gillespie, Minneapolis realtors, used large space recently featuring "Something Different"—a 140-acre lake estate, Minnetonka Manor, sub-divided as lots, acres and five-acre tracts. Attractive buying terms were offered.

The Plymouth Clothing Company of Minneapolis has just completed a very satisfactory "76th Semi-Annual Shirt Sale," employing the slogan, "An Old-Fashioned Combination of Quality and Value."

Having recently announced that its saving department will be open Saturday evening between the hours of 6 and 8, the Northwestern National Bank of Minneapolis is featuring the new hours with a series of attractive advertisements in The Minneapolis Tribune, in which are illustrated the various clocks on the buildings of Minneapolis.

The Dayton Company, one of the big department stores of Minneapolis, has just completed one of the most successful midsummer sales in its history. The sale was put on for nine days and practical under-priced values were offered in every department. Page and double-page spreads were carried in The Minneapolis Tribune.

Critchfield & Co. have been putting over some high-spot merchandising service in connection with the coffee campaign recently placed for Atwood & Co. of Minneapolis. This is one of the largest coffee campaigns ever scheduled in the Northwest, quarter- to full-page space being used in The Minneapolis Tribune.

The Corning-Firestone Agency, St. Paul, is specializing on a line of bakery advertising that is stirring up that business in the Northwest and bringing firms from cover that never advertised before.

MacMartin of Minneapolis is building up a large line of desirable food accounts and Minneapolis is becoming known as the cereal try-out city of the country.

The Minneapolis Tribune

First in Its City

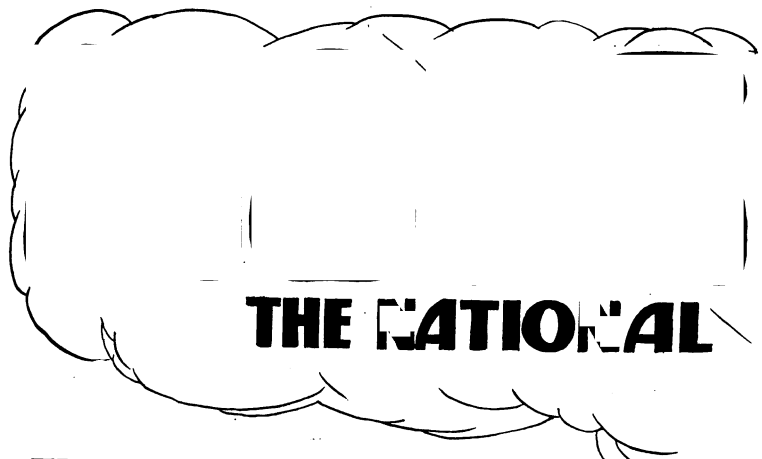
First in Its State

First in Its Federal Reserve District

Member A. B. C.

Largest Home Carrier Circulation

Digitized by Google



TULSA MANUFACTURERS ARE KEEN OBSERVERS

From first hand information they know that the Tribune is read only by people who pay for it.

The Hofstra Manufacturing Co., like other Tulsa manufacturers, insist that complete schedules appear in the Tribune, because they are aware of the accomplishment that placed Tribune circulation among the LEADERS in the QUALITY CLASS.

CIRCULATION RECEIPTS

	Daily Average Circulation	Circulation Revenue	Average Net Return per Copy
1919			
November	22,750	$4,010.54	.006
December	20,534	$5,106.78	.0077
1920			
January	19,288	$7,675.63	.011
February	18,165	$6,742.03	.01
March	18,617	$8,696.81	.014
April	18,395	$8,374.95	.015
May	19,750	$9,300.97	.015
June	19,959	$9,316.03	.0155

Increase in net return per copy from November, 1919, to June, 1920, .0095

We are pleased to find space buyers becoming more and more interested in the financial element in connection with newspaper circulations.

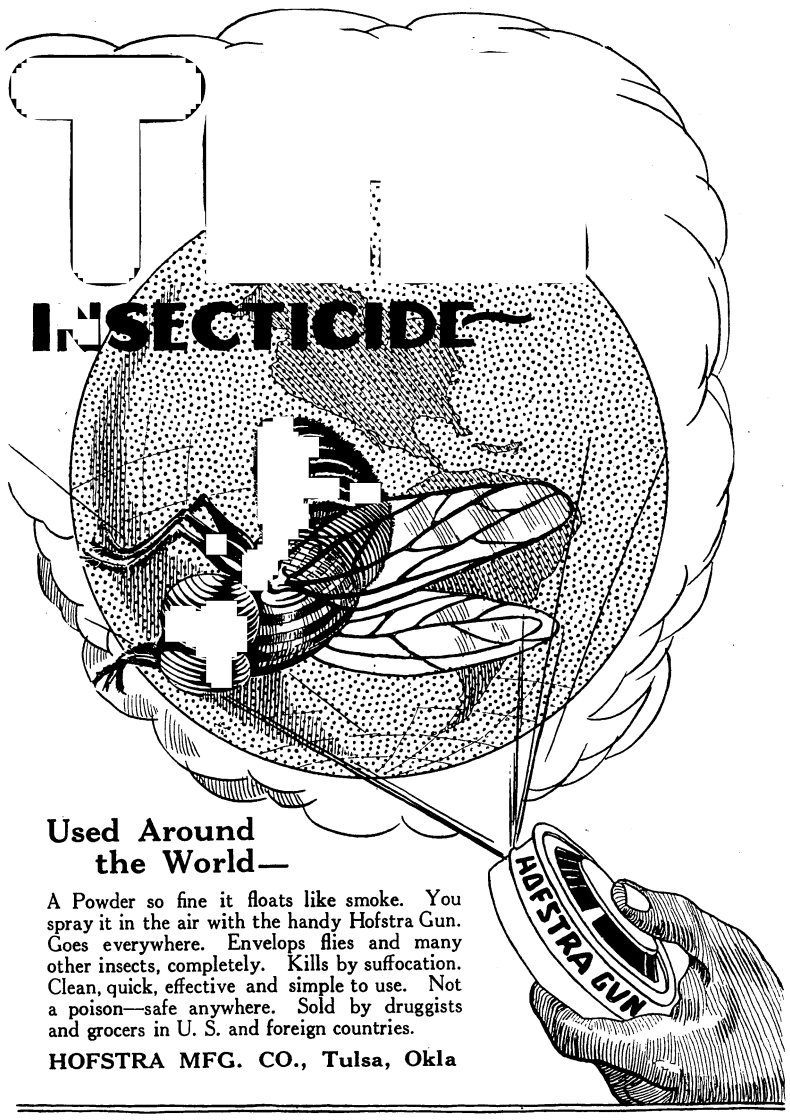
A CIRCULATION GOOD AS GOLD **The Tulsa**

RICHARD LLOYD JONES, Editor

National Representatives: G. LOGAN PAYNE COMPANY

CHICAGO, ILL. Marquette Building — DETROIT, MICH. Kresge Building — ST. LOUIS, MO. Carleton Building

Digitized by Google



Used Around the World—

A Powder so fine it floats like smoke. You spray it in the air with the handy Hofstra Gun. Goes everywhere. Envelops flies and many other insects, completely. Kills by suffocation. Clean, quick, effective and simple to use. Not a poison—safe anywhere. Sold by druggists and grocers in U. S. and foreign countries.

HOFSTRA MFG. CO., Tulsa, Okla

Tribune.

75% PAID IN ADVANCE

T. F. McPHERSON, Business Manager

National Representatives: PAYNE, BURNS & SMITH, Inc.

NEW YORK, N. Y.
Fifth Avenue Building

BOSTON, MASS.
100 Boylston Street

Digitized by Google

"Those Radishes

strike me as being about right! Where did you get the seed?" asks a farmer of his wife. And she tells him just where that seed came from and whether the variety is Early Breakfast or White Icicle. The farm woman is the buyer of garden seeds, shrubs and nursery stock.

Your opportunity for reaching 700,000 farm women is in the advertising columns of

THE FARMER'S WIFE

A Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS,
ST. PAUL, MINNESOTA

Eastern Representatives
Wallace C. Richardson, Inc.
381 Fourth Avenue
New York City

OF KNOWN VALUE STANDARD FARM PAPERS

Western Representatives
Standard Farm Papers, Inc.
1341 Conway Building
Chicago, Ill.

Members, Audit Bureau of Circulations

Digitized by Google

Advertising a Duty to the Public as Well as to Business

People Should Be Told of New and Useful Inventions, and They Quickly Respond

By John E. Weier

Advertising Manager of Foamite Firefoam Company

ADVERTISING is always a duty which a manufacturer or merchant owes to his business. Sometimes it is more than that; it is a duty due not alone to the business but to the public as well. People must be told. If they are not, is not the loss to them far greater than that sustained by both manufacturer and merchant?

Experience shows that the public always welcomes the new and useful, if properly told about it. The manufacturer has but to ask himself, "Will my product benefit its user?" If the answer is in the affirmative, he should go ahead with the biggest advertising campaign his production and distribution resources permit and straightway make ready to enlarge his facilities.

Proofs of this appear in almost every issue of PRINTERS' INK, from the romance of Carnation Milk to that of the Gem Jelly Doughnut. Another proof is found in Firefoam, that no one should wait for a good thing to do its own advertising. It won't —at least, not quickly. It is bad news, not good, that travels fast. When prices fall, the mail is speedy enough, but the wireless tells of a rise! If you have a good thing, find its points of advertisability, then throw in your high gear.

When Foamite Firefoam was invented it was thought that it would advertise itself. It was believed that every fire smothered by Firefoam would spread the news of Firefoam, and that after a few big fires everybody would be talking about their product. There seemed to be no problem at all. But there was; in fact, there were several of them. It was soon found that a fire extinguishing product is in this very singular situation—the better it is, the less it advertises itself beyond the range of those who see it work.

When a fire is quickly smothered—well, there isn't a fire that gets talked about. It is only the big fires that get on the front pages. The little fires that might have been big ones, but were swiftly extinguished, do not always appear, even under the heading "Fire Department News."

Everybody knows that fire cannot live in the presence of carbonic acid gas. But either the wind, or the draught created by the heat, carries the gas away, and the fire goes merrily on if it is in the open. Elmer Gates, of Washington, D. C., saw that what was needed was some kind of foam, all bubbles like soapsuds, which would hold the gas down on the fire and blanket it in face of any wind or draught.

ANOTHER MATERIAL "DIFFICULT TO ADVERTISE"

Some years later (for Gate's discovery, not being advertised, was long in being recognized) more experiments produced the product which was named "Foamite." It is a black liquid, about the consistency of molasses, and forms a foam the color of the froth on top of a chocolate ice-cream soda, so thick, tough and leathery a knife will stand up in it. It clings to any material, coats any surface, and will float on any liquid. It not only kills fire, it prevents re-ignition, and does no damage to anything, flesh or fabric.

Down around the big oil properties, where its action was seen, Firefoam certainly did quickly make itself talked about. For example, on July 19, 1916, lightning set fire to three big tanks of the

Digitized by Google

Gulf Refining Company at Port Arthur, Texas, containing 1,590,000 gallons of gasolene; but all three tanks were extinguished by Firefoam within twenty minutes and with a loss of less than a half of one per cent. On August 7 following, on the same property, lightning set fire to a tank containing 50,000 barrels of kerosene and was extinguished with a loss of less than $500. But three tanks of crude oil struck by the same flash, and not protected by Firefoam, were completely destroyed, and the loss was $200,000.

But while many of the oil folk got to know all right, the public in general did not. Not all the oil people did. The Foamite Firefoam Co. recognized that it was its duty to tell the people at large about Firefoam and not leave them to find out for themselves. In other words, it saw that its duty to the public demanded that it advertise, and on as large a scale as possible.

The loss in oil and gas fires around oil properties in the United States amounts to an annual total of nearly two and a half million dollars. The fire losses in New York State alone amount to another two and a half million dollars a year. The total annual fire loss in the United States is estimated to reach an average of no less than $3 a head for the entire population. In addition, the risk of fire is continually increasing because of the increasing production in processes requiring inflammable liquids. Furthermore, in addition there is a daily average of 1,200,000 wards of the nation housed in public institutions.

There was another point which showed that advertising on a large scale was necessary for Firefoam. The business was following along the lines of a natural growth. The company began with the simple sales of the material and apparatus. It soon saw that effectively to master fire it was necessary to get prevention balanced with risk, and that this was a highly specialized engineering job, demanding the knowledge, skill and experience of trained experts.

This point merits a little enlargement because it illustrates how easily a firm might injure, and perhaps even destroy, the reputation of its product unless ready to go ahead with it and follow its call to the limit. The company might have been content to say, "Firefoam will smother fire, here it is"; but a Ford won't do the work of a consolidated locomotive, nor will a blanket meant for a baby's cot keep a couple warm in a double bed in the depth of winter. The company had to see that it supplied sufficient material and the right sort of equipment to produce a blanket big enough. From chemists, the company had to develop into fire fighting expert engineers.

OVERCOMING THE DIFFICULTY OF DESCRIBING THE PRODUCT

There, then, was the advertising problem. It was necessary to sell to the people at large the fact that Foamite Firefoam kills fire. It was also necessary to sell our expert service to those with large or unusual fire risks, so that in no case should there be a chance of failure. The first difficulty was description. How could Firefoam be described?

One man, when asked, threw up his hands and said, "That's like asking a man to describe the taste of cheese to one who has never seen cheese. I might tell him it did not taste like bread, milk or lemon meringue pie, but what idea would that give him of the taste of cheese?"

This difficulty, however, was overcome in the Firefoam copy. Here is one example:

"Foamite Firefoam, a new product of American inventive genius, has revolutionized fire fighting. Fire at its worst has been met and mastered. Foamite Firefoam smothers fire quickly.

"Foamite Firefoam not only masters blazing oil: it masters fire of every type and origin. Furthermore, it neither harms nor destroys. Applied on fire-threatened surfaces, it insulates fire and heat.

"Firefoam is a lather-like blanket composed of minute but

Digitized by Google

No. 5 of a Series on Personnel

DON CARLOS ELLIS
Director of Scenario Department

HARRY LEVEY selected Mr. Ellis for this work because few men have had more valuable preparation. For the period of the war he was in charge of the film division of the U. S. Department of Agriculture, where he was responsible for the production of that Department's educational and propaganda films on increased food production, biology, forestry, chemistry and allied subjects and the building up of its motion picture organization. The Secretary of Agriculture selected him for this post from the Government's Forest Service, where for six years previous he was in charge of its educational branch, corresponding to the advertising department of a commercial institution, and including its film advertising activities.

Mr. Ellis has also had an extended experience as a magazine writer and in general publicity and sales promotion, and a breadth of education which adds materially to his success in scenario work. He has brought to Harry Levey Service Corporation a skill in originating and developing scenarios of high artistic merit, and with effective selling ideas behind them which have contributed largely to the enviable position held by this organization in screen advertising.

HARRY LEVEY
SERVICE CORPORATION
Producers and Distributors of Industrial Educational Films
NEW YORK CITY

Temporary Offices: 1662 Broadway
Studios: 230-232 West 38th Street

Digitized by Google

durable bubbles of carbon dioxide gas. This blanket is highly adhesive, coating and clinging readily to all burning surfaces—even floating on the most volatile liquids."

Then the idea of the way that Firefoam covers fire is driven home by the form of the nameplate. Solid letters have their tops covered as if by a fall of snow. In the color pages these letters are in red, capped with white—a description of Firefoam in themselves. Borders are similarly "foamed."

Full pages in two colors, black and red, are used in national mediums here and abroad. Pictures of great fires are employed with very striking and often beautiful effect. But, of course, these are only attention getters. We have pictures — photographs — a sort of "before" and "after"—showing the effect of Firefoam on great flaming fires. It was a nice point whether or not to use these in our page advertisements. We decided that the pictures of fires which the people had read about would be more effective in catching the attention.

But in one instance we were able to combine the two. This was in the case of the fire at Long Island City on September 13, 1919. The fire occurred at night and we got a wonderful night view of the blaze just when it was at its height. The copy for that advertisement ran:

"Fire—Fire at its worst—meets its master.

"The great oil fire at Long Island City, September 13, marks a new high point in the history of fighting man's most relentless enemy—fire.

"Hereafter fire must reckon with a power greater than itself.

"Foamite Firefoam, a product of American invention, gives notice to fire, 'You shall not pass!'

"This happened:

"Burning oil stored in huge tanks made a conflagration acres in extent. Scattered through this roaring area twelve tanks protected by fire's new master, Foamite Firefoam, with their contents, were saved. Even the roofs of the twelve tanks came through unharmed.

"More: On September 17, two other tanks burning unchecked for four days were put out in twenty minutes, after a fresh solution had been applied.

"This was blazing oil, but Foamite Firefoam masters fire of every type of every origin in every American industry."

Other advertisements give the names of the big and well-known concerns that have adopted Firefoam protection. But every piece of copy carries a request "Write us" or "Send at once for our new booklet." The advertisements are meant to bring inquiries; the rest depends almost entirely on the follow-ups; that, of course, goes without saying.

That the advertising has been successful is shown by the fact that in its first year the business of the Foamite Firefoam Company increased sevenfold and in the first six months of this year trebled that of the closing six months of last year. It pays to fulfil the duty of advertising a new and useful product to the public in a large way.

Will Show Dealers How to Sell Underwear

A course of instruction in selling underwear for the benefit of retail dealers and their salesmen will shortly be inaugurated by Robert Reis & Co., underwear manufacturers and jobbers.

"We have long felt," the Reis company says, "that most men's clothing stores selling underwear, men's furnishing goods stores and men's departments in department stores, have emphasized the sale of neckwear, shirts and other accessories, while underwear has been somewhat neglected. It is natural for the average salesman to want to sell neckwear, shirts, jewelry, hats, etc., because in most cases all of this merchandise is different in color, style and form. Practically all winter underwear comes in gray or white. There is nothing spectacular or dramatic about this class of merchandise but, when the dealer figures his net profit on the sales of it in comparison with other groups in the store, he finds that underwear shows him a very handsome profit and is the foundation on which his business should grow.

"Therefore, we are going to try to give the instruction that will encourage the sale of underwear with conferences that will start about the first week in October."

Digitized by Google

The Hartford Times

Hartford Advertisers Vote on the Reader-Advertiser Merits of Their Newspapers

By JAMES ROBERT McCUTCHEON

THERE is always something new under the sun. American genius makes it necessary. This time, "the something new" is the idea of having Hartford advertisers vote on the merits of their newspapers, that is, vote on fourteen questions submitted to them by the writer. Each question has a particular bearing upon the reader-advertiser efficiency of the Hartford newspapers, and each question covers a point National advertisers want to know about. I find that a total of 196 votes was received, and that 148 of these votes went to the Times. This is a margin or majority that means much to every advertiser and to every agency space buyer throughout the country. The table below gives the questions and the record of votes sent me:

	Courant	*Post*	*Times*
Which paper has greater family influence?			14
Which paper gives the best news service?	5		6
Which paper gives best features?	8		7
Which paper do you think would be best for out-of-town advertisers?	4		11
Which paper is the best made up and printed?	5		8
Which paper has served you best for business purposes?	2		14
Which paper is recognized as having largest circulation?	1		16
Which paper is considered most progressive?	2	1	8
Which paper is most anxious to help advertisers get results?	5	1	6
Which paper is most careful about the advertising it prints?	3		9
Which paper pays most attention to getting up advertisements?	3	2	9
Which paper is strongest in reader confidence?	1		14
Which paper is best for automobile advertisers?	5		10
Which paper would you use if only one was to be selected?			16
TOTAL VOTES	44	4	148

It will be seen that the Times is in a class of its own as an advertising medium, and that twenty leading advertisers have voted it as the dominating factor in their everyday business affairs. What the Times is doing for local advertisers, it will naturally do for National advertisers. The same rule of efficiency applies to local and out-of-town space buyers. In Hartford, it is the Times. The cold figures or records of votes shown above prove it. The best reader newspaper is always the best advertiser newspaper.

FOREIGN REPRESENTATIVE
KELLY-SMITH COMPANY
47 West 34th Street, New York, N. Y. Lytton Building, Chicago, Ill.

Digitized by Google

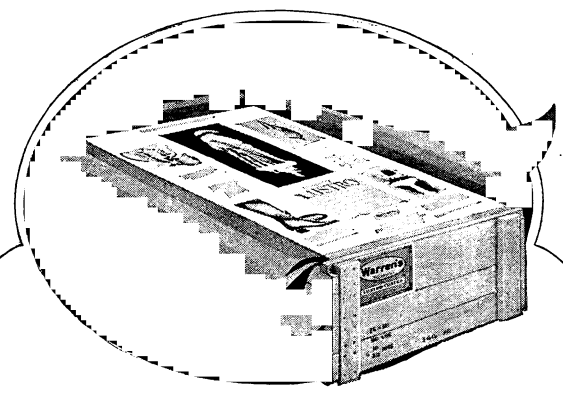
better
paper

better
printing

S. D. WARREN COMPANY
BOSTON, MASS.

STANDARD
Printing Papers

Digitized by Google



The illustration shows a case of Warren's Lustro with the Top Sheet printed. A feature of Warren's packings is the printed Top Sheet—evidence of the tested printing quality of the paper.

THERE is logic in the connection between Better Paper and Better Printing. But we do not want to proclaim Better Paper as the *only* thing necessary to Better Printing.

Into every job of work well done there enters a moral question of men and methods.

Do you know how to deal with a printer? Do you demand that he "sell you" on suggestions that he makes for your benefit? Do you help him to understand just what your catalog or your booklet is to mean to you, your salesmen, your distributors, and your customers?

Did you ever hear of a man calling up a printer and telling him that circumstances permitted him more time to finish a particular job?

These things, as well as Better Paper, affect the production of Better Printing.

The reason for the standardization of Warren's Standard Printing Papers and the reasons for each of the dozen different Warren Standards are that we understand just what blank paper means to a printer. Also we understand just what printing means to a man who has merchandise to sell.

Examples of printing on Warren's Standard Printing Papers are to be seen in Warren Service Pieces, Suggestion Books, and Brochures, which the larger print shops have on exhibit. These books are also in the offices of leading paper merchants, and in those clubs whose libraries are devoted to the examples and lore of printing.

S. D. WARREN COMPANY
Boston, Mass.

Warren's STANDARD Printing Papers

Digitized by Google

Warren's STANDARD

Printing Papers

We are always glad to advise on the use of any of our papers, to make dummies of them, and to offer specimens which show the kind of work that may be done by any good printer who uses them.

Besides Warren's Standard Printing Papers, The Lindenmeyr Lines include Buckeye Covers, Princess Covers, Wonderfold Enameled Book, Pennmont English Finish Book, Strathmore Covers and other well liked papers.

Henry Lindenmeyr & Sons
Established 1859
32-34-36 Bleecker Street
16-18 Beekman Street
New York City
N. Y.

54-56 Clinton Street
Newark
N. J.

58-60 Allyn Street
Hartford
Conn.

THE LINDENMEYR LINES

Digitized by Google

Solving Labor Troubles by Advertising

First of All, the "Goods Sold" Must Be Honest—Remember That Working Men Are Primarily a Part of the Big General Public

By Samuel Crowther

IT was an ingenious soul who discovered that the working man might be made extremely satisfied with his lot, and give up a certain penchant for high wages and little work with an occasional strike for vacation just to vary the monotony, if only his place in the community and the uncommon fairmindedness of his employer were sold to him by advertising. The idea is not without its appeal to the "busy executive."

A lot of problems have been taken off his hands by skilled advertising. A reasonable number of sales difficulties have been overcome by the extensive use of the printed word. So why not apply the same methods to labor?

"The trouble with the working man," so goes the appeal, "is that he does not understand his place in the community. He is being continually urged away from his work by agitators, so why not urge him back to his work by advertising?"

On this plea, coupled as it sometimes is with what is called Americanization, some hundreds of projects are being offered to the executive who employs any considerable number of workmen. And, sometimes, where no one in the community seems to have quite enough money to go through with the entire plan, it is being sold on a community basis.

Some of this advertising is good; most of it is not only bad in that it does not and cannot produce the promised results, but also because it may easily tend to make critical a situation which has latent in it very grave forces. The reaction to untruth is commonly violent. The man who thinks he has been buncoed is apt to think lightly of the obligations of citizenship. If he has been mentally shanghaied he wants revenge.

On the other hand, it may be that the advertiser is only buncoing himself. It does not help the advertiser somewhat blatantly to proclaim himself a fool. That, for instance, was the situation of the Government in labor matters during the war. Someone conceived the notion that there was a shortage of labor, and experts and statistics were at hand to prove the truth of the assertion. The experts provided the statistics. Up until that moment we had never had any experts in labor statistics, but apparently they were dropped on the planet during the night. Or perhaps they were gifted somnambulists whom somebody forgot to awaken. But anyway, at once we had a labor shortage, and it became necessary, by extensive advertising, to inform all the able-bodied men of the country not actually with the colors that they would be contributing a splendid measure of public service by working in the shipyards and in the munition factories in return for more money than they had ever before thought was in the world.

WAS IT A CASE OF OVERSELLING?

I believe that it is declared by those somewhat close to the subject that we could not have won the war had not the workmen been assembled by the patriotic appeal of advertising. The thought suggests itself that it is not difficult to persuade a human being to accept a large amount of money for a small amount of work. The war advertising undoubtedly sold to the workmen the advantages of that sort of a job. It pinched him and told him that he was not dreaming—that easy money was here in the flesh. Also it promoted in him the spirit of adventure and led him about from

Digitized by Google

job to job so that he might survey the beauties of the country and the varied magnificences of the wages that the Government had provided at various points of the journey.

The Government advertising on labor during the war did not fail. It was a great success, in one way of thinking. It rang the bell, but the wrong bell, because at the beginning it did not know what bell it wanted to ring. It went forward on the assumption that the workman had to be persuaded to work for the winning of the war —that he was naturally unpatriotic. The wage offerings followed the same idea. So, what the advertising really did was to convince the people of the country that the Government was not only an easy mark, but pitifully pleading to be taken in.

It is a similar lack of visualization that makes most labor advertising to-day utterly ridiculous. Commonly, it is without information on these two really controlling points:

(1) Is there a worth-while labor policy to sell?

(2) To whom is it to be sold?

The best salesman and the best advertising are always in the goods. No one in these days questions that advertising cannot be both reputable and effective unless that which it seeks to sell is reputable and useful. There is a distinction between advertising and hot air. Therefore, it follows that without a carefully considered and wholly fair labor policy there is nothing to advertise. And, if in spite of that fact, advertising is resorted to, then its effect will be to convince the men that the management is endeavoring to take a crooked advantage of them. It gets into the class of oil stock promotion.

It is quite impossible here to define what is a fair labor policy. There is no one universal policy that can be standardized and adopted everywhere. Fairness is a question of circumstances, but it can be said with absolute accuracy that any labor policy formulated merely with respect to its good selling qualities is bad. And not only that, but an eminently fair and admirable labor policy may fail to function if it is considered as an advertising asset. It is the most dangerous thing in the world for a company to advertise that its product is made by happy workers. One instinctively suspects a man who is forever talking about the beauty of his home life as being either in process of trying to convince himself of what is not a fact, or of trying to prevent people from wiggling the bones of the family skeleton. It is all well enough to advertise that the milk you sell comes from contented cows—cows do not mind being exploited as contented. They do not read much.

But when a company advertises how contented are its people, it is advertising a conclusion with which its people may not agree. Or, even if the contentment is a fact, the men involved may prefer to be presented, if at all, as human beings and not as a herd of well-fed, trained seals.

JUST A MAN, AFTER ALL

Neither does the worker like to be appealed to, or presented as a huge paper-capped animal with an inadequate shirt through which bulge muscles that suggest an intensive physical culture course. The manual worker whose opinion really counts no more desires to be stamped as a member of a class than any of the rest of us do. There is no class garb in America. The worker will wear a union button or some other symbol while on the job, but you will not find any such decoration on him when he is parading down the avenue.

The single effect of the idealization of the worker in word or in picture is to help create that class consciousness upon which all proletarian movements are founded. That is the sort of thing that Marx wanted to get over, and it is the chorus of every radical appeal. Such advertising contributes to the class war.

Or again, the advertising may be pitched with the thought of putting "the fear of God" into

Digitized by Google

"Of prime importance these days"

SHIPBUILDING CYCLOPEDIA

TO all who make products used by the Shipbuilding and Ship Operating Industries, of prime importance these days are the words of P. H. W. Ross, President, The National Marine League of the United States of America, concerning the

SHIPBUILDING CYCLOPEDIA

"I want to tell you that I think this is one of the most magnificent publications I have ever seen, and it is an immense help to the maritime development of our country. I was positively amazed at the wealth of information contained in its pages, and I want to congratulate you very sincerely on something that is in my opinion of prime importance in these days when our people have so much to learn in the business and art of shipbuilding and ship operation."

Think what this means to you who desire to place your product before those possessing the Buying Power of the Shipbuilding and Operating Industries, and bear in mind that due to the fact that the Catalog Section of this book is made an integral part of the text by the method of indexing, it places your sales message before every man of importance here and abroad who has to do with designing and building ships.

Remember the 1921 Edition of the SHIPBUILDING CYCLOPEDIA is now in preparation, and don't fail to recognize the prime importance to you to know fully the real selling value a message in its Catalog Section means.

Send for particulars, rates and reasons why this Cyclopedia affords the sure method of reaching those who buy for the marine field.

SIMMONS-BOARDMAN PUBLISHING CO.

"The House of Transportation"

Charter Members A. B. C. and A. B. P.

WOOLWORTH BLDG., NEW YORK

CHICAGO Transportation Bldg. | CLEVELAND The Arcade | CINCINNATI First Nat'l Bank Bldg.

WASHINGTON Home Life Bldg. | LONDON 34 Victoria St.

Publishers also of Marine Engineering, Railway Age, Railway Mechanical Engineer, Railway Electrical Engineer, Railway Signal Engineer, Railway Maintenance Engineer, Boiler Maker, Locomotive Cyclopedia, Car Builders' Cyclopedia, Material Handling Cyclopedia and Maintenance of Way Cyclopedia.

Digitized by Google

the mind of the worker through a graphic demonstration that Bolshevism and its activities always destroy and never construct.

We have recovered from our first Bolshevist fright, and probably even the Attorney-General can come upon a red dogwood tree without wanting it deported. But there is still something of the feeling that if only we show the uninformed worker the utter dreadfulness of endeavoring to change conditions or monkeying with the buzz saw, that then all will be well.

Now the working man does not constitute a distinct public. He does not regard himself as different from any other citizen. The proletariat is a fiction which can be made a fact only by advertising. There is no laboring class—out of working hours. No one has ever yet been able to bundle up and deliver the labor vote. So, therefore, when we advertise to labor as a class, we are advertising to a public that does not exist.

That which can be advertised to the general public is the economic truth that wages and profits both come out of the production—that quarrels about distribution are premature if there is nothing to distribute. These truths are of general application, and the need of realizing them is just as acute among managers as among workers. There is not the slightest difference between a union holding up a shop for outrageously high wages and short hours and a management holding up the production of a product so that it may be sold at a high profit. Both are economic cholera and have to be treated as such—although the treatment may vary. Curiously enough, one gets the best results in "writing down" to the average employer in order to get him to read and "writing up" to the average workman so that he may return the compliment you have paid to his intelligence by reading what you have to say.

So much for the general advertising. Within a particular locality or factory the methods may be more intimate, and there is the widest possible field for employees' magazine advertising — provided that the management is willing to deliver what it advertises and is intent not upon satisfying labor, but upon reaching a basis of economic understanding.

Advertising cannot do more than awaken an interest in the goods: it will not make the goods —it is not of itself a labor policy.

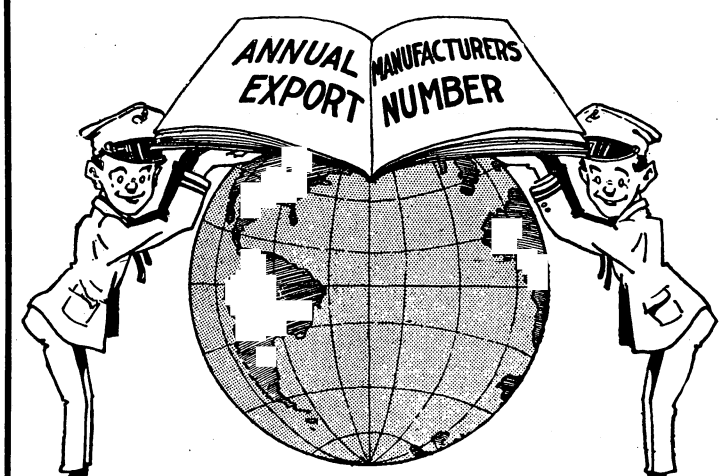
And I think that a fair-minded management can, in any dispute in which it is in the right and its workers are in the wrong, settle that dispute by an appeal to public opinion through the newspapers. I am equally certain that this appeal will be most effective if it confines itself to a simple, accurate and comprehensive statement of fact, and, if it further offers to the strikers or to the men on the other side of the dispute a like amount of newspaper space, free of charge, in which to reply. A man in the wrong always insists that he cannot get the ear of the public. Call him—give him the chance!

It is not worth while buying space in which to present untruths. If the urge to advertise to labor cannot be controlled—if it is all consuming—then at least tell the whole world. The most effective advertising to labor, however, says nothing at all about labor. The company that makes a thoroughly honest article and sells it at a thoroughly honest price will rarely have labor trouble, for it will convince its workers of its sincerity by its actions. And, on the other hand, a concern that advertises a dishonest article as honest and sells it at a dishonest price, must and should expect to have labor trouble. For the workers, being human, will want to be in on the swag.

United Typothetæ Convention at St. Louis

The thirty-fourth annual convention of the United Typothetæ of America will be held in St. Louis on September 13, 14 and 15. The industrial and paper situations will be discussed at this convention. The programme will be supplemented with a printing, advertising and educational exhibit.

Digitized by Google



Export!

Cover Foreign Fields with

POWER BOATING

November POWER BOATING is the 13th Annual Manufacturers' Export Number. It will go to dealers in powerboats, engines, equipment and accessories in every boating center abroad. It will thoroughly cover the United States and Canada as well.

Exceptional editorial features, including a directory of over 800 American-made marine engines, will cause this number to be filed for reference throughout the coming year and will give a high degree of permanence to your advertising. This number will be the foreign sales representative of American manufacturers of products for the boating field. It affords an advertising opportunity of exceptional merit.

Forms Close October Ten

Make Reservations Now

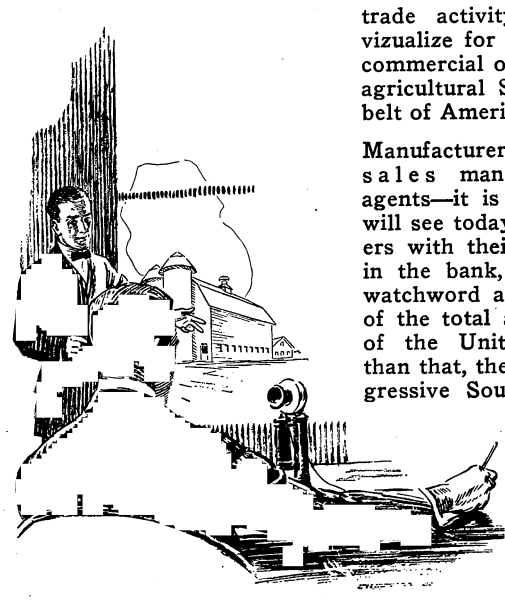
POWER BOATING

Member
Audit Bureau of Circulations
Associated Business Papers, Inc.

Penton Bldg., Cleveland
220 Broadway, New York

Digitized by Google

Your Vision of the South Today



Is your business vision clear, keen, virile? Is it constantly alert to show you new fields for trade activity? If so, let it vizualize for you the wonderful commercial opportunities in the agricultural South—the wealth-belt of America!

Manufacturers, advertising and sales managers, advertising agents—it is a *new* South you will see today! Southern farmers with their debts paid, cash in the bank, progress as their watchword and producing 40% of the total agricultural wealth of the United States! More than that, these wide-awake, aggressive Southern farmers are eager to buy meritorious merchandise — here then, is your trade opportunity!

THE SOUTHERN FARM

PROGRESSIVE FARMER
Birmingham, Ala. Raleigh, N. C.
Memphis, Tenn. Dallas, Texas

SOUTHERN PLANTER
Richmond, Va.

MODERN FARMING
New Orleans, La.

FLORIDA GROWER
Tampa, Fla.

These papers reach the Southern farmers; no waste circulation.

Digitized by Google

Will Boost Your Business Tomorrow

Farm customer-contact and dealer-distribution in the South are two merchandising problems most satisfactorily, economically and thoroughly solved by the Southern Farm Papers! Nearly a million Southern farm families have confidence in the editorial and advertising policies of these Papers.

They plow and plant, cultivate and market their crops, manage their farms and, most interesting of all, *consider and choose the goods they buy*—all with the aid of their favorite Southern Farm Paper! The manufacturer whose message appears in these Farm Papers, gets the benefit of a reader-responsiveness and dealer-influence which is invaluable in building permanent business for to-morrow.

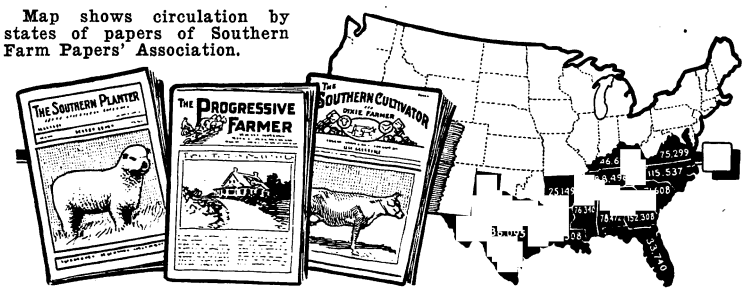
PAPERS' ASSOCIATION

SOUTHERN AGRICULTURIST
Nashville, Tenn.

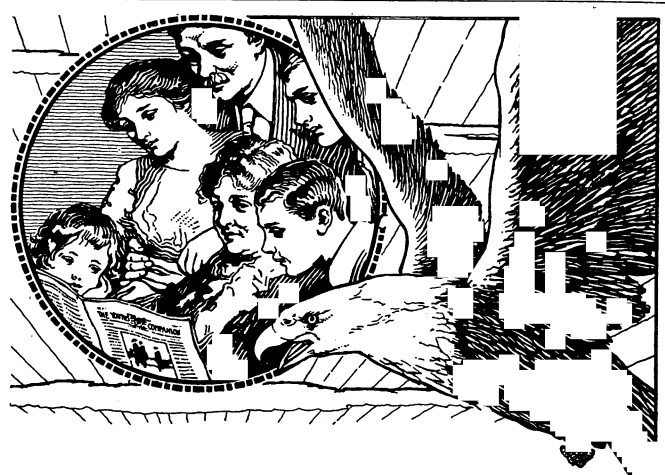
SOUTHERN CULTIVATOR
Atlanta, Ga.

SOUTHERN RURALIST
Atlanta, Ga.

Map shows circulation by states of papers of Southern Farm Papers' Association.



Digitized by Google



"Look well, then, to the hearthstone; therein all hope for America lies."

—Calvin Coolidge

The Youth's Companion does just that, and its every hearthstone gathers five members about it.

THE YOUTH'S COMPANION, *For All the Family*
Boston, Massachusetts

New York Office, 1701 Flatiron Building Chicago Office: 122 So. Michigan Boulevard

Digitized by Google

A City Sold to Its School Children

Civics, Political Economy and English Composition Give Municipal Advertising a Hand

By C. B. McCuaig

AS the train pulled into Buffalo someone made an unkind remark about the appearance of the waterfront.

"Well," said the Western manufacturer, "they ought to have a good town. They certainly catch their city boosters young enough."

"How do you mean?" asked the salesman he was talking with.

"I've got a young nephew here, twelve years old, and he's some kid. I haven't any children of my own, and this lad and I are good 'pals.' About once a month I get a letter from him. Usually it is about one page long and half of it taken up with explaining that he has nothing to say. The other half tells me the family is all well, and then at the end there is a 'P. S.' intimating he could use about five dollars in his business.

"All his letters run true to form, except one I got a couple of months ago. That one started out: 'Dear Uncle Ed: My teacher says we ought to write to someone and tell them what a wonderful city we live in, so I'm going to write to you,' and then he went on with the longest lingo you ever saw about raw material, cheap power, transportation and all the rest of it. You'd have thought the kid was some kind of an industrial commissioner if his spelling had been a little better. I couldn't figure out where the boy got all his 'dope,' so I asked my sister, and she says they teach it to them in the schools. What do you know about that!"

It was early last spring that Buffalo began a campaign to "sell" the city to its school children, and through them to the parents, by the use of advertising, both newspaper space and what was really direct-mail advertising—only the mails were not used. The idea was started by the Chamber of Commerce, but most of the real work was done by the Department of Education of the city.

The first move was to prepare a lot of literature telling about the things which make Buffalo a great city. This was not done in text-book style, but the facts were "sold" to the reader much as one would sell the advantages of a winter resort or a sanitarium, plain statements of fact "dolled up" to seem enticing. One part took up Buffalo's industrial products, another transportation and shipping facilities, how the town is governed, factory locations, financial conditions, power, geographical advantages, supply of raw materials. In short, the campaign covered all of Buffalo's advantages most completely.

These booklets were turned over to the children in the schools and they were required to study them. They learned about Buffalo's production of steel and pig iron; that the foundries and machine shops are turning out over $23,000,000 worth of finished products; that Buffalo supplies over 50 per cent of America's coal-tar dyes, and a score of other facts.

OF COURSE, CHILDREN TOOK INFORMATION HOME

They were all facts that every citizen ought to known about his town. But mighty few do. They were drilled into the youngsters as carefully as their spelling and arithmetic, and it is safe to say they know them now along with details too numerous even to outline, for the booklets did not confine themselves to generalities, but went into a careful study of every important plant in the city, taking up its manufacturing processes, its product and what it is used for, as well as transportation and the supply of raw materials. Not only were the children trained, but their parents got it too, second-hand, and it all helped.

Then came the advertising cam-

Digitized by Google

paign in the daily papers. This was aimed more at the parents than at the children. The copy featured a "Buffalo Week," during which industrial exhibits were on view at all of the high schools. Thousands attended and learned things about their home town they had never dreamed of before.

As a grand climax to the campaign, each one of the high school students was required to write a letter, as an exercise in composition, to the mayor of some town or city telling him the advantages of Buffalo. The mayor sometimes turned the letter over to a reporter, who made it the basis of a story, not always with a serious viewpoint, but getting across the name of the city just the same. A few papers in larger cities featured the letters on their editorial pages, pointing the spirit of progress which prompted them.

On the whole, Buffalo's plan to "sell" the city to its children worked out very well, and other cities are taking up the idea.

Colored Moth Balls Sold as "Gasolene Economizers"

COLORED moth balls are being advertised as "gasolene economizers," and the National Vigilance Committee of the Associated Clubs has warned publishers of newspapers and other periodicals against acceptance of advertising of such preparations in order that they may not become parties to a fraud upon their readers. In its report on this new fraud the Viligance Committee says:

"Persons throughout the United States are selling ordinary preparations of naphthalene (which is the preparation used in making the ordinary moth ball of commerce) as a product guaranteed to increase the efficiency of gasolene in motor car operation to an extravagant degree, to remove carbon from cylinders and to eliminate most motor troubles. Distributors of these products advertise that their use will increase the efficiency of gasolene 15 to 100 per cent, and that power equal to that obtained from a gallon of gasolene can be obtained at a cost of only 2 to 5 cents. These products are marketed by advertising in newspapers and periodicals, by literature sent through the United States mails and by the personal solicitation of agents.

"Chemical analysis has shown that these 'economizers' are composed of naphthalene and of nothing else, though they are generally colored or disguised in some way. Naphthalene has no effect whatever, in the quantity advised, on the efficiency or performance of gasolene. The United States Bureau of Standards has tested products such as these and has this to say of them:

"'The natural conclusion from the tests so far performed is that nearly, if not quite all, the seeming improvement in engine operation when these "elixirs," etc., are added to the gasolene is due to the reduction in the proportion of gasolene used, caused by readjustment in the carburetor, which is nearly always recommended to be made when the new fuel "dope" is added. It is, of course, a well-known fact that many engines, particularly automobile engines, are habitually operated on too rich a mixture, mainly for the sake of ease of starting and satisfactory operation when first started, and that the reduction in the proportion of gasolene to air will often produce all the desirable results claimed for these "tonics," etc., without the addition of any foreign material whatever.'

"This appears to be sufficient explanation of the testimonials received."

W. R. Graham with Doremus & Co.

W. R. Graham, formerly with the American Association of Foreign Language Newspapers, is now with Doremus & Co., New York.

"The New Success" Will Change Size

The New Success, New York, with its October issue, will be 6 3-4 by 9 3-4 inches in size.

Digitized by Google

"Pay Dirt"

LET us "prospect" your business for the Dominant Idea—the *vital* reason for the existence of your business—the big inspirational selling idea that *overcomes* resistance and *implants* desire. It isn't usually on the surface. Let us help you *dig*.

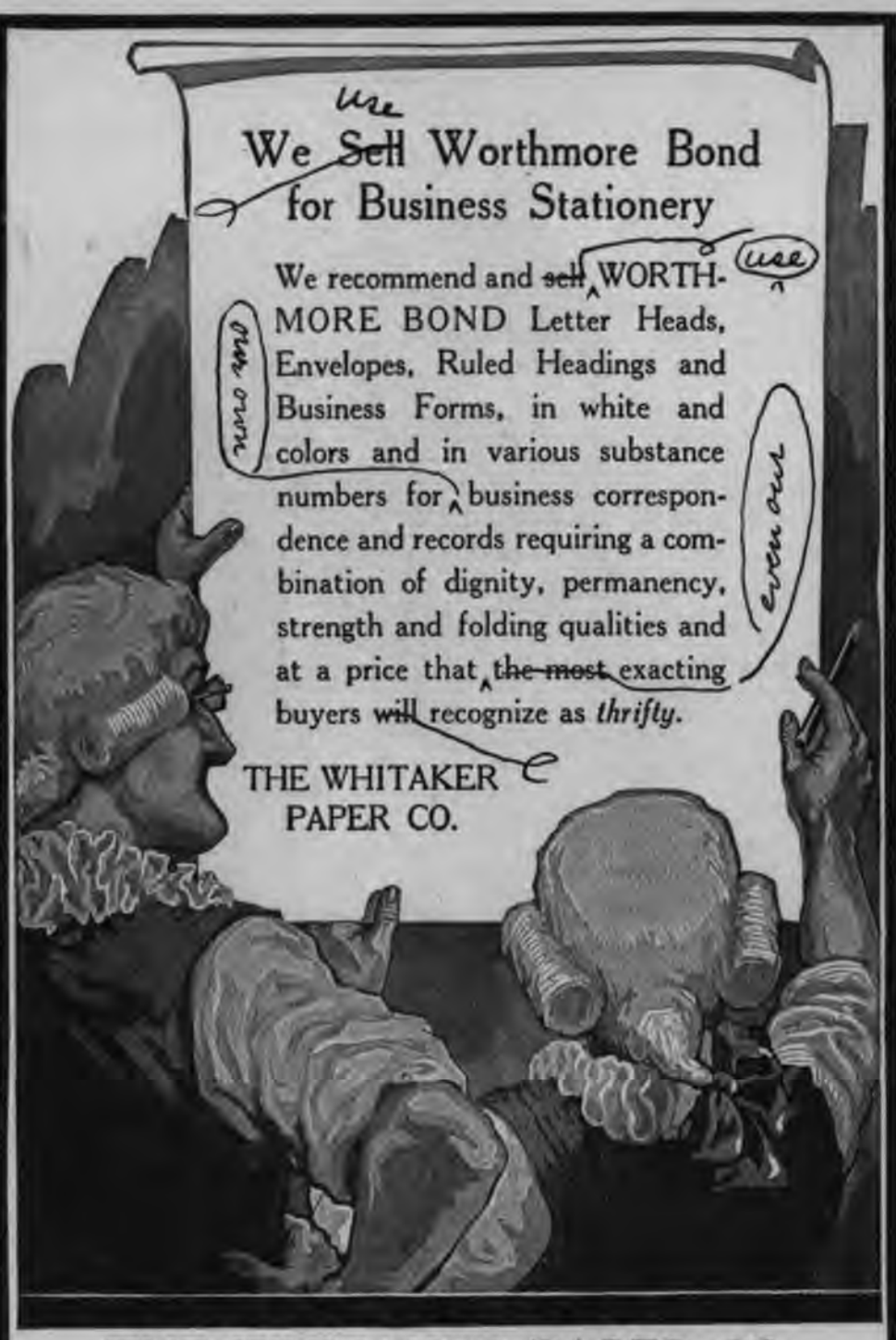
Without obligation to you, an executive of this organization will gladly call to give you detailed information regarding Dominating Idea Advertising.

McJUNKIN ADVERTISING COMPANY

CHICAGO
9 S. WABASH AVE.

CLEVELAND
LEADER NEWS BLDG.

Digitized by Google



THE WHITAKER PAPER CO.

HOME OFFICE:
CINCINNATI, OHIO

DIVISIONAL HOUSES—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton, O., Indianapolis, New York, Pittsburgh.

BRANCH HOUSES—Birmingham, Columbus, Richmond.

SALES OFFICES—Akron, Buffalo, Cleveland, Colorado Springs, Kansas City, Knoxville, Lexington, Louisville, New Haven, Philadelphia, Providence, Salt Lake City, St. Louis, New Orleans, Washington, D. C.

Digitized by Google

How Big Milk Company Checks Up Deliveries

Responsibility for Credit and Collection Falls upon Bonded Drivers

GRANTING credit, handling complaints so as to sustain your customer's belief in your own faith in your goods and yet not lose his trade and friendship, and the maintenance of the correct attitude at every point of contact—those three problems are the burden of every business until the right system for dealing with them is discovered. And every firm must find its own method.

But what of a house that by the nature of its business is compelled to give credit to every customer, never sees its customers except in cases of serious complaint, and has only one point of contact, the drivers of its delivery wagons? The problem of such a firm is a pretty difficult one. It is the problem of the big milk distributors. The difficulty seemed almost beyond solution until the plan was hit upon of dividing the work into small units and putting the responsibility on the man in charge of each unit, just as if he were a dealer in business for himself.

Here is how the Sheffield Farms-Slawson Decker Company solves the problem.

Each driver of this concern is held responsible for the business on his delivery route. Having to deliver the milk before his customers are up, he cannot collect cash on delivery, even if he had time to do so and the people were willing to be bothered in that way. He therefore gives credit for a week or two weeks, but not for longer than two weeks. If a customer wishes to pay monthly, application must be made to the main office, and then the company assumes the risk—but this is only in that part of the business in which there is practically no risk.

On obtaining his job, each Sheffield milk wagon driver has to put up a personal cash bond of $250, join the drivers' union at a cost of $50 entrance fee, and make various other payments, which altogether aggregate nearly $400. Despite these stringent terms, the milk company says it has no difficulty in getting men. As a matter of fact, it says the terms of engagement have the effect not only of bringing them plenty of applicants, but the right sort of men, and it keeps them. Sheffield has men who have been drivers for the company for more than thirty-six years.

The drivers collect and pay in on Mondays and Tuesdays each week, and those are the only days of the week the union permits them to be on their routes with their wagons during the afternoon hours. These men "take the risk" and each week must make their cash balance with the milk taken out. But the company allows them a leeway up to $50, and that is the limit allowed by the union. The moment a driver is $50 behind in his cash and cannot make good on demand, he automatically loses his job—the union withdraws his card.

Many a Sheffield driver, it is known to the company, it is said, carries out of his own pocket $80 to $100 of possible bad debts. To keep in good standing in the union and hold his job, he is obliged to pay out of his own money the bills he has not collected. Often, especially in the summer vacation period, these men have pretty hard times on account of people being away. This is the reason of the $50 leeway allowed by the company.

In the final event of money loss the driver has to bear it and not the company. Every case of complaint of non-delivery, almost the only form of complaint nowadays, is also put up to the driver, but the practice of the company is to stand behind the drivers every time and accept their word without question when they say they delivered the milk not received.

Digitized by Google

This is the natural course in the case of men of long and good service. The only exceptions made are those which arise with new drivers. Even then the driver is supported until complaints multiply so thickly upon him as to convict him unquestionably of negligence.

The company makes good to the customer for the non-delivery and then calls upon the driver to explain. Formerly there was a great deal of milk thieving, but that is no longer a serious habit. The milk thieves, too, have developed to-day a taste for luxuries. Now, according to the Sheffield company's records, they prefer to steal cream!

Taking the year round, not one bottle of milk in 2,000 is stolen, and yet thefts are the solution of most of the complaints which cannot be explained at once by the driver. The thefts are much more common in summer than winter. Errand boys, making early deliveries, get thirsty and cannot withstand the temptation of the bottles of milk on the apartment-house dumbwaiters. When cases of persistent theft arise, the company employs detectives.

Sometimes these thefts develop into regular mysteries that defy the detectives. Here is a sample case which happened recently. Three detectives watched the milk for several days, and each day it went without their finding out how. At last they saw it actually taken off the dumbwaiter at the apartment for which it was intended—still it was gone! Finally the maid confessed. She had taken a dislike to the driver and sought to get him into trouble by emptying the milk down the sink and declaring it had not been delivered.

It is by this simple but rigid system that the Sheffield Farms-Slawson Decker Company has settled for itself the triple-headed problem of credit giving, complaint handling and satisfactory contact. These difficulties never now disturb the peace of the big Sheffield office. The question of good will is not left entirely to the drivers, important functionaries as they are in the distribution. The company has a separate department that looks after its good will and it relies now on advertising, often in large space, as the necessity of the moment may make it appear advisable—and that has proved very effective.

Turning St. Louis Knockers into Boosters

In order to turn some of his fellow-citizens from knockers into boosters, C. W. Becker, a St. Louis real estate dealer, has turned to street car advertising. His advertising does not reveal that he is engaged in the real estate business.

The advertising that has been put forward is but a series of brief statements. Some of the copy reads:

"The sickly knocker with the weak chin and slanting forehead has had his day. St. Louis moves on and a new spirit is abroad in this city. Beck.

"Knocking your own city easily becomes a bad habit. Don't get that way. Beck.

"The loose-tongued, thoughtless citizen who knocks St. Louis does not realize that he is almost invariably wrong—all wrong. Beck.

"When you see something wrong don't go about knocking the town. A good citizen will try to remedy the condition. What are you doing for St. Louis along this line? Beck.

"The greatness of a city is in the hearts of her citizens. When you knock St. Louis you expose your own weakness and show that your heart is in the wrong place. Beck."

In giving his reasons for the campaign Mr. Beck said:

"There are a lot of people who 'knock' St. Louis. I want to get them to boosting. It is for the good of the city and I am willing to spend some of my money to help. My idea is that every man, woman, and child should be a booster for the city.

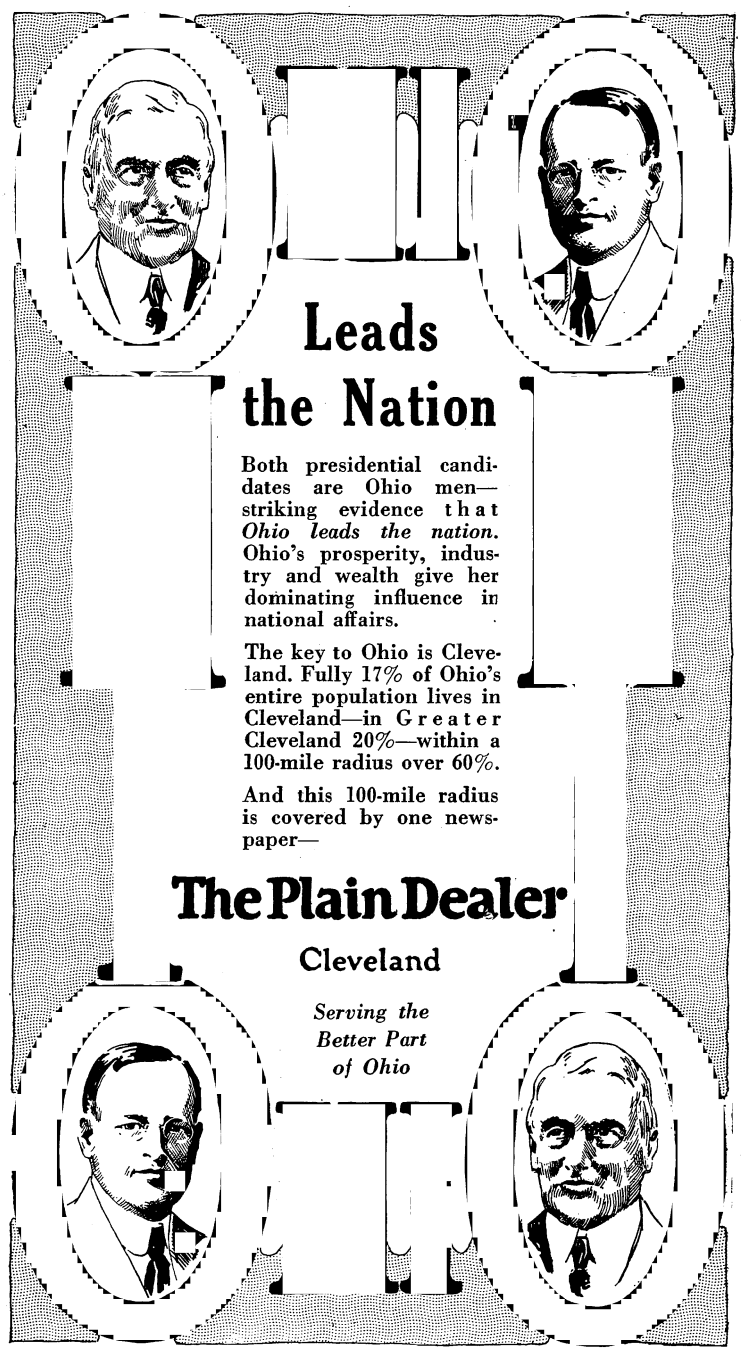
"Advertising of this nature will prove a benefit to every citizen and every business man. The man who makes kegs or fabricates steel will benefit. In the general effect, the real estate business will benefit. The campaign will help us all and thereby prove worth while to me."

Normand Olmstead with Griffith-Stillings Press

Normand Olmstead, recently with The Manternach Company, of Hartford, Conn., is now manager of the direct-advertising service of the Griffith-Stillings Press of Boston.

The seventeenth annual convention of the National Association of Advertising Specialty Manufacturers will meet at Chicago September 27 to 30, inclusive.

Digitized by Google



Digitized by Google

Digitized by Google

Besides **Westinghouse** the clients of Fuller & Smith are:

The American Multigraph Sales Co., *The "Multigraph."*

The Austin Company, *Standard and Special Factory-Buildings.*

The Beaver Board Companies, *Beaver Board, Vulcanite Roofing, Beaverlone, Beaver Black Board.*

The Beaver Manufacturing Company, *Beaver Kerosene Tractor Engines.*

Burroughs Adding Machine Company, *Adding, Bookkeeping and Calculating Machines.*

The Cleveland and Buffalo Transit Co., *Lake Steamship Lines.*

The Cleveland Provision Company, *"Wiltshire" Meat Products.*

The Craig Tractor Company, *Farm Tractors.*

Denby Motor Truck Company, *Motor Trucks.*

Dunlop-America, Limited, *Tires and Golf Balls.*

Ericsson Manufacturing Company, *"Berling" Magneto.*

Field, Richards & Co., *Investment Bankers.*

Free Sewing Machine Co., *Sewing Machines.*

Gainaday Electric Company, *Retail Stores, for Electric Household Appliances.*

The Glidden Company, *Paints, Varnishes and "Jap-a-lac" Household Finishes.*

The Glidden Nut Butter Company, *"Dinner Bell" Nut Margarin.*

Ivanhoe-Regent Works of General Electric Co., *"Ivanhoe" Metal Reflectors and Illuminating Glassware.*

National Lamp Works of General Electric Co., *National Mazda Lamps.*

R. D. Nuttall Company, *Tractor Gears.*

The Outlook Company, *Automobile Accessories.*

The Peck, Stow & Wilcox Company, *Pexto Tools and Machines.*

Pittsburgh Gage and Supply Company, *"Gainaday" Electric Washing Machines.*

H. H. Robertson Company, *"Robertson Process" Metal, Gypsum and Asphalt.*

Hotels Statler Company, Inc., *Operating Hotels Statler, Buffalo, Cleveland, Detroit and St. Louis, and Hotel Pennsylvania, New York.*

The Timken-Detroit Axle Company, *Axles for Motor Vehicles.*

The Timken Roller Bearing Co., *Roller Bearings.*

University School, *College Preparatory School.*

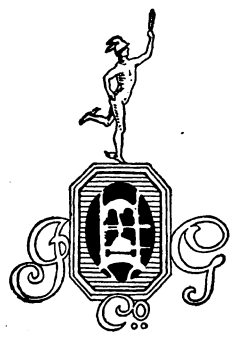
The Westcott Motor Car Company, *Passenger Cars.*

Willard Storage Battery Company, *Storage Batteries.*

& Smith

Cleveland

Digitized by Google



On Time!

NO matter how exacting your printing requirements may be, Goldmann can meet them—*On Time.*

A battery of twenty-five big presses, flatbed cylinders, perfecters, rotary presses for publication work, color presses and an organization that is the result of forty-four years of consistent growth, insure Goldmann clients of On Time Service and perfect printing.

ISAAC GOLDMANN COMPANY
Printers since 1876
80 Lafayette Street
New York City
Telephone
Franklin ~ 4520

Digitized by Google

After Seventy-five Years, Successful Firm Adopts Advertising

Even Though Dominating the Original Market, Advertising Was Found Necessary for New Product

By Hugh E. Agnew

TRADITION tells us that Alexander the Great wept because his father, Philip of Macedon, won so many victories. His laconic explanation of his grief was, "There will be no worlds left for me to conquer." Manufacturers of goods restricted in their use, and for which new uses do not present themselves even at the diligent quest of the advertising agent, can sympathize with Alexander when they reach the point where they dominate their market.

Imagine that you are the manufacturer of a contrivance used by physicians. It is good for one thing, but only one. It is so insignificant to the ultimate consumer that he could not be made to take it seriously, and would not turn his hand to indicate a preference for your contrivance, or some other. This is an important accessory, like the sandpaper on the side of a match box, but it is not considered important. People are aggravatingly indifferent. As you now dominate the market, about the only growth you can hope for is the growth that comes with increased population.

Of course you can sit tight and be content with having a good thing, if not a big thing. But that is not the American way. You have a sales force to maintain, and it might be selling other articles as well as not.

Now suppose that along with the specialty, you are manufacturing some other goods. They are a small part of your business, but of general use, far greater in the aggregate than your leader. The chances are that you would select an item that you could push to the limit, sell and advertise to the users. The sad experience of reaching the limit in one article would make you look for another with limitless possibilities.

That is a rough parallel to the experience of the Whitall Tatum Company, manufacturer of glass bottles for the drug trade and a limited line of other druggists' supplies. For three-quarters of a century that firm had been making quality goods. At one time the firm had also jobbed a line of rubber goods, but finding factory arrangements unsatisfactory, extended its factory equipment to include the moulding of some rubber goods. Continuing the policy of making quality products, the rubber department turned out a line that was worthy of the firm's reputation.

But while the superior quality of the glass products had grown out of sheer merit and conservative marketing methods to a dominating place both in domestic and foreign markets, it had not had advertised competition. With the rubber goods it was different. Other manufacturers of this line were advertising their goods consistently to the users, and the effect was that the unadvertised Whitall Tatum line did not show the growth that had been hoped for. There was no criticism of the goods, and the prices, although high in comparison with some lines on the market, were satisfactory for the quality furnished.

DID NOT DIG FOR REASONS OF FAILURE

An advertising campaign had not resulted satisfactorily. The plain truth is that the firm was not sold on the value of advertising. For seventy-five years it had grown and prospered without it—why change now? The unsuccessful attempt, as so often happens, did not reveal its weak-

Digitized by Google

ness or explain its failure. It was taken as conclusive proof that advertising was not the triumphant ally of this firm, whatever it might accomplish for others. But what was the explanation of the growth of other brands of rubber goods which were admittedly of no better value, but which were advertised?

About a year ago the company made an investigation which revealed no seriously weak spots, either in the goods or the way they were merchandised. It was decided that another advertising campaign be tried for a period of a year. The sales manager's plan was to pick out an article, typical of the rubber goods line, one that would lend itself to some striking demonstration, and at the same time could be advertised.

At last the hot water bottle was chosen. It ought to have a place in every household, and is therefore capable of responding to the widest publicity. It was representative of the line and lent itself to striking demonstration. When the wide range of usefulness is considered, it is surprising how many homes are not provided with this household convenience, was the conclusion of the sales department after an investigation. So advertising would increase the total consumption, and not be altogether a struggle for competitive sales.

Another angle to this advertising, as pointed out by the sales manager, was to establish the name Whitall Tatum in connection with quality goods. It would in the long run make the firm known to the public as well as to dealers. To the public, the same as to the trade, it would mean high class products—for it was part of the plan from the beginning to include other articles of the line as soon as the water bottle was established.

PRIMARY ENDEAVOR WAS TO PROVE QUALITY

The first copy was devoted to the superior qualities of the bottle. At the top of a single column used in five of the leading magazines for women was a picture of the bottle, and below seven points of superiority enumerated.

The seven selling points were: 1, "Holdfast" unlosable stopper; chain won't twist. 2, Three thicknesses of fabric and rubber. 3, Monogram assures dependable goods. 4, Real guarantee for two years. 5, Heavy rubber binding that resists strain. 6, Soft, smooth surface. 7, Full capacity. Each of these points was shown within a circle, and with an arrow pointing to its particular application in the illustration.

Near the bottom of the column was the half-tone picture of a large man standing upon a rubber water bottle, and the reader was told, "a heavy man can stand on it without causing a burst or leak." Many members of the trade who had known the sales manager in years gone by, when he covered many territories, thought they recognized him as the "heavy party on the bag," although modesty had prompted an attempt at disguise in an added beard.

While few would buy a water bottle just for the pleasure of standing on it without having it burst, no other way presented itself of showing its strength so strikingly. And the inescapable inference was that a bottle of such surpassing strength would have the other attractive qualities claimed for it.

Although the copy was restrained in tone, the thought that was intended to be conveyed was that the "Maroon Special" was just a little better water bottle than could be found under other labels. That should make it easy to get people to expect high grade of other kinds from the firm which makes the bottle.

Broadsides were sent the dealers calling attention to the extensive copy being used, urging them to profit by the prestige that it would create and also reminding them that it is the Whitall Tatum quality of goods that builds good will for their stores.

Having emphasized quality in the first series of advertisements, the next copy began with a list of

Digitized by Google

—to reduce advertising cost

eliminate circulation waste.

To buy national, scattered circulation reaching many places where you have no distribution, increases the cost of advertising. Daily Newspapers offer *effective* economy.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

Digitized by Google

New Essex Motors Plant

Hitch On to "Hustle"

No finer tribute to the effectiveness of newspaper advertising, or to the things that have made Detroit the Fourth City in America, could be found than the building of these huge new plants to make a large plant larger. Sixty-nine more acres of ground occupied, more than 500,000 feet of floor space added, costing approximately $6,000,000.

"Hustle" is the synonym for Detroit, and anything or anybody related either directly or indirectly to Detroit, is bound to get a measure of that "hustle," and good advertising is no exception.

It matters not whether your copy be 480 lines or 40,080 lines, you will find it developing a surer degree of steadiness and a finer measure of responsiveness if it is concentrated in The Detroit Free Fress, the only morning newspaper in this city of more than a million.

The Detroit Free Press

"Advertised By Its Achievements"

VERREE & CONKLIN, Inc.
Foreign Representatives
NEW YORK CHICAGO DETROIT

Digitized by Google

the many uses to which the water bottle is put, with the unrevealed purpose of increasing the use of the article. This copy began: "When mother has a headache—get the water bottle; when father has neuralgia—get the water bottle; when baby has the colic—get the water bottle; when brother has 'growing pains'—get the water bottle; when sister is ill—get the water bottle; when grandma has cold feet—get the water bottle; when grandpa has the rheumatism—get the water bottle."

Connecting up this copy is the picture of the weighty gentleman on the water bottle, reduced in size, with the quality appeal still present but subordinated.

So successful has the advertising campaign been that at the end of the first year the factory facilities had to be largely increased. A larger appropriation has been made for next year and at least part of the copy will be written for a rubber nipple. Again the quality appeal will be made; and again will the name of Whitall Tatum be connected with quality products.

Ask Release of Part of 1920 Newsprint Tonnage

The Publishers Buying Corporation, of which W. J. Pape, publisher of the Waterbury, Conn., *Republican,* is head, is sending out an appeal requesting publishers having contracts for newsprint to release one per cent of their 1920 tonnage for the benefit of newspapers without contracts.

The Publishers Buying Corporation makes the statement in this appeal that the release of one per cent of 1920 tonnage will provide upwards of 10,000 tons, which, in its judgment, will be sufficient to break present spot market conditions and have a favorable effect on 1921 contract prices.

The American Newspaper Publishers Association has directed attention to the appeal made by the Publishers Buying Corporation, but in doing so has said:

"An appeal has been made to this association for such action on the basis of affording relief to small papers without contracts. The Board of Directors, without adopting as its own the arguments presented by the Publishers Buying Corporation, nevertheless, feels justified in extending an opportunity to present its request to members of the A. N. P. A. in its own form and based on its own argument."

An Order Must Not Become a Memorandum

Most cancellations of orders are largely due either directly or indirectly to chaotic conditions arising from war times, according to a report on a survey of the manufacturing field made by the Chamber of Commerce of the United States. The percentage reporting that customers have cancelled orders because of failure to recognize the sacredness of contract, and the legal force and responsibility of an order received and accepted in good faith was comparatively small.

There is danger, however, the report declares, that unless a definite stand is taken against any tendency to regard cancellation of orders as unimportant, and unless there is cultivation of a general feeling that an order is to be considered more than a mere memorandum, this evil may assume serious proportions.

The investigation of cancellations was made by the national Chamber of Commerce in response to complaints from members that production was being interfered with, so much so that plants having had sufficient orders to run for months were curtailing their efforts or shutting down, even though production of their product is below normal and stocks in the hands of wholesalers and retailers are light. The complaints protested that the sacredness of the sale contract was being disregarded and that the buyer was willing to chance its legal enforcement.

Baltimore Ad Club Supports Vigilance Work

The Advertising Club of Baltimore has appropriated $1,000 for vigilance work. The "Truth in Advertising" work in Baltimore is carried on by an organization distinct from the Baltimore Advertising Club.

A. R. Martin at New Orleans

The New Orleans office of the Ferry-Hanly Advertising Company has recently added to its staff Alan R. Martin, who was formerly connected with the main office of this company in Kansas City.

C. G. Purnell with "The Farm Journal"

C. G. Purnell, formerly with the John M. Branham Company, New York and Chicago, has joined the Western office of *The Farm Journal,* Philadelphia.

William B. Spooner, Jr., who has been head of the advertising service staff of *Chemical & Metallurgical Engineering,* New York, has been appointed assistant advertising representative in the New York district.

Digitized by Google

Attracting Just the Right Sort of People by Help-Wanted Advertising

Ambitious Attempt of Rockford Furniture Manufacturers to Find the Great American Cabinet Maker

ONE way to sell a person on taking a job in these days of scarce help is to show him the advantages and good things that the job can bring to him. The Chicago Telephone Company goes to far as to advertise in an effort to have young women summon to their homes telephone company representatives who can talk with them and their parents relative to the supposed advantages of a telephone career. Study "help-wanted" advertising as it is put out now and you see growing evidence of a tendency of this sort when it comes to the search for new employees.

At the same time a refreshingly new note is creeping in. This is along the line of selling the prospective employee on the pride of achievement and creation — in other words, selling the work largely for the sake of the work itself in addition to the satisfactory returns. This is reasonably clever psychology from several standpoints. Sell a man on his work. Get him to take a real pride in the things he creates. Then his system will be in shape to throw off many of the germs of unrest which he is being fed in such quantities.

"We believe," the employment manager of a big Western concern told PRINTERS' INK, "that the most unhappy mortal in all the world is one who does not take pride and satisfaction in his job. If he holds the job merely as a meal ticket and goes through the same old treadmill performance every day without any other inspiration except lunch, quitting-time and pay-day he not only is an unprofitable employee for us but he is to be pitied because of the injustice he is doing himself. If a man or a woman is unhappy in his job, then his whole life is miserable, because the job is practically life itself, viewed from one standpoint. Therefore we are going to try to utilize the principles of advertising to make our people feel satisfaction in their work.

"Necessarily the first step is to see that adequate compensation is given for good work. But this will not do it all. Money, strange to say, will not always buy wholehearted, intelligent service from anybody. You have to try to make the employee feel a personal pride in helping create a big thing."

The Rockford Furniture Manufacturers' Association, of Rockford, Ill., believes that the time to begin instilling this spirit of pride is when advertising to get the employee. Working along this method, better results come both in quality and number.

AFTER MEN WHO WILL TAKE PRIDE IN THEIR WORK

There are in that town forty-four plants engaged in the production of widely diversified lines of furniture. When the help situation got acute and the usual methods of getting new recruits did not bring the desired results it was decided that the co-operative campaign along new lines would be the thing. In this it was decided that an effort would be made to sell prospective employees on the merits of the Rockford furniture industry as a whole rather than upon any individual company.

Accordingly, eight-inch double-column display advertisements were run in a list of country weeklies and dailies in Illinois, Iowa and Wisconsin.

The advertisements, instead of telling men how much money they could make and how inexpensive living in Rockford was as compared with other towns, dwelt

(*Continued on page 101*)

Digitized by Google

STACEY BENDER

Stacey Bender came with me in 1907. That is just about the time that "Chief Bender," the famous pitcher broke into the Big League. (However, they are not related.) Except for a short interval, Stacey has been with our organization during all these years, and his "pitching" for our Publications has been at least as good as the best which "Chief Bender" ever did.

Paul Block

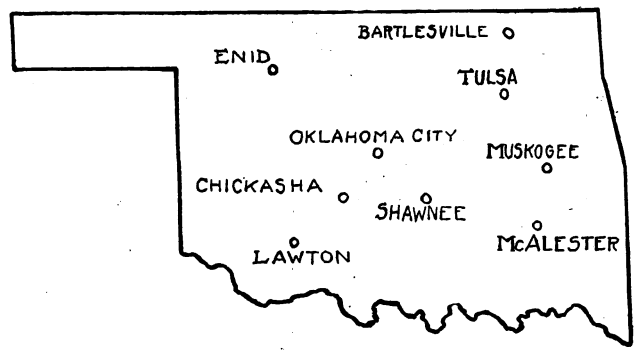
The Toledo Blade

The April 1 statement of the Toledo Blade showed 85,655 net. Of this circulation 75,291 was city and suburban—only 1,234 less than the *total* circulation of its next nearest competitor. That is why the Blade shows such a tremendous lead in local advertising, in national advertising and in classified advertising. Both the local merchants and the national space buyers know that the Blade produces the results they want.

Serial Ads. No. 16

Digitized by Google

How to Get YOUR Full Share of Over One Billion Dollars!



Oklahoma's 9 Rich Market Centers

Oklahoma's wonderful prosperity makes it a tremendously productive market for those who have learned that Oklahoma must be handled BY JOBBING DISTRICTS in ADVERTISING as well as in SELLING. They have learned that they must advertise LOCALLY in EACH of these 9 principal cities:

Cities	Population
Oklahoma City	100,000
Tulsa	80,000
Muskogee	42,000
McAlester	17,000
Enid	16,576
Shawnee	15,538
Chickasha	15,000
Lawton	15,000
Bartlesville	14,447

"MAKE *EACH* OF OKLAHOMA'S

Digitized by Google

Why is LOCAL advertising in each of these cities necessary? Because 75 to 80% of Oklahoma's immense buying power is concentrated in these 9 centers—and there is no way to reach a paying number of the people except by using one or more LOCAL newspapers in each of the 9 cities.

Some have attempted—unsuccessfully—to "cover" Oklahoma with one or two newspapers. But it is an impossibility! For instance, one newspaper claiming to "cover" Oklahoma has a scant 400 circulation in Tulsa County with a population of 125,000, and but 200 circulation in Muskogee County with a population of 79,000. And this circulation ratio holds good of practically all of the 9 cities.

Write us today for the results of our recent market survey of each of Oklahoma's 9 principal market centers—these market reports will be furnished free in a convenient folder for your files. Also, we offer you the last word in local newspaper co-operation.

Oklahoma Daily League

P. O. Box 994. 409 W. Grand Ave., Oklahoma City

OKLAHOMA NEWS
Circulation—25,139

TULSA DAILY WORLD
Circulation—25,194

TULSA TRIBUNE
Circulation—20,170

MUSKOGEE PHOENIX
Circulation—15,454

MUSKOGEE TIMES-DEM.
Circulation—12,005

McALESTER NEWS-CAP.
Circulation—3,360

ENID NEWS
Circulation—6,350

ENID EAGLE
Circulation—5,356

SHAWNEE NEWS
Circulation—4,215

CHICKASHA EXPRESS
Circulation—2,100

LAWTON NEWS
Circulation—3,000

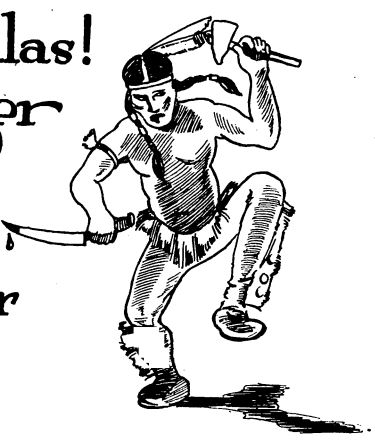
LAWTON CONSTITUTION
Circulation—2,473

BARTLESVILLE EXAMINER
Circulation—3,393

9 RICH MARKETS PAY YOU"

Digitized by Google

He is, alas! no longer with us. In fact, he never was.



Poor year, this is, for hunting wild Injuns in Oklahoma. Huh? Why, sure we've got Indians here; about 75,000 of them, all told. But they're so dern civilized it peeves them to be shot at. One big tribe of them that trades in Muskogee averages $5,000 a year income for every individual in it.

Two hundred thousand other well-fixed Americans trade here. It's the bazaar of all east-central Oklahoma.

Meet the folks of Mus-k(45000)-gee

Sixty million dollars' worth of crops will go to market through Muskogee this year. The Phoenix (13,741 net paid in August) will help you reach the people with that money. The Phoenix belongs to the Oklahoma Daily League. Special Representatives: John M. Branham Co.

Fully a quarter-million folks will attend the Oklahoma Free State Fair here Oct. 4-9. They'd be apt to buy from you if they met you in the Phoenix.

Tell 'em then

Digitized by Google

upon the beauty of furniture and the great satisfaction a man could gain through producing an article which could beautify and lend character to the home.

Mention was made of such great cabinet-makers as Chippendale, Adam, Heppelwhite and Sheraton. What names were more highly honored or more greatly appreciated than these?

"We Americans," one advertisement said, "feel highly honored when we can have furniture in our homes made after the pattern set down by these great men. Their styles will live for hundreds of years in reproduction after reproduction. But there remains to be found that which will be proclaimed as a strictly American style of furniture. Who is going to be the genius whose name will be given to posterity as the creator of this purely American style?"

The Rockford Furniture Manufacturers' Association rightfully concludes that this genius may be some young man who to-day is guiding the plow, selling groceries, digging wells or hanging paper somewhere in the Middle West.

NOT RELYING ON ENTHUSIASM ALONE

The association has been after this fellow and many others through the conventional method of telling him what there was in it for him from a monetary standpoints. Now it is approaching him from a consideration of what he may gain in honor, distinction and the pleasure of achievement. But the material side is by no means forgotten. Each advertisement brings out strongly the offer of "exceptionally lucrative employment in pleasant surroundings, and every advantage of the great city without its attendant evils."

The man who conceived and built this series of a new kind of help-wanted advertisements has a pretty good idea of human nature. There probably is not a man living who does not admire the craftsmanship of the skilled cabinet-maker and furniture-worker. Nearly anybody would be proud to be able to make a desk, a dresser, table or a china cabinet.

The superintendent of schools in a suburban town near Chicago has been in that position for more than thirty years. His schools are famous all over America. He takes this as a matter of course, inasmuch as it is the result of his life work. But his real pride is in the fact that he can make furniture. He tells the writer with great satisfaction that each of his two married daughters cherishes as her most valued wedding present a complete layout of dining-room furniture made entirely by him.

"There is not enough money in Chicago to buy that furniture from those girls," he said, "and I am sure that I would not sell it for money either."

This is the angle that the Rockford help-wanted campaign has in mind and it is meeting with success. The quality of applicants has shown a decided improvement since the advertisements have been running.

"We are getting in touch with young fellows who want to create things," said an official of the association. "We are finding men who take an interest in a fine product and feel proud to turn out a good piece of work. Proud is the proper word to use here, for a well-made table or chair is unquestionably something to be proud of."

The trouble with many a help-wanted advertisement is that it is worded in such a way as to scare away the very class of applicants it wants to reach.

Three or four years ago a man who now is manager of the mail-order department in the country's largest hotel and restaurant outfitting house was looking for a job. He had plenty offered him, and, in fact, had just quit a good job so as to have plenty of time to look for one that he really wanted.

He studied advertisements in newspapers and trade journals. He considered scores of advertisements but seldom answered one. In nearly every case when the advertisement asked for a high-grade man capable of advertising and putting over a product it had

Digitized by Google

some feature that killed it so far as this man was concerned. A common fault was a provision that the man must have a knowledge of type, paper, engravings and a lot of other things.

"Reading an ad like this," the man said, "I would get the idea that I would be going up against a detail job where I would have to encounter the very things I was trying to get away from. This is the wrong way to approach a supposedly big man who can map out selling plans and put over real ideas. Knowledge of type, engravings and paper does not by any means qualify a man for a big sales or advertising job. The employers know this well enough, but somehow or other they persist in putting it in their help-wanted advertisements.

"Since that time I have formed the habit of reading advertisements of this kind just as a matter of information. I got so interested in them when I was looking for a job that I guess the habit sticks. In three years I have read quite a number of hundreds of want ads, I suppose. But I believe I have not read to exceed ten that were phrased in such a way that they would impress the kind of men the people wanted to reach.

"When the advertisement wants to reach a big man or a good man it has to be one that will impress him. It has to keep away from suggestions that would lead the man to form the wrong conclusion. If it does not he won't answer it. Friends of mine have complained to me about the poor quality of applicants they have for big jobs. The trouble is in the advertisements."

There is plenty of room for something different both in help-wanted and in job-wanted advertising.

Four ambitious young Chicago business men were members of an evening advertising class conducted in a local high school. The lectures they heard there and the ideas they gained convinced them they could hold better jobs than the ones they had.

If advertising was so great a thing, then why not try advertising?

The result was an impressive advertisement in the want section of a daily newspaper. It was headed, "Can You Use One of Us?" and went on to explain that "this ad has been written by the men whose qualifications are listed here. It is an example of their originality and their appreciation of the effective use of co-operation. They are all holding good positions, but the top-notch places in their organizations are not of the most inviting type. Hence they present themselves here for your consideration."

Then follows a number for each of the four under the heading of Man A, Man B, and so on. The replies were to come to a blind address. Within two weeks each of the four had found and accepted a better place.

Reserve Buying Power

A few days ago several news reporters were interviewing the head of a Wall Street banking house. One reporter said: "Mr. Blank, I believe there is a large buying power held in reserve that will make itself felt before long."

"What makes you think that?" asked the banker.

"Well," responded the reporter, "take me, for instance. I am wearing this old hat. It ought to be in the ash can. These shoes I've got on have holes in them, too. Before long I am going to be forced to start buying. I believe there are a lot of people like that."

"I guess you are right," the banker answered. "I have another pair of trousers, but they have holes in them. These I have on cannot last much longer. We'll both be in the market very soon."—*The Wall Street Journal.*

L. L. Decker Joins Curtis Business Papers

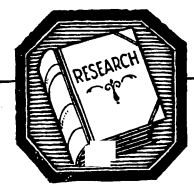
Lowell L. Decker, who recently returned from England, and who was formerly with *Cosmopolitan Magazine,* has been appointed Eastern advertising manager of the Curtis Business Papers, Inc., New York.

Adcraft Agency Succeeds Florence Prevost Agency

The Adcraft Agency has succeeded The Florence Prevost Advertising Agency of Portland, Ore. The new agency is directed by Miss Hazel F. Linney and Miss Helen Campbell Jeselson.

Digitized by Google

*Items for the Socratic space-buyer's notebook**



If you cannot see beyond a thing, you cannot see the thing itself

If you cannot see beyond a magazine, beyond its physical appearance, its format, its color and size—

If you cannot see beyond these things to its contributors, to its Ben Ames Williams, its Arnold Bennett, its Louis Joseph Vance, its Sir Gilbert Parker—

And then, if you cannot see beyond these contributors to the readers they attract; living men and women who *do* things, who are figures of importance and energy in their communities, who are surrounded by growing families, who think things, who influence, who *buy*—

If you cannot see these things and understand what they mean, then you cannot see a magazine itself.

MUNSEY'S

* *It is said of Socrates that his reason was stronger than his instinct*

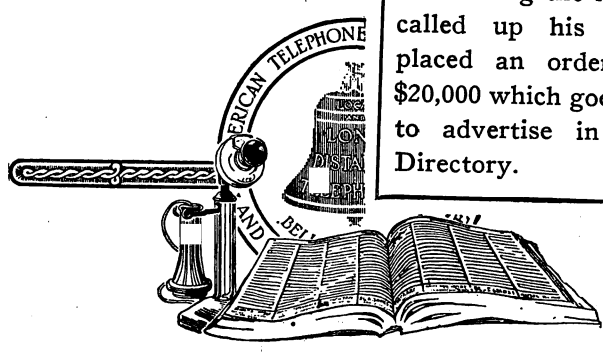
Digitized by Google

MANUFACTURER LOSES $20,000 CONTRACT

Fails to Renew Use of Advertising Space in Telephone Book and Competitor Gets Business

ROCHESTER: A certain salesman of Telephone Directory Advertising in checking up contract renewals recently called on a manufacturer here who had a competitor in the same building—also a directory advertiser. The prospect decided he would not renew his contract and so save $9.00 the cost of bold type listing. Subsequently, an engineer representing a large out-of-town concern visited Rochester, consulted the directory and not finding the name of this man called up his competitor and placed an order amounting to $20,000 which goes to show it pays to advertise in the Telephone Directory.

for big results
at small cost —
The Telephone Directory



NEW YORK TELEPHONE COMPANY
P. W. ELDRIDGE, Jr., *Sales Mgr. Dir. Advtg.*
1261 Broadway at 31st Street, New York
Telephone Vanderbilt Official 130

Digitized by Google

Colleges Unite in Advertising to "Prospects"

Two Groups Get Together to Create Keener Interest among Young Men and Women in College Training

AN extension of the association idea is behind some current college advertising which presages lively and certainly very interesting happenings in this field. Down South, a group of twenty-one colleges—the University of North Carolina, Clemson Agricultural College, University of Florida, Virginia Polytechnic Institute, Mercer University and seventeen other institutions of Virginia, North Carolina, South Carolina, Georgia and Florida—have sponsored a joint advertising campaign developing, creatively, the advantages of college education.

A series of letters from an uneducated farmer to his son and daughter was the advertisement idea adopted for the page messages.

The names of the participating colleges were given at the foot of each advertisement, below the explanation that the letters were published by the listed colleges in the interests of better education. It was suggested that ambitious young men and women write to individual colleges to learn what special advantages they offered.

These advertisements, in striving to induce young people to go to college, definitely attacked certain ideas and conditions which sometimes cause an unfavorable decision. For example, there is the young man or woman who undervalues college training because the parents, successful as success goes in the home community, didn't go to college, yet "got ahead." Coupled with a disposition to throw off the discipline of educational institutions and get right into life without further training, this idea prevents many from attending college who might otherwise do so.

Writing a typed letter on his farm letterhead, F. A. Reid, owner of Clover Leaf Farm, attacked this condition while telling his son and daughter why he believed they should attend college.

"The last time you were home," he wrote, "you were talking with some of your friends at church, and I chanced to hear one of you remark that it 'does not pay to go to college.' . . .

"But before my boy or girl makes a final decision about this question, I want them to listen to some of the 'inside' experiences of their uneducated Daddy. You see me going ahead, working hard, running the farm in a much better manner than many neighbors. You do not see my lack of knowledge about many farm subjects. You do not see my inability to appreciate many of the fine things which enrich and sweeten life. You do not know how much I have missed by not having the comradeship of other ambitious men at college. You do not see how much I miss by not having the golden friendships with former student companions, which my brother, who went to college, cherishes with such happiness. I feel, too, that I lack the broader vision necessary to understand and follow the great movements which are sweeping over our country and transforming it.

"You both remember the movement started in this county several years ago to build good roads. I opposed it. Looking ahead, I saw only the larger taxes. I could not see the approaching necessity for increased speed in marketing; I could not see that such roads would save me many days of time and that my hauling could be done on a much cheaper basis than was then the case. The same thing has been true about many other matters that have come up. I have been outright opposed to them or have been only lukewarm.

"Our church has suffered because of my ignorance, public schools have been hindered, the

Digitized by Google

organization of the farmers in our neighborhood has been held in check. Thank God, I have now seen my error in many of these things and have set about to correct them. But at best, I have very much delayed gravely important matters of community progress. No doubt I am to-day making similar mistakes because I cannot see ahead, and will have to correct them by looking back.

"I want you, Son and Daughter, to be *leaders!* I want you to be able to look ahead and meet opportunities instead of having to look back and correct mistakes. College will not do it all, but it will so broaden your vision as to help avoid many mistakes, and therefore enable you to be of greater service to yourself and your community."

Other college advertising has been conducted this year on an association plan by The Federation of Illinois Colleges. Illustrated with a college campus scene, one advertisement was headed, "Some of Our Most Famous Men and Women Come from Illinois Colleges."

"Jane Addams," the copy ran, "is a product of an Illinois College. So is William Jennings Bryan. You will find the names of many other famous men and women on the registers of the colleges named below. Richard Yates, Governor Fifer, Eugene Field, Edgar Lee Masters, Newton Bateman, Carter Harrison, Julia Lathrop, Judge Carter, Dr. Parkhurst and S. S. McClure received their education in one of the many colleges that dot our State. Many of the men worked their way through college.

"One of these colleges is near your home. It is well equipped to give you the best educational advantages. It is rich in its associations—its records will make you proud that you are a graduate.

"Make up your mind to-day that you are going to receive an education in your college—the Illinois college which best meets your needs. Any of the colleges named below will be glad to give you any information you desire about courses."

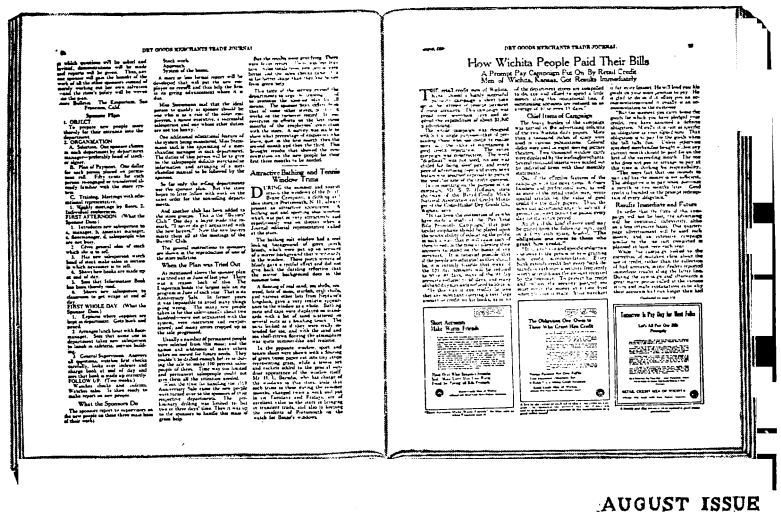
The Southern advertisement quoted appealed to young folks on the ground that college would enable them to lead a better, fuller life.

The Illinois advertisement used the appeal of prestige. Names of famous men and women linked with a college institution fire the imagination of the high school or academy graduate and build on that impulse toward college pride which young people characteristically have. Athletic traditions of an institution similarly appeal to youth. All these comprise broad features on which successful college advertising can be based. Then there is, of course, the intensely practical side, reduced to a stark money-and-cents basis. It can be shown how the college-equipped young man or woman "gets ahead" in business or profession.

"We are uniting in this effort," a representative of one of the colleges interested said to PRINTERS' INK, "not because we desire to share the expense of the advertising. This, while an item worth considering, could be borne by perhaps any institution in the list. But in uniting all these schools representing various religious beliefs we get what you advertising men would perhaps call a big smash.

"We can by no means qualify as experts in advertising. Educators are not supposed to know anything about business anyway, as you doubtless have been told many times. But here is the idea: Suppose, for example, De Paul University here in Chicago would start out on a lone campaign to boom the small college of which it is a type. Its appeal would necessarily be limited, inasmuch as it is a Catholic institution. The same thing would be true of James Millikin University at Decatur, a United Presbyterian institution. So they all join and subscribe to the same appeal and presentation of selling points. In this way each is helped by the other. The results are flattering. The colleges are receiving an unprecedented number of requests for catalogues. The attendance at most of them

Digitized by Google



AUGUST ISSUE

How Wichita people paid their bills

Dead beats paying bills!

Outlawed accounts collected in full!

Slow payers jogged into action!

A better credit situation created!

It happened in Wichita! How these Kansas merchants did it is told in the August issue of the Dry Goods Merchants Trade Journal!

And it is but one of more than thirty successful merchandising plans and ideas in that issue.

All are tried and proven plans used by successful dry goods and department store merchants to increase business and make it more profitable.

The Dry Goods Merchants Trade Journal is distinctly different from other publications in this field.

It is strictly a merchandising magazine!

For 20 years it has held to the single purpose of affording the merchant who wants to make his business bigger and better an opportunity *to know* what other successful merchants have done *and how they have accomplished it!*

Would you like to see this August issue?

DRY GOODS MERCHANTS TRADE JOURNAL
PUBLISHED BY
Merchants Trade Journal Inc
Des Moines, Iowa
ALSO PUBLISHERS OF
HARDWARE MERCHANTS TRADE JOURNAL
FURNITURE MERCHANTS TRADE JOURNAL
Branch Offices: New York, Chicago, Indianapolis, Boston, Rochester

Digitized by Google

National Builder

For the Contractor. For the Architect. For the Builder.

Materials

NATIONAL BUILDER reaches a $3,000,000,000 market. It goes direct to the fountain head of the buying power of that market—the Contractor—the Architect—and the Builder, and it has no rival in prestige as an advertising force.

If your product is used in the building field, or if you make contractors' and builders' tools, machinery or equipment, this tremendous buying power is entitled to your consideration.

TRADEPRESS PUBLISHING CORPORATION
542 S. Dearborn St.
Chicago, Ill.

Digitized by Google

this year will represent the institution's full capacity."

As with banks, dignity has always featured college administration. A great many have never advertised at all, except as the catalogue was considered an advertising device. Those who have followed college catalogues of late years have marked a change in them. There has been less of the cold atmosphere and formal manner and a greater disposition in description to use a more intimate style, to get closer to the prospective student. Some of the colleges in describing courses which prepared for professional work have told of the demand for graduates, what salaries were paid, and the sort of career the well-trained, ambitious man could reasonably look forward to.

Illustrations have been more used. There has been a disposition to get away somewhat from the formula of compilation on which so many colleges have published catalogues for years. It has all been a sturdy impulse, typically American, toward a normal, warm presentation of the subject of college education, an endeavor wholesomely to develop the persuasive quality to a degree that the orthodox college catalogue does not.

The trend in catalogues is significant. Now comes college advertising on an association plan which with enterprise and daring cuts away from hampering precedent and goes to young people with advertising frankly planned to induce them to "go to college."

W. J. Boyce Joins Long-Costello, Inc.

W. J. Boyce, formerly on the marketing merchandising staff of Critchfield & Company, Chicago, has joined the marketing merchandising staff of Long-Costello, Inc., advertising agency, of the same city.

New Account for Sweet, Thompson & Phelps

Sweet, Thompson & Phelps, Chicago, have secured the advertising account of the Seeley Chemical Co., Eau Claire, Wis., manufacturer of "Exito," a germ killer.

South African Government Authorizes Advertising Campaign

The Parliament of the Union of South Africa has recently authorized an appropriation of £35,000 for an advertising campaign. The advertising will call attention to the attractiveness and resources of South Africa. It is hoped that the amount to be appropriated by Parliament will be supplemented by a further £15,000 to be contributed by municipalities.

To Advertise Baltimore Cigars

The advertising account of the Bowers & Ottenheimer Co., Baltimore, Md., manufacturer of "Royal Bard" cigars, has been secured by the Deatel Advertising Service, Baltimore. A general newspaper campaign is now being prepared.

Disc Wood Wheel Account for Lytle Agency

The Dayton Automobile Wheel Company, Dayton, O., maker of disc wood wheels for automobiles, has put its advertising account in the hands of The J. Horace Lytle Company, Dayton. A national campaign is planned.

Rex Lardner at Hartford, Conn.

Rex Lardner, who was on the copy staff of the International Trade Press, Inc., Chicago, has been made manager of the New England office of that organization, with headquarters at Hartford, Conn.

International Sample Fair at Trieste

An international sample fair will be held at Trieste, September 26 to October 17. Prospective American exhibitors will be furnished with information by the Italian Chamber of Commerce at New York.

E. I. Wade Joins Mutual Service Corporation

Edward I. Wade, formerly with the Glen Buck Advertising Agency of Chicago, and previously with Armour & Co.'s advertising department, is now a member of the Mutual Service Corporation, New York.

New Account for Homer McKee Agency

The advertising of the American Metals Corporation, Indianapolis, manufacturer of the Amco shutter for Ford radiators, has been put in the hands of the Homer McKee Company, Indianapolis.

Digitized by Google

Lumber Industry Sets Public Right upon Fundamental Facts

Rumors That Supply of Hardwood Is Nearing Exhaustion Combated in New Campaign

By C. M. Harrison

THE dogmatism of success, which probably is as pronounced a variety as you will see anywhere, continually stands in the way of advertising achievement.

The Standard Oil Company for years was pelted with all kinds of criticism and abuse. But it believed it was a fairly decent company after all. Anyway it knew it was growing. Practically everybody was buying its oil. Why worry, therefore, over what people thought or said? Later it did care. It began to realize that lasting success could not be won alone upon nation-wide demand and financial power. Then it began advertising—to sell itself to the people as an institution.

The same experience with variation was undergone by the packers. Seldom has there been a great industry so maligned. Yet the packers grow in wealth and power. While accusing them of practically all the commercial crimes on the calendar and believing stories of human tragedies "back of the yards," people kept on buying meat and the multitude of packing house by-products. The packers have been hurt somewhat in their self-esteem by what was said about them, but inasmuch as they kept marching right ahead they felt that they could afford to leave well enough alone.

Later, this dogmatism of success on the part of the packers was broken down by the advertising sense. They concluded it was for the best interests of their business in the long run to make an advertising showing to convince the public that they were reputable business men doing a great thing for the producer and the country in general as well as for themselves and that they were not the black-hearted robbers and profiteers that they were pictured to be.

And now, wonder of wonders, comes the lumber industry also, with an institutional presentation to the people. The cool complacency of the lumber people under the attacks that have been made upon their business for the last ten or fifteen years has been one of the amazing things that business authorities have been forced to admit they could not comprehend. For the attacks on the lumber interests have not been the sporadic utterances and complaints of outraged consumers. Lumber has not been abused in the newspapers as was oil or meat. The average person knows little about lumber and cares less.

"But while there has been no popular outcry against us," said the head of a big lumber firm, "we have been fought by the vastly more dangerous enemy of skilfully organized and well-executed propaganda."

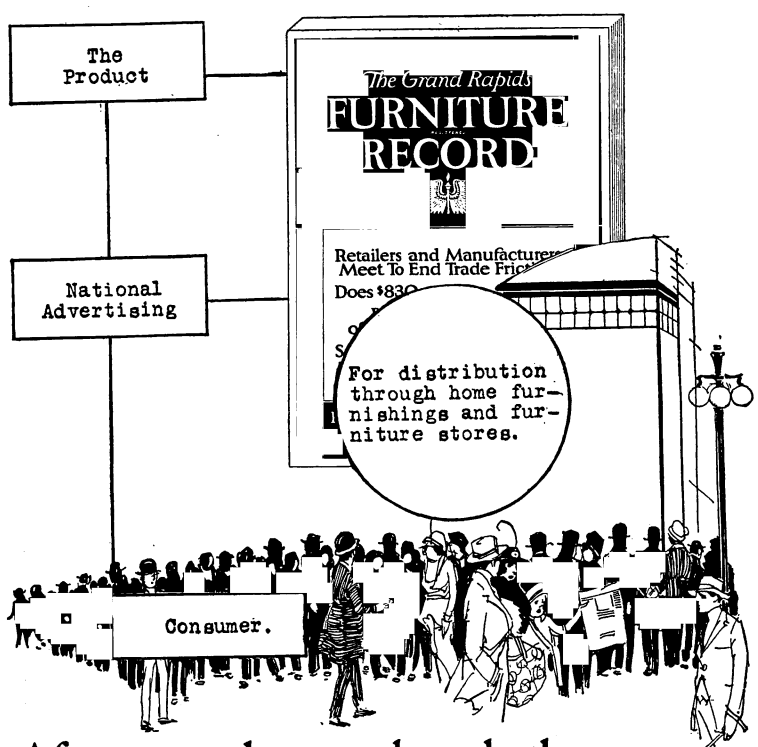
THE ERROR TO BE COMBATED

Everybody has to eat. Nearly everybody uses oil in some form. Only the comparative few have occasion to buy much lumber. Yet in all the nation there is hardly an individual able to read who has not accumulated the idea in some mysterious way that lumber was almost done—that it soon would be extinct and only a memory.

The lumber people knew better. They kept on making money—plenty of it. They sold much lumber; fortunes were accumulated. What mattered it to them, therefore, that people should get these erroneous ideas just as long as they kept on buying?

The belief that timber was vanishing became so widespread that even the Government believed it.

Digitized by Google



After you have selected the Home Furnisher and Furniture Dealer as your distributor—

Keep him in touch with your activity and sales program through the Furniture Record.

Few Business papers have as great an influence in their field over the dealer as the Furniture Record. Your activity program presented to him through this paper will gain co-operation and support.

Write for Facts

Victor B. Baer Co.,
47 West 42d St.,
New York City

Edward R. Ford,
53 West Jackson Blvd.,
Chicago, Illinois.

Sam Leavick,
510 Union Trust Bldg.,
Cincinnati, Ohio.

The Grand Rapids Furniture Record

A paper with true dealer influence

Digitized by Google

One Million Men

are members of a club with 2,700 club houses—and a new club-house opens every five days.

This is a fertile field for dealers in

Billiard Tables and accessories
Bowling Alleys and accessories
Shuffle Boards and accessories

CHECKERS, DOMINOES AND ALL OTHER INDOOR AND PARLOR GAMES ARE IN CONSTANT USE.

The industrial and welfare activities of the Y. M. C. A. reach nearly five million men who are allowed the use of the club houses.

Obviously replacement of equipment is also a big item.

Write "Association Men," the official organ of the Y. M. C. A., for full details of the effective way to reach this big field.

Our service to advertisers insures unusual results. Ask about it.

347 Madison Avenue
New York City
New York

Western Office
19 So. La Salle Street
Chicago

Digitized by Google

We all remember how, during the war, a country-wide movement was inaugurated to induce people to trace every possible walnut tree. The Government, it was explained, was in dire need of walnut timber to make gun stocks. Boy Scout troops in every city were started out on a search for walnut trees.

A business man living on a country estate at Lake Forest, a suburb of Chicago, was very proud of a huge walnut tree—the only one on the place.

One day some Boy Scouts came and tagged it. It was listed as part of the walnut-timber assets of that part of the country.

"I really believe," this man told the writer, "if the war had lasted another six months somebody would have come and cut down that tree."

The facts are, according to the American Walnut Manufacturers' Association, that there are enormous quantities of walnut trees growing in many parts of this country.

There are enough of them, an official of the association said to PRINTERS' INK, to supply legitimate needs for scores of years to come.

"You and I and our great grandchildren will be dead long before walnut is gone," he declared.

The Government's campaign made the walnut lumber interests wake up. They reasoned that if the idea about the scarcity of walnut were really as widespread as it seemed, people would quit buying walnut, thinking the price would be prohibitive. The obvious thing was to set the people right by a campaign of advertising. This is being carried on now.

Of course nobody contends that walnut lumber is as plentiful as it was. The idea of using it for fence posts and for rafters in barns has gone out of fashion. But for cabinet work, fine interior finish and similar purposes it is declared there is an ample supply for many years to come.

The people did not know this. It is safe to say they will be surprised when they read the association's advertising in national mediums.

A similar condition of apathy or apparent indifference is to be seen in other branches of the lumber industry. Various associations have taken little forays into advertising now and then. But now the thing seems to have started in earnest in a big national way.

The American Hardwood Manufacturers' Association has begun a campaign in national magazines, the purpose of which is to give the people of the country a better understanding of the lumber business as a whole which is declared to be "the nation's second largest basic industry."

The unusual feature of this advertising is that it is not going to talk specifically of the varied species of hardwood lumber. Previous campaigns put out by lumber associations have been limited to individual boosting. This effort will be in behalf of all lumber. The benefit to the hardwood association will be indirect.

TO SHOW UNDERLYING FUNDAMENTALS

The campaign which started in July will be carried on by means of a series of advertisements entitled "Glimpses into the Spirit of America's Second Greatest Industry."

Glimpse No. 1 was headed "Similarity of Ideals Is What Makes a Nation." In this it is declared that "next to food, shelter is the most important thing for mankind and for this purpose the various products of trees have been his chief reliance ever since the increasing population caused a shortage of caves. So the American lumber industry is and always has been practically second to agriculture as a facile, dependable and economical reliance for us all."

Glimpse No. 2 shows a picture of a solid bed of eastern hardwood logs which is said to extend for more than two miles and which "in due course will yield over twelve million board feet of the best furniture, trim and specialty woods in the country."

Digitized by Google

The advertisement reminds its readers that nowhere in the world does the science of lumbering equal American methods.

The third advertisement of the series will picture a track-laying gang repairing a lumber railroad through a flooded Southern hardwood forest. This is supposed to add emphasis to the thought that prevailing prices for lumber do not all represent a manufacturer's profit. It will have as its title "Labor with a Smile Is the Measure of the 'Boss.'" The idea is to supply a valuable commentary on general labor conditions as they are alleged to exist in the lumber industry.

The American Hardwood Manufacturers' Association, it will be remembered, was subjected to injunction proceedings some time ago on a charge of violating the anti-trust law. The court ordered in effect that the various members of the association have no business dealings with each other. This judge's opinion, though not literally his inhibition, extended even to straight-out co-operative advertising of its products. This may or may not have something to do with the decision to start the present series of institutional advertisements. Be this as it may, the association very plainly is doing the kind of advertising now that will put it before the people in a different light.

ADVERTISING'S ADVANTAGES BETTER UNDERSTOOD

"The chances are," said a man connected with the association, "that if this kind of advertising had been done ten years ago the public feeling toward the lumbermen would have been such that the court action never would have taken place. This was based upon a misapprehension of the facts. Of course, we took too much for granted. Or possibly it might be said that some of us were not as much concerned as we might have been about what people thought.

"There is, you know, such a thing as a man taking refuge in his own personal knowledge that he is not the crook or the reprobate that he is said to be. He may know he is doing right and may have preserved his self-respect inviolate. He wraps the mantle of dignity about him and lets the people talk.

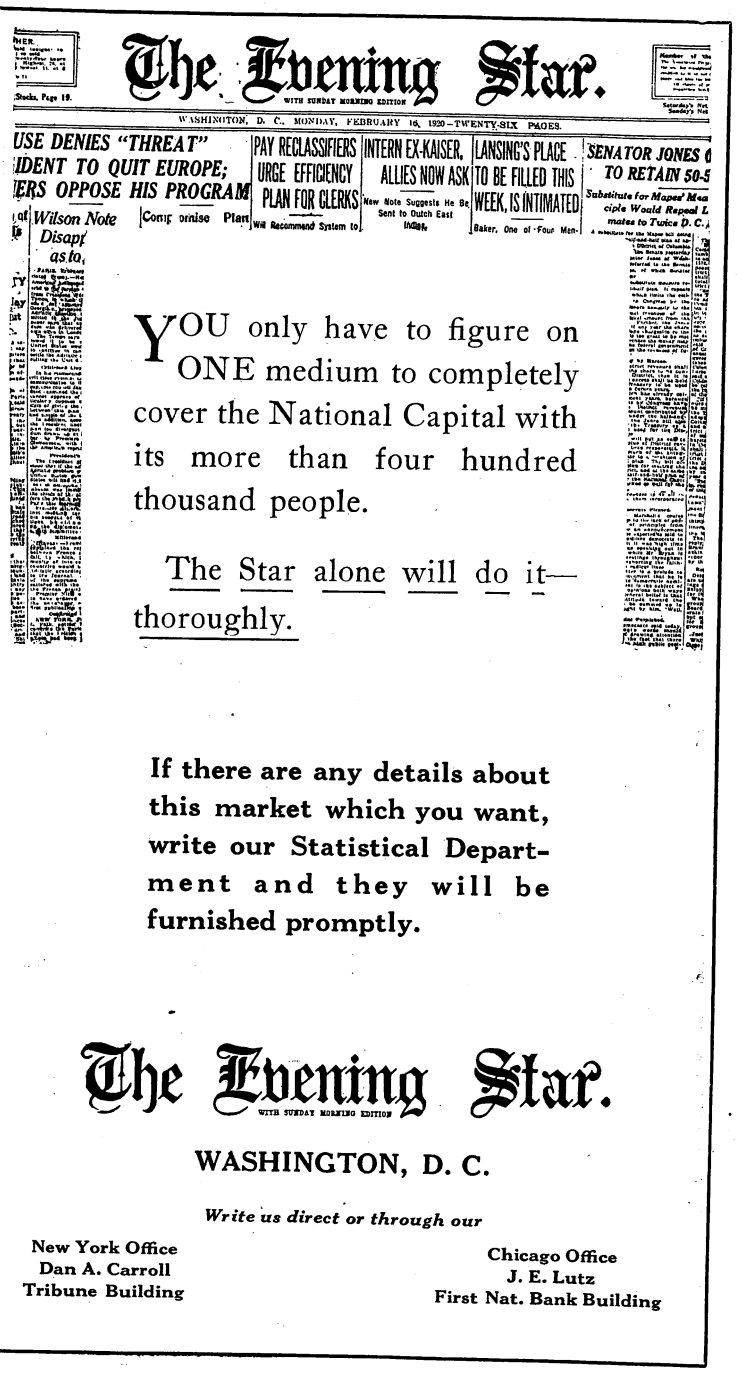
"This sort of thing won't work in business. However righteous it may be it is a relic of the old school of merchandising. The lumber industry has been slower than others in fighting its detractors and in letting the country know the exact truth about it. It isn't thoroughly awake yet. But I do believe this campaign of the American Hardwood Manufacturers' Association will open the way for some constructive advertising in which the whole lumber industry will take part by creating a powerful background of public knowledge and public favor behind the various legitimate selling campaigns of the various woods.

"Many of the erroneous ideas are based on propaganda spread either by uninformed sentimentalists who say they want to save the forests from exploitation for commercial purposes or by others for business reasons.

"For example, take the widespread idea that wooden buildings are fire traps. The average person does not know that there really is no such a thing as a fireproof building. The materials used to make a building may be fire-proof but the building itself cannot be. We have known all along that the insurance companies' rates are in favor of mill-construction buildings, with wood beams and sprinklers. This in itself is sufficient answer. Why have we not advertised this fact? you ask. I suppose the best answer would be to say that the lumber industry has been in the past so automatically successful that it has not realized the insidious encroachments on its ultimate markets. Doubtless when we encounter our next sag we will broaden our conception of advertising. It would be wiser to do it first."

There was a move made four or five years ago to combat the idea

Digitized by Google


The Evening Star.
WITH SUNDAY MORNING EDITION
WASHINGTON, D. C., MONDAY, FEBRUARY 16, 1920—TWENTY-SIX PAGES.
USE DENIES "THREAT" IDENT TO QUIT EUROPE; ERS OPPOSE HIS PROGRAM
Wilson Note Disapp as to
Compromise Plan
PAY RECLASSIFIERS URGE EFFICIENCY PLAN FOR CLERKS
Will Recommend System to
INTERN EX-KAISER, ALLIES NOW ASK
New Note Suggests He Be Sent to Dutch East Indies
LANSING'S PLACE TO BE FILLED THIS WEEK, IS INTIMATED
Baker, One of Four Men
SENATOR JONES TO RETAIN 50-5
Substitute for Mapes' Principle Would Repeal L mates to Twice D. C.

YOU only have to figure on ONE medium to completely cover the National Capital with its more than four hundred thousand people.

The Star alone will do it—thoroughly.

If there are any details about this market which you want, write our Statistical Department and they will be furnished promptly.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
Tribune Building

Chicago Office
J. E. Lutz
First Nat. Bank Building

Digitized by Google

"That Broadside Smashes Home"

"Gloves for hard work. Strength! The idea of strength is carried out clear through. Why even the paper is strong. Not a sign of a crack where it is folded through the illustrations."

THE idea of emphasizing basic sales points in broadside advertising is increasing sales for thousands of advertisers. To portray strength, beauty, dignity, or any other feature successfully, *paper* must be selected as carefully as copy and illustrations. Results prove this. Send for booklet "Paper as a Factor in Modern Merchandising" which explains.

Foldwell is peculiarly adapted to the "dominating idea" in broadsides. Its specially prepared surface and long-fibred strength can be used to your advantage. Foldwell Coated Papers are made in Book, Cover and Writing.

CHICAGO PAPER CO., Manufacturers
821 S. Wells St. CHICAGO, ILL.

Nationally Distributed

FOLDWELL COATED WRITING COATED BOOK COATED COVER

Digitized by Google

that wooden buildings were necessarily highly inflammable, such as the man just quoted speaks about. The National Lumber Manufacturers' Association put out a booklet treating on wood construction and its relation to fire losses in Europe and America. It was called "A Surprise Book." Only comparatively few copies were circulated. It was not advertised, and its revelations went to waste. The war came on and stopped building. The campaign flivvered out for no apparent reason. The book is a convincing presentation —one that would do some good were it given adequate circulation.

The lumbermen's association of Chicago also got out an illustrated booklet a while back as part of some propaganda against a proposed extension of the city's fire limits which would prohibit the construction of frame buildings.

But in general the lumber people have not made any organized efforts to set forth their ideas regarding the safety of frame buildings. Neither have they gone very far in support of their contention that there is yet enough standing timber in the country to supply lumber for many years.

A BEGINNING OF INSTITUTIONAL ADVERTISING

The campaign just started by the American Hardwood Association represents the first real effort to present the lumberman's case in a national way. Close observers believe it is the forerunner of much advertising along this line.

"And when it does get fairly under way," a Chicago lumber man said to PRINTERS' INK, "some interesting and surprising things will be told to the people. You wouldn't believe, for instance, that there is yet a great plenty of fine pine in the forests of the Carolinas, would you? Well, there is. In the presumably 'denuded East' it will be used for building purposes for many a year yet.

"People don't know this and a great many other things they ought to know about lumber. Advertising will tell them."

While the lumber people are thus breaking into institutional advertising it is interesting to note also that they are continuing forward steps in the kind of advertising that can sell lumber directly, as evidenced by the remarkable work done by Cypress—which amounts to a historic citation in the whole field of advertising. Without the least desire to be critical, it must be admitted that while the advertising of species has been notably successful the industry as a whole has neither recognized nor used its greater opportunity. The dogmatism of success, spoken of in the beginning, naturally had a great deal to do with this. The same considerations that would cause the lumber interests to disregard attacks and propaganda would cause them to overlook the value of advertising their wares direct.

But when the light of advertising begins to break it dispels a lot of antiquated notions.

A sawmill has a short life as compared with other manufacturing plants. It may last five years or fifty, depending upon the extent of the available timber in the locality. When the mill finally is obliged to move it may have to begin the production of an entirely different kind of lumber.

Lumber manufacturers, recognizing this basic principle of their industry, are now beginning to see the value of establishing good will. If the lumber buyer can be sold thoroughly upon a certain trade-mark, or even company name, then the producer's good will is going to last, even though he moves to another location and produces another kind of lumber.

The capitulation of the lumber industry to the force of advertising really marks an epoch. Lumber held out for a long time, but now it seems to be preparing to go the whole route. With lumber advertising in the right way and with the farmers planning a nation-wide campaign to get the city and the country together, as was told in PRINTERS' INK of August 12, it would seem that advertising really is beginning to get a decent start.

Digitized by Google

A Trade Ballot to Determine Whether or Not Copy Is Right

Square D Company Seeks Justification for Its "Fear Copy"

WHAT are you to do when your strongest selling point exposes a weakness of the line? It often happens. You might gain by thus putting your best foot foremost, but you might lose by injuring the business as a whole.

A case at point, as the lawyers put it, is that of one of the large wholesale tea merchants. To avoid having his tea come in contact with sweaty hands, as is the usual case with tea roasted in China and Japan, he has invented and installed a machine for roasting tea which obviates contact with any part of the body. He has never had this machine patented, depending upon his ability to keep its structure a secret, and so far he has been successful. Very few of his employees have seen it—not even the advertising manager who has been with him nearly six years, has had that privilege.

Many times salesmen have urged the manufacturer to centre his advertising around this striking advantage which his product possesses over that of competitors. But his answer is, "I am engaged in building up the tea business, not in tearing it down." He believes that he would suffer greater loss through the injury that would come to the business than he could possibly gain through exploiting his unique advantage.

The same question presented itself to the American Chain Company in advertising Weed chains, but the decision was the opposite to that of the wholesale tea dealer. Plainly its strongest appeal was to fear, and that appeal was worked to the limit.

Some of the faint hearts of the automobile industry were greatly disturbed when the pictures of disastrous automobile wrecks began to appear in Weed chain copy. They had harrowing fears that timid women and cautious men would be deterred from buying cars by having their attention centred on what might happen to them if they were driving. For a time these pictured dangers, together with an occasional accident witnessed, and numerous others reported in the daily press, may have prevented or delayed some sales.

But the continued insistence of the Weed copy that Weed chains were a sure preventive for most of these accidents, and the daily demonstrations of the effectiveness of the chain have stimulated such confidence that doubters have bought both automobiles and chains. So in the long run Weed advertising has helped to sell cars as well as chains.

DEPENDENT ON GOOD WILL OF DEALERS AND CONTRACTORS

The Square D Company, of Detroit, manufacturer of an electrical safety switch, is now in much the same position as the American Chain Company when its advertising was under criticism. But there is this difference: the Weed manufacturers were only incidentally interested in the good will of the automobile manufacturers. The Chain Company could create consumer demand, and dealer co-operation independent of the manufacturers of cars, as dealers are always glad to get a salable accessory. But with the Square D Company the hostility of dealers and contractors might prove serious.

The company in its consumer advertising is playing up the dangers of the open switch in one of the national weeklies, and is making a direct appeal to busi-

Digitized by Google

Made in Springfield, Mass.

Sterling Papers

The Worthy Paper Co. Association (mill at Mittineague, Mass., in "Greater Springfield") are manufacturers of the famous Sterling brands of high-grade papers, distinguished by the Company's trade mark £, the sign of quality, water-marked in each sheet. The products of this mill include Sterling Bond, Sterling Ledger, Sterling Linen, Sterling Superfine; also Wedding Papers and Bristols, and the Worthy line of Manuscript Covers.

Springfield's total property valuation for 1920 is $231,697,735, an increase over 1919 of $24,314,865, of which a good proportion is in new buildings. Springfield's population is 130,000. It is the third city in Massachusetts.

City and rich suburban territory covered thoroughly by the

Springfield Republican and The Daily News

Circulation over

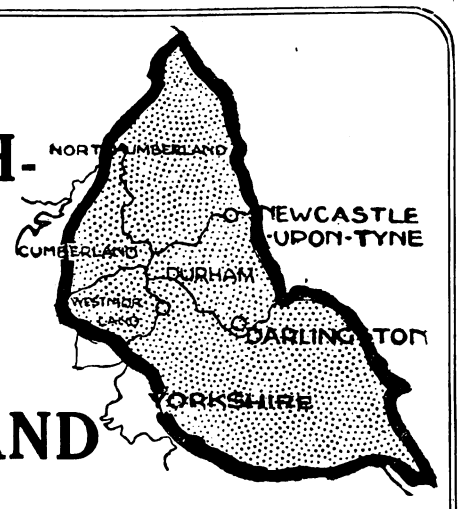
50,000

Largest Circulation in Massachusetts Outside of Boston

Kelly-Smith Co., Foreign Representatives Marbridge Bldg., New York Lytton Bldg., Chicago

Digitized by Google

THE NORTH-EAST COAST OF ENGLAND



IS SO IMPORTANT

THAT IN ANY NATIONAL PUBLICITY CAMPAIGN IT MUST SECURE A FIRST PLACE.

The Three Great Rivers of the North

THE TYNE, THE WEAR, THE TEES,

are sufficient to indicate the importance of the district. From York to Berwick everybody is busy. It is one of the Three Always Busy Areas.

THE "NORTHERN ECHO"

IS SO IMPORTANT THAT IT CANNOT BE OMITTED FROM ANY NATIONAL SCHEME.

It Covers the North-East Coast.

Principal Offices:
Darlington, Newcastle-on-Tyne, Middlesbrough, Sunderland.

London Offices:
The Newspaper House.
169 & 170, Fleet St., E.C. 4.

Digitized by Google

ness men through the business press. Technical publications are also being used to reach the trade and professional men of the electrical industry.

It is the belief of this company that the habit of procrastination is so strong, especially when "taking thought for the morrow" costs money, and the benefits that may accrue lie in the indefinite future, that fear is the only appeal that will bring practical results.

The objection to the appeal to fear is not that it is negative, but that it frequently has an unpleasant aftermath. Some of the firms which have used this negative appeal with conspicuous success are the Pyrene Manufacturing Company, accident insurance companies, and the National Safety Council.

With the first of these there was little danger of a boomerang effect. People would continue to build houses even though an occasional house burned. With the insurance companies it was much the same. They showed that the "most dangerous place (for accidents) is the home." That is, more accidents happen around the home than anywhere else. Yet there was no danger of breaking up home life merely because accidents happen at home.

The National Safety Council has adopted the method of "throwing the spotlight into the danger zone, and warning the prospect that he will be next if he doesn't watch out." This organization has nothing to sell, and commercial interests are not involved. It is engaged in preventing accidents by urging more caution. It regularly issues two-color posters made of photographs of conditions surrounding accidents, near accidents, dangerous locations and practices that induce accidents. And it is stated that more than a thousand photographers and artists are engaged in collecting material for this advertising. A typical poster showed a hand suffering with blood poisoning caused by neglect. It was grewsome but effective.

This association does not deal in horrors from choice, but because it has found that fear of mutilation and suffering is the mental state most conducive to care and caution. Connected with each misfortune pictured is a suggestion which, if used, would have prevented it. Indeed, the purpose of picturing the accident is to show how to prevent it, or if that is impossible, to point a way to minimize its consequences.

The Square D Company calls attention to the most harmful publicity to the electrical industry which is found in the public press, frequently informing the public that "electricity has claimed another victim," and leaving the impression with the reader that such accidents are inevitable where electric current is used. That is why it is so injurious.

Just as the National Safety Council has used the photographs of misfortunes to avoid other misfortunes, so the Square D Company has pictured accidents to illustrate how easily they might have been avoided. Some of these instances were reports taken from the daily newspapers. While frankly admitting that accidents do happen, the copy points out in all the instances used that there was a way to avoid such a catastrophe. The impression this advertising leaves is that accidents with currents are the result of inadequate safety devices, not that they are to be taken as a matter of course because unavoidable in the industry.

It is the company's contention that its copy, just as with the Weed chain advertising, will finally result in an increase of confidence in the basic industry—not that it will be undermined. Also, just as with the Safety Council, that it is using the appeal that will be most effective.

WILL IT HURT WHOLE INDUSTRY?

Yet some of the "big men" in the electrical industry have taken exception to the Square D Company advertising, just as some of the automobile men criticised the Weed chain advertising. They are afraid that it is going to hurt business. The company can il-

Digitized by Google

afford to antagonize any considerable part of the men in the basic industry. It feels that it cannot change its advertising without impairing the effectiveness. Its position is a delicate one.

To meet this adverse criticism, and at the same time get into closer touch with the trade the Square D Company has written 4,000 firms that are contractors, dealers, jobbers or proprietors of central stations—which is a little more than one-third of those four branches of the industry in the United States.

The letter states its trouble frankly and asks the recipient's opinion, to be written on a printed ballot which is enclosed and which presents the "case" for and against the advertising in parallel columns, with a blank space for the verdict. Briefly the question is: Will graphically portraying the dangers of the exposed switch and using the negative appeal of fear hurt the electrical business or, will the frank admission that electricity is dangerous when improperly guarded, and pointing out a remedy for every danger portrayed not proved constructive in an advertising campaign?

These ballots are to be sent to one of the technical publishers who will act as referee and teller, thus avoiding embarrassment for those who are not in sympathy with the advertising. The combined verdict will give the unquestioned attitude of the trade. And taking the ballot may also sell the advertising to the trade. Of the replies which have come in at this writing, 69 per cent support the copy, 8 7/10 per cent favor a modification of the appeal and 21 7/10 per cent oppose it.

Advertising to Sell Navy Surplus Stocks

THE Navy Department, in its endeavor to dispose of the huge surplus stocks left on its hands since the Armistice, has for some time been using advertising effectively.

This Government Department had no preconceived plan to follow in its use of advertising. All that was desired was to sell the immense stocks it had at a sales expense of one-half of one per cent. So far the use of advertising has kept the expense at that low percentage.

There has been no attempt to blanket the nation with advertising. Nor has there been a campaign that has kept hammering away at one market for a great length of time.

The procedure that the Navy has followed calls for a report from its various yards in New York, Philadelphia, Puget Sound, Norfolk, Washington, D. C., Charleston, S. C., Mare Island and Great Lakes, Ill., of materials on hand. These reports are summarized at Washington. With a knowledge of the total amount of each of the many different products on hand a search is made for a market in need of this or that material, or the market where each kind of the varied stock is normaly sold.

When such a market has been found then advertising is engaged in. Recently it was found that a surplus stock of 900,000 pounds of lead was on hand. A newspaper campaign was immediately opened in Pittsburgh, when it had been found that a demand for lead existed there.

The display advertising of the Navy Sales Board has all the accoutrements of a national advertising campaign. There is uniformity of style in the copy, and uniformity in the physical appearance of the advertisements. A slogan, "Buy It from the Navy" finds its place in every advertisement. A return coupon is generally found in each one. From the replies received a list for direct-by-mail campaigns is being made.

The sales and advertising work of the Navy is under the direction of Commander J. D. Robnett. T. H. McClure, recently publicity manager of the Bureau of Navigation, U. S. Navy, is advertising counselor.

Digitized by Google

Advertising in the Omaha newspapers during the first seven months of 1920

(Figures Compiled from the Haynes Advertising Company Statistics. Measurement in Inches.)

Classification	World-Herald	Bee	News
Amusements	21,153	18,813	20,239½
Building Material	1,820	1,701	1,197½
Books and Publications	4,397½	931½	3,010
Clothing	80,417	37,837½	57,105
*Curative Agents, Hospitals, etc.	369½	1,037½	469
Dentists	3,173	1,782½	2,879
*Drugs and Toilet Goods	3,733½	4,029	6,597½
Department Stores	62,308½	63,718½	48,564½
Educational	1,560	1,546½	1,072
Farm Accessories	1,974	772	1,079½
*Financial	15,334	16,249½	12,522
Food	33,839	21,741	28,852½
Furniture	31,480	20,232	27,187½
Hardware	3,004	1,447½	2,025½
Hotels and Restaurants	1,685	1,389	911½
Household Appliances	6,916½	631	3,548½
Insurance	1,601½	794½	1,141
Jewelry	935½	899	2,440
Musical	13,426½	8,227	9,641½
Office Supplies	824	267½	265
Printers and Engravers	842½	1,308	849
Railroads	1,375½	1,312	1,491
Shoes	10,617½	3,606½	8,923
Tobacco	7,382	4,737	5,127
Miscellaneous	33,437½	31,616	31,865
Motor Vehicles	25,360	23,065	19,623½
Auto Accessories	4,342	2,225½	2,782½
Tires	8,484½	3,943	6,794½
**TOTALS OF DISPLAY	381,793½	275,860	308,204
TOTALS OF CLASSIFIED	151,844½	58,972	58,501½
TOTAL ADVERTISING	533,638	334,832	366,705½
**Medical Advertising (not included above, and refused by World-Herald)		21,651	29,391½

* The World-Herald does not publish curative agent ads, drug ads, or oil stock ads, hence the apparently poor showing in these three classifications.

The Omaha World-Herald

O'MARA & ORMSBEE, Inc.
Special Representatives
New York Chicago

H. DOORLY,
Business
Manager

Digitized by Google

*"In playing a stymie, use a niblick * * * the loft of the niblick will carry your ball over the interposing ball."*

—Harry Vardon, in Golf Illustrated.

THE new U. S. Golf Balls are dependable balls. They fly true and putt true, and are uniformly accurate from core to cover—well balanced, sound and lively. There's a size and weight to suit your style of play. Buy them from your pro or at your dealer's.

U. S. Royal
$1.00 each

U. S. Revere
85c each

U. S. Floater
65c each

Keep your eye on the ball—be sure it's a U.S.

United States Rubber Company

Digitized by Google

First Hand Advice to Salesmen in Latin America

Knowledge Must Embrace an Understanding of a Wide Range of Apparent Irrelevancies

SALESMEN traveling in Latin-America cannot use the same methods that get results at home. They cannot hustle into a place of business, slam their sample case on the counter, hand out a cigar and a breezy story, and then sharpen their pencils and open their order books. Everything is different from conditions at home, and adequate preparations should be made to meet and cope with the differences in order to attain success.

Salesmen who hope to sell goods in Latin-America should be especially prepared for the work. First and most important is the language. They must know it. You may have heard of comparatively successful salesmen in Latin-America who did not know the language, but they sold goods in spite of the fact that they did not know the tongue of their customers. How far would a salesman go in the United States if he did not speak English?

After learning the language, in fact coincident with the study, the prospective salesman should learn something definite about the history, politics, business, literature and social customs of the country or countries he expects to visit. This, of course, will take time, but it will prove worth it. Knowledge of these things on the part of a foreigner is considered a great compliment and ignorance of the same things, though it may not be apparent, is looked upon with disfavor. Of course, it seems almost inconceivable that a salesman should visit a country without a clear knowledge of its geography, but such ignorance on the part of some American traveling salesmen is only equaled by that of a native Colombian in the high Andes as related by Harry A. Franck.

On his walking trip from Bogota to Quito, Franck stopped one night with a poor mountaineer and explained to him that he came from the United States.

"Good," replied the countryman, "but, Señor, is that a town or a place?"

There is a psychological time for talking business to a Latin-American customer, although it is impossible to tell exactly when that time arrives; experience will teach the salesman. It certainly will not be the first call, unless the customer broaches the subject himself. It may be the second or third time or it may be over a drink or a game of billiards at the club.

I know one most successful salesman who has been selling American goods in Latin-America for many years, who almost never mentions his business. He claims that much of his success is due to his natural love for children and the fact that he never forgets their names and always inquires about them. Recently he spent three months in a country that is perhaps more anti-American than any in Latin-America, with the possible exception of Mexico, and did absolutely no business until the last week of his stay. While there the influenza attacked the capital and he organized the resident Americans to fight the plague. After the fight was won he headed another organization that provided for the care of the widows and orphans of the men who died from the disease.

As soon as this was done he began to get invitations to lunch from business men, telephone calls from others, letters of appreciation and gratitude, and orders for his goods. Men not known to him stopped him on the street and gave him orders. He did more business than he had ever before done in that country, and it is business that will stay with him.

From *Star and Herald*, Panama City.

Digitized by Google

Keeping Up With The Times

A FACT A WEEK

Washington D. C., is now the 14th city in size and first in importance in many ways.

The Washington TIMES has nearly doubled its circulation since the 10 year ago census and is the only newspaper in the District of Columbia selling for 3 cents daily.

The Washington Times
WASHINGTON, D. C.

Salesmen for Latin-America should be well educated and they should be gentlemen. They should have social experience and above all things they must be courteous. No matter how courteous they may be they will find in the end that the balance on that score is in favor of the Latin-American. The salesmen should dress well, travel well, and have a respectable expense account, as Latin-Americans are impressed by appearances and entertainment plays a large part in their business relations. It may seem expensive to do business with Latin-Americans on this scale, but it should be remembered that once a customer has been gained he will stick and it may be necessary to call on him only once a year or perhaps every two years.

One of the things that salesmen should not do is "to knock" their competitors, especially if they happen to be Americans. It doesn't go in Latin-America. It will not change the Latin-American, because he does not consider it a gentlemanly thing to do. It is better to boost your competitor in a friendly manner, especially if he is an American. You may be able to acquire competitors' customers by exceeding them in courtesy and friendliness, but almost never by "knocking."

"Knocking" and complaining do not get across with people who are much given to compliment, who find something to appreciate and compliment in everything. An intimate knowledge of their country and surrounding conditions will make possible fair compliments even under seemingly impossible conditions. Accept their countries as you find them and do not make odious and disparaging comparisons. Their hotels may not be up to the best in your own country, their trains may not be so luxurious as the best or even the poorest at home. You will find innumerable things "to knock," but don't do it. Look for something to compliment and do it, if you want to do business.

Salesmen for Latin-America should be real Americans. They should not be foreigners with only

Digitized by Google

Broadan Wall & Boersianer

THE NAMES of America's two leading and most brilliant writers on high finance and market conditions throughout the world—household words among bankers, brokers and all that vast fraternity whose business it is to get the best available and most reliable news on matters of finance at the very earliest possible moment.

The financial section of the NEW YORK AMERICAN to which these famous writers contribute, is well known for its accurate information—very often in advance of all other papers—for the absolute protection of the readers by a most rigorous censorship of all financial advertising, and the expert advice given through its Investors' Service.

The superlative treatment by the NEW YORK AMERICAN of the financial news of the day is more than a habit of making every feature in the paper the best of its kind. It is a *necessity* to its readers who invest hundreds of thousands of dollars every week on the strength of this advice.

Could an advertiser find a more fertile field than these 300,000 readers of the NEW YORK AMERICAN—the only three cent morning paper in New York?

Digitized by Google

INSURANCE!

THE RICHEST, LEAST CULTIVATED FIELD FOR THE GENERAL ADVERTISER

The greatest Buying Power in the World is in the Insurance business. The companies themselves buy adding machines by the gross, typewriters by the thousand, office equipment by the car-load and stationery supplies beyond measure. Insurance Agents—you know some—are keen wide-awake men. They live well, dress well, ride in automobiles and travel in luxury. They are good spenders and so are their families. Then there is a class of insurance men we will tell you more about later, who don't buy a thing they don't need personally, but who do have a lot to say about what kind of a sprinkler system should be installed in a new factory, what kind of hollow tile is "approved," and what kind of fire extinguisher "meets the requirements."

Watch for our ad in PRINTERS' INK and we will tell you some of the things we have learned about the Insurance market in our 61 years of service.

The Weekly Underwriter

Established 1859

EIGHTY MAIDEN LANE

NEW YORK, N. Y.

Digitized by Google

their first papers and without sympathy or real love for the country they represent, or, better, misrepresent. I have met salesmen going out to Latin-America of foreign birth who did not know Spanish and whose knowledge of English was so limited as to be ridiculous. When traveling in Latin-America salesmen should leave their politics at home. They should be proud of their own country and they should not criticize with political bias their own government any more than they should "make the eagle scream" and spread what is commonly known as "Yankee bluster and boasting." When away from home salesmen should be "Americans first."

A salesman must know more than his line and the things previously mentioned. He must know about freight rates, steamship lines, transfer charges, customs, credits and exchange. He must be able to answer accurately questions relative to these things, as well as to take orders for goods. His principals at home cannot be given too much information along the foregoing lines when the order is placed for shipment. Here comes in the much mooted, but ever important, question of packing, and if goods are to be transferred a number of times by rough stevedores, dumped on to concrete docks, jammed into holds of steamships, lightered ashore in a rough sea off some undeveloped port, and finally carried over the mountains by muleback or the llamas of the Andes, they should be packed accordingly.

The salesman who wants to increase American trade with Latin-America must be able to deliver as well as sell the goods.

Shirt Manufacturer Appoints Lord & Thomas

The Chicago office of Lord & Thomas has secured the advertising account of the Charles Alshuler Manufacturing Company, of Racine, Wis., maker of men's shirts.

Arthur E. Morse has disposed of his interest in the Morse Advertising Company, Scranton, Pa., and has established the Arthur E. Morse Agency at that city.

SERVING

nearly

2000

AGENCIES and ADVERTISERS

A PROMINENT agency tells why—

August 14, 1920.
"Standard Rate & Data Service,
Detroit, Michigan.
Gentlemen:
We feel prompted to write you in reference to the wonderful improvement and additions shown in your service. **At first we were a trifle skeptical that any such service would be any better than the efforts of other concerns who had supplied such data.** For the life of me I cannot see why any **space buyer** or **advertising manager** would be without **your** service no matter if it cost **ten times** what it does.
(Name on application)."

——And hundreds more like it.

EVERY issue contains detailed rates, mechanical requirements and minute circulation analysis on—

—DAILY NEWSPAPERS
—GENERAL MAGAZINES
—WOMEN'S MAGAZINES
—AGRICULTURAL PAPERS
—TRADE, CLASS and TECHNICAL PERIODICALS

No confusing reference marks or abbreviated information. Easy to read or carry around. Dependable data revised to the minute.

There is no obligation in asking us to send you a copy of the current issue on ten days' approval. Write today while it's fresh in your mind.

Standard Rate & Data Service
The National Authority
154 West Fort Street, Detroit, Michigan

References Any Advertising Agency
National Advertiser
Publisher or Publishers' Representative

Insist on the "Standard"
It Is
The National Authority
Oldest—most reliable monthly rate service

Digitized by Google

A SERVICE FOR EXECUTIVES
COUNTRY-WIDE IN SCOPE

PERSONNEL INKLINGS

The problem that frequently confronts every man entrusted with the management of a business is—**How to find men to fill responsible positions?**

Should he at these times divert his own attention to it—

Should he permanently maintain an elaborate system to meet it, when—

He can retain the services of an organization that will work for him at all times.

A more complete description of such a service is contained in the September issue of "Personnel Inklings," which will be sent upon request to the interested official of any company.

PERSONNEL INKLINGS
INC.

340 Madison Avenue
New York City

Campaign for Better Housing Conditions

THE housing situation in Philadelphia does not differ much, perhaps, from conditions existing in most other cities of the country. New industries have caused an influx of homeseekers. High money rates, the difficulty of securing mortgages, the high cost of building materials and the high rentals and sales prices of the houses that are built—all have contributed toward the problem.

In Philadelphia, however, the Real Estate Board has entered upon an advertising campaign, having unusually broad-visioned motives behind it. The advertising aims to get the co-operation of the citizens in an attempt to lessen the difficulties; to disabuse the public's mind as regards real-estate profiteering and inflated values, and to convince those with money to invest, that mortgages on homes as well as on industrial plants and business properties are as safe to-day as in the past.

The campaign aims further to boom the city by developing a spirit of co-operation between the citizens and the real estate brokers, making this spirit manifest to industries through conscientious endeavor to find homes for the workers. An appeal is made to the home seeker to locate *now* before the fall rush is on.

The present campaign calls for $50,000 to be used in advertising in all Philadelphia newspapers, morning and evening, for from three to four months. The copy is 360 lines, illustrated, and runs twice a week. It is aimed to increase the fund to $150,000 to carry the campaign through a twelve-months' period.

Linking up with this newspaper campaign is a direct-by-mail plan. Proofs "as inserted" are sent to every member of the Real Estate Board in sufficient quantities to meet his outgoing mail requirements. In this way the campaign is made to do duty *every day,* and reaches directly those in any measure interested in real estate.

Digitized by Google

Which Electric Dish-Washer Shall Lead Them All?

EVERY 12 months the time spent washing dishes by hand equals about 800,000 years.

There are some good machines made to do this work.

But the people who wash the dishes know nothing about them.

If you manufacture a dish-washer or any electric specialty, this is the time to begin maneuvering for leadership.

One of the best guarantees of success is the selection of competent and experienced counsel.

Write to us. An interview will be arranged.

Matteson-Fogarty-Jordan Co.
Advertising
140 North Dearborn Street, Chicago
Telephones Central 3820-3821

Digitized by Google

By Special Appointment

GREAT BRITISH

Manufacturing & Wholesaling

COMPANY

(Established 1837)

with staff of travellers and direct representatives covering whole of England, Scotland and Ireland.

Desires

one or two

Agencies

for American

Grocery or Druggist Lines

Only well-established and nationally-advertised specialty lines of real merit are desired.

Advertisers are a successful and progressive firm, famous throughout Great Britain and her Colonies; they hold the Royal Warrant of Appointment to H. M. King George V; and themselves are, and have been for 50 years, great national advertisers.

Large and imposing premises in both London and the North of England, with acres of warehouse space.

Apply in first instance,

W. P. B. Box 41, c/o Saward, Baker & Co., Advertising Agents, 27 Chancery Lane London, W. C. 2, England

Digitized by Google

The Pacific Northwest Has Own Advertising Organization

Report Shows Wherein Washington, Oregon, and British Columbia Have Benefited Since Advertising Began—Tourists and Settlers Turned Toward the Northwest

WHEN the governments of Oregon, Washington and British Columbia made advertising appropriations that were to be handled as one fund by the Pacific Northwest Tourist Association, they made possible the first real co-operative effort in the Pacific Northwest to capitalize scenery and climate.

The Pacific Northwest Tourist Association, which made the mountains, rivers, lakes, sea beaches, forests and highways of that territory pay a cash dividend, has as its directors men not engaged in the tourist business. These directors are all business men who see the possibilities that advertising has in bringing money and new inhabitants into their districts.

The president of the association, W. J. Hoffman, in reporting on the campaign to date, says:

"There is an influx, although quite and unobtrusive, of people from other parts of the country into our country districts and cities. This is evidenced by the scarcity of empty houses, the sale of many during the past twelve months, and the sale also of small parcels of land. Many people, after they have rented houses or made sales, have wondered from whence has come this desire to rent or buy, little realizing that the attractions and advantages of our territory have been proclaimed broadcast throughout the length and breadth of the land. There is one instance of a case of this kind. A gentleman came as a tourist to one of our cities last year and spent a month there. He went home, closed up his affairs, returned last month and bought a $25,000 home. If inquiries are

Concentrate!

Don't Scatter and you will

DOMINATE!

THE secret of successful advertising is—*Concentration.* Select the right medium, and "go all out" in that. *Concentrate!*

Don't let your advertisement money get frittered away—a bit here, a bit there, and nowhere enough to achieve results.

Turn a deaf ear to every tempter who would lure you from this plain, sane course.

If you use many mediums the overlap wastes your money. Use the best only, use it well, put into it the money you were going to misuse elsewhere, and thus your advertising will acquire the necessary drive to ensure success.

For the advertising of High-Class Goods and Service to Britons at home and abroad

THERE IS NO SUBSTITUTE FOR "PUNCH."

ROY V. SOMERVILLE
Advertisement Manager "Punch"
10 Bouverie Street
London, Eng.

Digitized by Google

VENUS PENCILS

The largest selling quality pencil in the world

THE matchless *VENUS Pencils*, known in every quarter of the world for their smooth, satin-like leads, represent the acme of excellence in pencils. Perfect for any purpose, they are always the cheapest in the end.

17 degrees of softness and hardness, 6B to 9H.

B's indicating Softness
H's indicating Hardness

6B or 5B for copywriting or art work
3B or 2B for stenographic work
HB or F for general writing
H or 2H for ledger work

Plain Ends, per doz. $1.00
Rubber Ends, per doz. $1.20

At all stationers and stores throughout the world

American Lead Pencil Co.
205 Fifth Ave. N. Y.

and London, Eng.

made all through our territory, many similar instances will be found. The purchases may not be so large, but, on the other hand, some may even be larger.

"This publicity, however, is paying for itself in ready cash over and over again during the time it is being carried on. Before the association was formed it was stated in some of our principal newspapers that we were not getting over 2 per cent of the benefits from the tourist travel in America. It is estimated that we did not receive above $7,000,000 per year, yet during the past year, only three years from our inception, the lowest estimate of cash actually received from this travel is $35,000,000."

The association in 1919 spent $51,674.60 for publicity work and $9,464.19 for administration expenses.

"The advantages of combining the funds of the three States is obvious," states Mr. Hoffman. "If each State or Province spent its own money, it would only get the advertising that such an amount, say $25,000, could pay for, less the full overhead expense, but under this arrangement they get the full value of the $62,500 (the total amount appropriated by the three governments) with just one combined overhead expense."

The campaigns for the year ended March 31, 1920, included newspaper, magazine and outdoor display advertising.

M. H. Briedy Joins New Orleans "Item"

Mark H. Briedy, who for the last seven years has been engaged in newspaper work in New Orleans, has joined the merchandising and service department of the New Orleans *Item*.

Max Leckner Makes a Change

Max Leckner, formerly solicitor for Critchfield & Company, Chicago, is now with Henri, Hurst & McDonald, of that city, in a similar capacity.

W. M. Templeton Joins Ayer

William M. Templeton, until recently Western representative for *Collier's*, is now with N. W. Ayer & Son.

Digitized by Google

Speaking of

General Motors Export Corporation

A campaign including colored inserts advertising Buick, Cadillac, Scripps Booth, Oldsmobile and Chevrolet Motor Cars has been placed in the leading general magazines of the principal countries of Latin America by the Johnston Overseas Service.

This work embraced such problems as special rates, special positions and meeting certain local government restrictions.

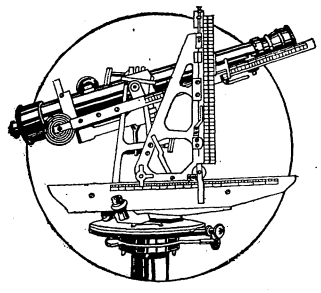
In handling this campaign, the Johnston Overseas Service is co-operating with the domestic advertising agency, Joseph Richards Company.

Johnston Overseas Service

Exclusively Foreign Advertising

277 Broadway, New York, U.S.A.

Digitized by Google



Accuracy

IF surveyors and engineers used old methods of measurement today, our cities and public works would look like jig-saw puzzles made with a gang-saw.

If great industries were run in a hit-or-miss fashion without foresighted measurement of possible results, their finish would be chaotic.

Accuracy in everything we undertake is of paramount importance. In sales promotion work—of which advertising is only a part—guess-work and hit-or-miss methods result in the squandering of precious funds, with temporary or comparatively no returns.

The advertiser should know what can be expected from his advertising methods. In this connection, what a client says of The HEEGSTRA Force is significant; * * "its greatest value consists in its grasp of the principles of merchandising generally, and intensive selling in particular. So that its apparent prime function of being advertising agents becomes decidedly secondary though a very necessary adjunct to its value as merchandising counsel, *from manufacturing right through all the intermediate channels to the ultimate consumer.*"

That's why we are known as "An Advertising Agency + Plus."

H. Walton Heegstra Incorporated

ADVERTISING 25 E. Jackson Blvd. CHICAGO **MERCHANDISING**

Digitized by Google

A Profit-Sharing Plan That Makes Employees Real Partners

Employee-Partners of Winship, Boit & Company Share in Losses as Well as Profits

By Donald Kirkland

MOST of the profit-sharing plans inaugurated to date provide only for distribution of a portion of the profits to employees, but in case of loss the employees are not concerned. The percentage of profits assigned and the plan make it in effect a bonus on wages instead of a real sharing of profits.

Here is a profit-sharing plan in which each employee is given the standing of a full partner in the business, taking his percentage of the profits and standing for his share of the loss, if any. It is quite different in its operation, from the ordinary scheme, and as such presents numerous points of interest.

The concern in question in Winship, Boit & Company, of Wakefield, Massachusetts, manufacturers of knit underwear sold under the two brand names of "Harvard" and "Merode," both of which are well advertised and have a wide sale. The concern is a partnership, not a corporation, and it is this fact which makes possible the partnership arrangement which was put into effect. Normally it employs about 900 operatives, most of whom are women. Its organization is remarkably stable. The concern has been established for thirty years. It has many employees of over twenty years' service; a large percentage have records of ten years or more. These facts bear an important relation to the nature of the scheme and its application.

The essence of the plan is a fifty-fifty division of profits annually between proprietors and employees, each employee sharing in the proportion which her wages for the year bear to the total payroll for the year. By way of example, if the total net profits of the business are $500,000, the employees receive altogether $250,000; and assuming that wages paid totaled $1,000,000, the profit distribution is 25 per cent of the payroll, and each employee would receive as her share of the profits 25 per cent of her earnings for the year. Thus we have the first element of a partnership arrangement, equal division of profits.

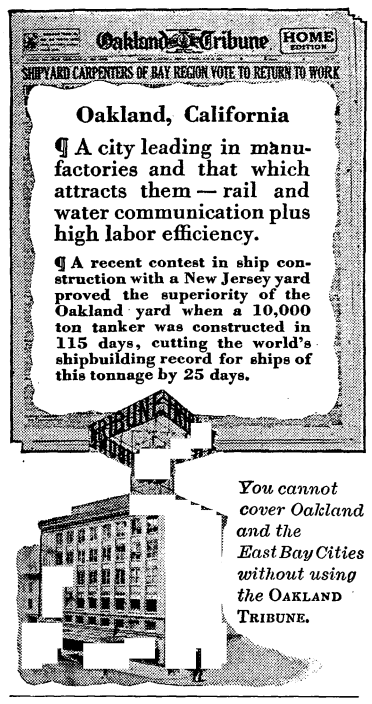
These profits, however, are not paid all at once. One of the purposes for which the plan was inaugurated was that each employee might build a nest-egg which would help to provide for her when age or disability should bring retirement. Therefore, 50 per cent of the profits are paid in cash, the other 50 per cent being credited on the books of the company to the employee and remaining in the business as a capital investment, subject to withdrawal under certain conditions, and for which a certificate is issued, called a "Dividend Certificate."

Assuming then that the employee received $250 profit each year for twenty years, she would have received $2,500 in cash and would have a credit upon the books of the company of $2,500, receiving 6 per cent interest yearly upon the total credit at the end of each year.

In addition to this, each employee-partner, as she is called, received on January 1, 1920, when the plan was inaugurated, a dividend certificate for 20 per cent of her earnings in 1919, providing she had been in the employ of the concern one year, and an additional 1 per cent for each year of service beyond.

New employee-partners receive for the first year of their employment an arbitrary profit of 20 per

Digitized by Google



Office Buildings—

with space at a premium and the demand growing daily, the construction of office buildings is being greatly stimulated.

Our readers, the building managers, are the deciding factors in the construction of the new office buildings and select the material to be used.

No greater market for building materials and equipment than that reached by

BUILDINGS
and BUILDING MANAGEMENT
Member A. B. C. and A. B. P.
139 N. Clark St. Chicago

cent of their wages, whether the average profit exceeds this or otherwise; but in this case the whole is represented by a dividend certificate instead of cash, as was the case with the initial credit assigned when the plan went into effect.

TERMS UNDER WHICH PROFITS MAY BE WITHDRAWN

The terms under which the profits credited on the books may be withdrawn are represented by the following clauses in the contract made between the proprietors and the employee-partners: "Any employee-partner who has been in the employ of the proprietors for the term of five years or longer and who has arrived at the age of sixty years shall have the right to withdraw each year 50 per cent of the amount credited on his certificate, said withdrawal to be made as of the first day of January in each year.

"Whenever an employee-partner who has received certificates as aforesaid for five years or more, or who has been in the employ of the proprietors for five years or more prior to the date hereof, retires from the employment of said proprietor, he shall have his certificates redeemed at full value in one year after he has given notice of his retirement, with interest at the rate of 6 per cent per annum, the valuation to be as of the date of payment. An employee-partner leaving before the expiration of five years' service shall permit the amount for which he holds certificates to remain with the proprietors until the expiration of five years from the date of his employment and shall receive interest thereon annually at the rate of 6 per cent per annum.

"The proprietors reserve the right to pay the whole or part of any certificate at any time.

"In case of the death of any employee-partner, the full amount to which he was entitled at the time of his death shall be paid in cash to his legal representatives."

It is seen by this that the withdrawal stipulations furnish strong incentive for the employee to re-

Digitized by Google

You run a letter factory

Figure your letter paper as *raw material*
—your stenographic force as *labor*
—your typewriters as *machinery*
—your letters as the *finished product*
—your postage as *shipping*

Each item of this manufacturing process costs money—*but the least cost of all* is the raw material cost,—the *paper* cost!

We print herewith a chart showing that every letter costs you fourteen cents and a fraction, whether you use the cheapest bond you can buy or the best.

The only difference *Paper* makes is in the size of that fraction.

You *must* spend fourteen cents in any event. Be sure you are not hurting your finished product by skimping the raw material.

After all, your finished letters are *sheets of paper*. And their effectiveness largely depends upon how *good* the sheets of paper are.

Write for sample sheets of Strathmore Parchment and interesting cost data.

STRATHMORE PAPER CO.,
Mittineague, Mass., U. S. A.

THE COST OF A LETTER

Omitting Cost of Dictation —the Greatest Cost of All

	USING THE CHEAPEST BOND	USING STRATHMORE PARCHMENT
POSTAGE	$.0200	$.0200
PRINTING and ENVELOPE MAKING	.0045	.0045
STENOGRAPHY. . .	.0580	.0580
OVERHEAD	.0580	.0580
PAPER	.0030	.0057
TOTAL	$.1435	$.1472

STRATHMORE PARCHMENT

Digitized by Google

Commerce and Art are not like pickles and *blancmange.* They mix perfectly. Deal and Ideal have a different beginning, but the end is the same The Art of Typography, as we practise it, is to make the quarter page behave as though it were full To make that unnumbered tribe, the Heedless Headline Hoppers, stop hopping and come to a contented rest To make the Complete Advertisement stand above its neighbors as clear and commanding, as the sharp spire surmounts the flat roofs To set Good Goods amid an environment of Good Taste, for who esteems an orchid growing in the gutter, or a pearl nestling upon a bed of cotton?

PHILLIPS & WIENES
Typographic Servants
160 East 25th Street
New York

Digitized by Google

main in the service of the company. The provision for paying the certificate not sooner than one year after retirement was made to prevent any possibility of a "run on the bank," so to speak, which any future conditions might cause.

A provision for benefits to employees outside the regular profit-sharing arrangement is covered by the following:

"In case of the death of any employee-partner who has been in the employ of the proprietors for one year or more leaving a dependent widow and a child or children under the age of sixteen years, there shall be paid to said widow for herself and her child or children, such sum per month as may be deemed reasonable by the proprietors under the circumstances of each particular case, no payments to be made to or for the benefit of any child after he or she arrives at the age of sixteen years. In case of the death of any employee-partner who is a widow, and leaving a dependent child or children, payment under like conditions will be made to the guardian of such child or children. These sums shall be charged to the general expenses of said business."

LOSSES ARE BORNE ALSO BY EMPLOYEES

And now comes one of the most interesting features of the contract and one which more than anything else makes the employees partners in fact as well as in name. In case there is a loss during any year instead of a profit, this loss is borne in equal parts by the proprietors and employee-partners, being charged to each employee in proportion to the amount standing to her credit. In case there are not sufficient funds of the employees in the business to meet this loss, then the difference is advanced by the proprietors and becomes a charge against the general fund of the employee-partners to be deducted from their share before further distribution of profits is made.

Another interesting provision is

WHAT'S THE MATTER WITH KANSAS?

Statistics show that bank deposits in Kansas jumped nearly *thirty* million dollars in the last year. The amount received by the farmers alone for the 1919 crop was enough to pay for the land on which the crop was raised. 1920 promises to be an even bigger year.

PROSPERITY ABOUNDS

and the listed dailies cover the richest section of the state:

Arkansas City News
Concordia Blade-Empire
Dodge City Globe
El Dorado Times
Fort Scott Tribune-Monitor
Galena Times
Hiwatha World
Iola Register
Junction City Union
Lawrence Gazette
Lyons News
Manhattan Nationalist
Newton Kansas-Republican
Norton Telegram
Parsons Sun
Pittsburg Sun
Pratt Tribune
Salina Journal
Wellington News

A combined circulation of over 51,000.

If you have no distribution in Kansas the publisher will co-operate in securing adequate distribution.

S. C. THEIS COMPANY
Special Representative
NEW YORK
366 Fifth Avenue
CHICAGO
837 Marquette Bldg.

Digitized by Google

WE NEED
A LITHOGRAPHIC
"CONTACT" MAN

He must know something about advertising, something about lithography and something about selling.

He will travel through the West from our Chicago office.

He will spend about half his time on the road and his work will be to follow up and close up propositions started here at headquarters.

If he can also start some new propositions himself, he will be more valuable to us.

To a man with the kind of ability we want, the position offers almost unlimited possibilities.

If the man we seek is in New York, we would like to have him call. If elsewhere, we can start things by letter.

MURAL ADVERTISING
RW
RUSLING WOOD

RUSLING WOOD
218 William St.
New York

made for the protection of the employees' interests by the following stipulation:

"If at any time the interests of the employee-partners shall exceed the value of the property and business of the proprietors at a fair valuation, a corporation or association under the laws of the Commonwealth of Massachusetts shall be organized upon the initiative of the proprietors or of a majority of all the employee-partners, to which all the real and personal property of the proprietors, used by them in said business, together with the then existing business, the good will thereof, and the right to use the name Winship, Boit & Co., shall be transferred, and all the interests of the employee-partners shall be transferred and surrendered to said corporation. The capital stock of said corporation shall be equal to the value of all property, rights and interests that have been conveyed, transferred and surrendered to said corporation by said proprietors and employee-partners.

"The par value of the stock of said corporation shall be one hundred dollars per share. The proprietors and employee-partners and each of them shall receive and accept in full payment of their several separate interests, shares of the capital stock of said corporation or association at their par value. or any interest not equal to one hundred dollars cash shall be paid by the proprietors and said interests transferred to them."

By these means, if through any future unforeseen conditions or acts of any future management the assets of the business should become so depleted as to endanger the security of the employees' capital investment, they are placed in position to elect their own management or do anything necessary to safeguard their interests.

Title to all the property remains in the proprietors, except as provided in the clause regarding incorporation, and the management of the business remains solely in their hands. Provision is made, however, for a committee of five

Digitized by Google

Time Means Money — *and Money Counts*

When you have an advertisement to place in a number of papers and are rushed for time, use

O'FLAHERTY'S
PEERLESS MATS

They are timesavers, you can have them well within 24 hours—they reproduce exactly—printing sharp and clear.

Made by **O'FLAHERTY**
225 West 39th St. New York

70,983

SOUTH BEND CENSUS 1920

REPRESENTING A STEADY NORMAL GROWTH OF 33%. THE TRIBUNE CIRCULATION DURING THIS PERIOD GREW 120%.

The South Bend Tribune.

"NORTHERN INDIANA'S LEADING NEWSPAPER"

MEMBER A. B. C.

STORY, BROOKS & FINLEY, INC.
NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO PHILADELPHIA

Digitized by Google

In one hour's walk along Nanking Road, Shanghai, China, I counted 141 different articles of American manufacture!

These articles came under the heading of wearing apparel, toilet articles, soaps, canned milk and other food products, motor cars, typewriters, office furniture and office supplies, candies, sporting goods, safety razors, paints and varnish and allied products, cosmetics, stationery, hardware, fountain pens and pencils, shoes, collars and shirts and underwear and hats, tobaccos and cigarettes, rubber products.

One large Chinese department store in Shanghai is said to carry in its foreign goods department, fully 90 per cent of American stock. Another department store owned by a British company which has been in operation here for some thirty years is now carrying for the first time many articles of American manufacture. It is now possible to purchase in Shanghai most of the familiar articles of American make and it does your heart good to see the Chinese shopper—man, woman and child,—looking them over and discussing their merits.

I have now lived in China for four years and in that time have been very closely identified with the extension of American trade and prestige throughout the length and breadth of this awakening Republic of the Orient. In this four years I have never seen a single advertisement of any of the foregoing articles—with the exception of a few spasmodic notices issued by Shanghai agents.

Why is it that the American manufacturer, who considers it so necessary to advertise in America, where he meets only home competition, does not consider it necessary to advertise out here in China, where his merchandise must compete with similar products made in England, France, Germany, Japan and other places?

If America is going to hold this great market, her manufacturers have got to advertise out here—and when they are ready to start they will be delighted to find that there is all ready for them a real American weekly magazine that is more widely read by the educated classes of Chinese than any other English-language journal published in this part of the world. If you will write us a letter, we will send you a sample copy with advertising rates and in addition an interesting folder entitled, "Bringing 400,000,000 Chinese customers to America's Doors." Address

J. B. POWELL—*Editor and Publisher*

MILLARD'S REVIEW

Shanghai, China.

Digitized by Google

to be elected by the employees and to act for them in all negotiations, suggestions or requests affecting the body of employee-partners. Also a clause is included giving the proprietors the right to terminate the agreement after two years if in their opinion the profit-sharing plan is not accomplishing the purposes for which it was brought about.

The plan was presented to the employees early this year in a general meeting at which its features were explained. No further action was taken for a month, during which time the employees were allowed to talk it over and think about it. At the end of that time the agreements were presented to them and each employee signed. There was practically unanimous expression of approval. Each individual was given a book which contained the terms of the agreement and several pages arranged like a savings bank passbook, in which records of dividend certificates issued, capital payments, interest and balance were given. Each employee has a definite record, therefore, of her growing interests in the business.

While the plan has been in effect only a few months, reactions have come to the ears of the management to indicate that it is a success. A guest at a dance in the town overheard one girl calling down a friend for slowing down on her job. On numerous other occasions employees have been seen to check others in misuse of materials. Tardiness and absence, although formerly only a small trouble with this concern, have been lessened. By such small signs as these comes the conclusion that the plan has made the employees solicitous not alone of their own conduct but of the others as well, in the realization that they have a common interest and that the act of one affects all the others.

One more point deserves to be emphasized. While to-day there is much difficulty experienced in getting employees and in increasing production, business conditions may in the future, as in the

MAKING LETTERS PAY SYSTEM
Directed by Edward H. Schulze
a yearly service, founded 1914 and used by 3500 business concerns to increase the effectiveness of business letters.

Systems and services for developing business with the least waste effort and at the lowest possible cost.

The first part of either system will be sent FREE for ten days' use. No obligation except to agree to return the part if you cannot use it.

MAKING IT PAY CORPORATION
222 West 42nd St., New York

MAKING PRINTED MATTER PAY SYSTEM
Directed by Gilbert P. Farrar
a yearly service—devoted to increasing effectiveness of printed matter. Companion service to MAKING LETTERS PAY SYSTEM.

LK Co.

For Printing—

Choose your printer as you would choose a partner in your business. His ability and devotion to your interests are important factors in the success of your campaigns.

The Kehlmann organization gives this special kind of service to many prominent advertisers. Enlist it in your own service.

L. Kehlmann Company
Designing — Printing — Embossing
239 West 28th St., New York City

Digitized by Google

Are You The Man We Want?

WE want a man who can successfully sell our product by showing our prospective customers how our product can build business for them. We are a medium sized printing concern in a large city, doing a good business in high grade printing, some creative and some not.

We know we are only skimming the top in creative work and want this man to develop accounts. We are not going to ask a lot of questions for you to answer about your experience. It is your job to anticipate those questions and answer them in your sales letter to us. If you cannot sell us on what you can do for us, you cannot sell our customers on what we can do for them. All replies strictly confidential.

"L. Y." Box 42, Printers' Ink.

past, make it necessary temporarily to lay off a part of the force. There is every incentive for such laid-off employees to return as soon as possible, because a temporary lay-off does not break the continuity of their employment, and at the end of the year they receive their dividend regardless. Furthermore, since the certificates remain unpaid for at least a year after an employee is suspended, in case they have in the meantime secured other employment, the effect is like that of leaving a balance in one's savings account instead of closing it out altogether—it is a magnet to draw them back. The effect must be one of greater permanency of personnel.

While the primary intentions of the employers in this case was to make conditions better for the employees, to help make them self-supporting in their old age, the other aspects of the proposition are not overlooked; and these—"to promote and secure more cordial and profitable relations between the proprietors and their employees, to increase the interest in the welfare and prosperity of the business, to induce a greater care and economy in the use of materials, to awaken a stronger desire to and a greater pride in the manufacture of the very best possible products"—these bid fair to be well realized.

C. B. Merritt On Republican State Committee

Carroll B. Merritt, business manager of *Scribner's Magazine* and *Architecture*, who was one of the secretaries of the Republican National Convention at Chicago, has been appointed assistant chairman of the New Jersey Republican Committee.

Raleigh Agency Adds to Staff

J. S. Brown, who was formerly with the Raleigh, N. C., *News and Observer* for many years as advertising manager, has taken an interest and will be as associate in the Boyd Advertising Agency of Raleigh.

Krebs Beebee, who before entering military service was sales manager of The Bader Manufacturing Company, Chicago, is now director of advertising of the Illinois Newspaper Association.

Digitized by Google

Continuity

that visible, tangible, virile something—the hallmark of stability, confidence, unchanging and unchangeable ideals—this is one of the chief corner-stones in the structure of

The Religious Press

In no other class of periodicals is this continuity exemplified. Before the national weeklies, the magazines, the farm press or any other form of printed media (except daily and weekly newspapers) come the Religious Press; and long after nine out of ten of to-day's periodicals are dead and buried, the Religious Press will go on in its effective, humanitarian, educational, constructive and God-given work—independent of advertising revenue, yours to command in the interest of any real product that can render a real service to a real constituency.

For information address the Secretary,

The Religious Press Department,
A. A. C. of W.,
47 East 25th Street, New York City

Digitized by Google

As one business family to another—

LET your Holiday Greeting Cards speak for *all* the partners of Industry—the man who invests his muscle in the business, beside the man who invests his money. You can select from the OLSON LINE cards that express the sentiments of your whole organization, to the organization of your customer. Cards that convey the "oneness-of-interest" which every far-seeing business manager is working to promote.

Remember that Greeting Cards will bear abroad your good words at the most propitious time of all—the Christmas season of good-will. It is the opportunity of the year to say something *telling*, something fine and broad-visioned. Make the message include the voice of your employees; speak as one business family to another—feeling your kinship and mutual purpose in keeping business friendly and productive.

The OLSON LINE this year includes 25 different designs, beautifully done beyond comparison with anything that has gone before. Whichever design you favor may be developed to fit *your* business—to include your trade-mark or symbols which will make it an individualized card. *Sample-box containing the 25 designs and greetings will be sent free following request on your business letterhead.*

There's an Olson line of Personal Greeting Cards, too—steel-etched, hand-colored cards. If interested in the Personal Cards please specify in your letter, so we may tell you about them.

EUGENE A. OLSON COMPANY

Manufacturers of Engraved Business Cards
Stationery and Greeting Cards

HARTFORD, CONNECTICUT

Digitized by Google

"As-the-Customer-Sees-the-Goods" a Theme for Illustration

The Show Window and the Counter Display Used for Campaign Picture Themes Rather Than Purely Imaginative Subjects

By Perry K. Knowlton

TWO hundred road salesmen and representatives had been in conference for several days. The advertising department had gone to great length to demonstrate what was being done in various sorts of mediums, to say nothing of elaborate window cut-outs in twelve colors, that required a civil engineer to set up.

For it has come to the advertiser's notice at last that if you want real constructive help, in building an advertising campaign that will sell goods, you must seek the co-operation and the collaboration of the men who live on the road. They are very near to merchandise and the way it is sold. They are very apt to know when a campaign is "going well," when it is failing. Their analysis is distinctly keen.

On this occasion the complete schedule for the coming season was placed on display.

"Gentlemen, what do you think of it? Go over every piece. We want your frank criticism," said a member of the advertising department.

Then another voice chimed in. "Yes, and tell us which piece of copy you like the best. In your estimation, what is the most successful, efficient advertisement?"

By noon, a decision had been reached.

It was a most unexpected decision. By common vote and agreement, the majority selected a page that the men responsible for the campaign had looked upon with indifference.

The illustration, which occupied over half of the space, in page size, was a drawing made from a photograph of a window display.

It was the window display and general arrangement of goods to be featured for the coming six months. Three cut-outs were shown, the various articles, containers, price tags, short-sentence sales cards and other small accessories.

There was no human interest, so-called, whatsoever.

It baffled and somewhat disappointed members of the advertising department. What about that series of three wonderful paintings in oil, by a celebrated artist? What about the series of hand-drawn period borders? These cost four hundred dollars each, in their original form. Any expert could pass upon them as above reproach, in treatment and design.

Yes, they were rather good, the road men agreed, but that window advertisement was a corker! It would please every dealer, they thought. It would tie up with the merchandise. It would even encourage dealers in giving their windows over to the display. It would cause the public to look for the windows and recognize their message when they did see them. It was good, sound, practical advertising.

There is not much "dreaming" on the part of the fellow who lives in a dress-suit case and who mixes freely with retail merchants. He may lack picturesque imagination, but he is a bear for hard work and sales.

The only thing that counts with him is the little repeat orders he can send back to headquarters. And, later of an afternoon, as he lights a fresh cigar and passes one on to the stout, rosy-cheeked dealer, he dips deep into the fountain of quiet knowledge.

There was a time when it was exceedingly difficult to win the interest of the road man when it came to an advertising schedule. He would seldom enthuse, and it was just as seldom that he fol-

Digitized by Google

His Job is too Easy

TYPOGRAPHER AND PRODUCER OF PRINTING

with the ability to produce advertising typography equal to or better than the best done to-day—

who produces printed matter of all kinds with a minimum expenditure of time and money—

a hard worker with a clean record—

WHO will take charge of the production of printed matter as well as of typography—

who wants the entire responsibility for the work entrusted to him—

and expects to earn more than he gets—

wants a big job with a big future.

Address him "K. M.," Box 43, care PRINTERS' INK.

The Link That Holds

Your export chain—are all its links of equal strength? The foreign-language link, is it of proper size and "mettle"? Does it withstand the strain of technical descriptions and of colloquial sales appeals? If not, employ the link that holds—the master link that fits your chain and functions as it should.

MANUFACTURERS' TRANSLATION BUREAU

220 Broadway, New York

ALL LANGUAGES
Telephone 3489 Cortlandt
Established 1911

lowed the campaign from the first piece of copy to the last.

But up to then he had never been consulted. The advertising was all finished and printed and in portfolio form when he saw it at the factory or when it was sent to him.

It is the popular modern method to invite the salesmen and the dealer, when he can come, and the branch managers and everybody else interested in a line or a product, and to ask frankly for assistance in planning a campaign. What do they think of past advertising? What are its weak points? How can it be improved? Is the keynote wrong?

We recall one case where two dozen original illustrations, as yet not engraved, were presented to a convention of salesmen, and criticisms requested. Technical errors were discovered in every one of them—errors that were rather serious and that might have gone into the magazines uncorrected.

We conscientiously believe that the mistake is too often made that only imaginative, unconventional illustrations are effective for advertising. By this we mean pictures built around a phrase, or situation arising from the use of the goods.

"Show the goods somewhere in the advertisement but do not allow them to overshadow some big, human, active action picture," seems to be the mistaken notion of certain advertisers.

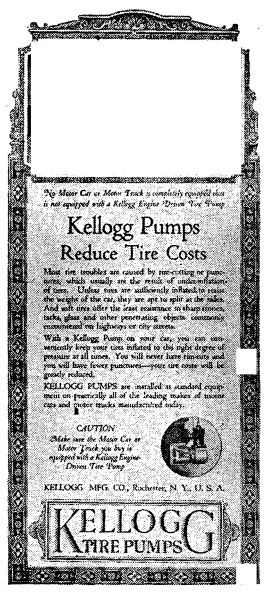
That the retail merchant is inclined to look with favor upon illustrations which might reflect scenes in their own stores is by no means a recent discovery. It has been true all along. Manufacturers sending out dealer electros knew it many years ago and cashed in on the simple idea.

That handsome salesman behind the counter is really Bill Smith, of the Empire Store, Haddenville, Ind. It is a far handsomer man than Bill, but Bill doesn't look at it in that way. And there are the counters and the goods and the shelves where Bill works! He folds back the magazine and runs

Digitized by Google

We Tell the Story of

KELLOGG TIRE PUMPS



No Motor Car or Motor Truck is completely equipped that is not equipped with a Kellogg Engine Driven Tire Pump

Kellogg Pumps
Reduce Tire Costs

Most tire troubles are caused by tire-cutting or punctures, which usually are the result of under-inflation of tires. Unless tires are sufficiently inflated to resist the weight of the car, they are apt to split at the sides. And soft tires offer the least resistance to sharp stones, tacks, glass and other penetrating objects commonly encountered on highways or city streets.

With a Kellogg Pump on your car, you can conveniently keep your tires inflated to the right degree of pressure at all times. You will never have blowouts and you will have fewer punctures—your tire costs will be greatly reduced.

KELLOGG PUMPS are installed as standard equipment on practically all of the leading makes of motor cars and motor trucks manufactured today.

CAUTION

Make sure the Motor Car or Motor Truck you buy is equipped with a Kellogg Engine Driven Tire Pump

KELLOGG MFG. CO., Rochester, N. Y., U. S. A.

KELLOGG TIRE PUMPS

Appearing in
The Literary Digest
August 28th issue

For years KELLOGG PUMPS have been installed as standard equipment on practically all of the leading makes of motor cars and motor trucks.

The merits of Kellogg Pumps were well known to automobile and truck manufacturers. So was the leadership of the Kellogg Manufacturing Company as pump manufacturers well known in this inner circle. But Kellogg wanted the car owner and the truck owner, too, to know the value of having a KELLOGG PUMP on the car or truck. And we were employed to tell them.

We esteem it a privilege to have been chosen to tell the story of KELLOGG PUMPS to the millions of owners of automobiles and commercial vehicles.

THE ADVERTISING AGENCY OF

C. HENRY MASON

ROCHESTER, N. Y., U. S. A.

Digitized by Google

AGAR-BERNSON CORPORATION
25 BEAVER STREET
NEW YORK

is pleased to announce that

VICTOR H. POLACHEK

has been elected Vice-President of the Corporation, in charge of its Paper Department

We are prepared to sell for nearby deliveries and on contract for 1921

NEWSPRINT PAPER

in rolls or sheets
sizes as ordered
prices fair

IMPORTERS OF ALL GRADES OF BOOK AND SPECIALTY PAPERS

Digitized by Google

out to the boss with the advertisement.

"Just like our store, isn't it?" says he, with a smile of approval. "Looks as if they might have had a picture taken right here!"

And the Boss nods and sits down and reads the advertisement through.

In one of their trade-paper pages, Manning, Bowman and Company, of Meriden, Conn., achieve the result above; namely, picturing a scene in a store, that might be any electrical shop, and with special emphasis on the display of merchandise. At least a dozen different articles are shown and there is an air of realism about the composition that gives it value beyond any mere fanciful picture of a soubrettish housewife making rarebit at midnight on an electric chafing dish. A polite salesman is demonstrating the goods to a lady customer. All quite informal and unsensational, but advertising that must surely appeal to the consumer, the dealer and the salesman on the road.

Haviland & Company use, from time to time, a show-room as a main illustration, and in standard publications directed to the consumer. The photographer has snapped "one of the five floors measuring 6,875 feet each on which Haviland china is displayed."

It is quite inspiring to study this picture, with its neat racks and shelves and special stands, and the detail is so perfect that every piece of china can be examined, even to intricate pattern and delicate traceries of design.

Why should the consumer find this picture fully as interesting as a human interest scene of, say, a birthday party, with many figures and the practical use of the china?

Because it is equivalent to walking through that particular department of the Haviland institution. It certainly suggests that there is a wide selection, that the establishment is a thoroughly modern one and that a housewife is dealing with a highly dependable firm.

Serving tables, set correctly for special types of service, occupy a foreground position, and, in every respect, the illustration serves its purpose well. It was quite unnecessary to introduce figures of any kind. In fact, they would have detracted.

In the haberdashery business, window dressing is of great importance, and the fight for space is rather keen. There can be no doubt that frequent showing of a line in a window is a splendid sales stimulant. The haberdasher has his own "pets" and his own "specials" and he has every reason to be exacting.

RETAILERS LIKE THIS

Therefore, it was shrewd advertising logic for Hall, Hartwell & Co. to reproduce in full color, photographically, the way a window appears when dressed with Hallmark shirts. Against deep purple curtains, the patterns are staged on modern racks and stands, and the photograph was made under the direction of an expert window trimmer.

Haberdashers handling the Hallmark line, will see the advisability of cashing in on this advertisement, and it is fair to assume that it will inspire many of them to dress their own windows exactly as is shown in the color illustration. Here is an advertising campaign, which, while national, still has its local application for every store handling the Hallmark shirts.

Goodyear advertising uses the store-display thought in tint-block display, showing interiors of automobile accessory shops, and these pictures are so ingeniously arranged that the one picture might be *any* dealer's own store.

The point of contact between seller and buyer is visualized in A-B-C washing machine double spreads in a national campaign. The purchaser is shown, in the store, with the goods on display, and a salesman explaining the line. And does this line of copy please the dealer who handles the washer? Well, there can't be much argument on that score.

Digitized by Google

WANTED
A FUTURE

—limited only by my own limitations.

—dependent only on my own ability and work.

SOME MANUFACTURER

will be able to utilize my service to our mutual advantage in his advertising department, either as manager or assistant.

HERE ARE THE FACTS

Age 29, married, college graduate. Nine years' newspaper experience in all departments—three years as copy writer and advertising solicitor, one year as general manager of evening paper.

Practical printer with good knowledge of type, paper, engravings, layout.

Good newspaper copy writer, executive, tactful.

Am not interested in salary without opportunity; want all I am worth, but no more.

Preferred location. New York, New Jersey, Pennsylvania, Ohio, Illinois.

Address E. A. M., Box 47, Printers' Ink

Manufacturer of nationally advertised line has an opening in its

MERCHANDISING SERVICE DEPARTMENT

for a man of broad, general advertising and selling experience.

He should understand big store sales methods, advertising, and possess the personality, judgment and experience that will enable him to solve the merchandising problems of some of the largest retailers in the U. S., and many not so large.

Will travel most of the time with headquarters in Chicago. University graduate preferred. Address S. B., Box 44, care PRINTERS' INK.

"I'll have your A-B-C sent out in the morning."

"That'll be fine! I'm certainly glad I came in to-day," she admitted, "for I have had such a hard time keeping a laundress, even though I paid her well. I have wanted an electric washer that would really wash clothes clean without injuring them—one that would be absolutely safe."

"We could handle other makes," replied the merchant, "but we consider," etc. This may seem, at first glance, rather bald argument, done into terms that could never be, but the dealer realizes that there is a definite purpose in mind and that involved, literary phrasing would not help matters a jot. And there is *his* store, his very own.

G-E motors have been advertised recently with the type of illustration referred to in this article, dovetailed with national displays provided for in advance. All of the various motors appear in a picture of the window display, backed up by a drop-curtain of the plant.

"What you see in the windows is not all the G-E motor dealer has to offer—look beyond the window and the store," is the caption, and then:

"This store window's real meaning"—with a brief résumé of specific G-E manufacturing reasons-why.

It is never a mistake to select window displays and store scenes as the theme for advertising illustrations, however prosaic they may seem at first glance. Pleasing the dealer and paving the way for your own display of goods is thoroughly efficient.

Miss Frances Johnston Joins Beers Agency

Miss Frances Johnston, formerly in charge of advertising for *La France* magazine has joined the staff of the Beers Advertising Agency, of New York and Havana, Cuba.

This agency is placing copy for the Perkiomen School and the Shore Acres School in Spanish publications. The St. Louis Chamber of Commerce advertising in all the principal countries of South America, in Mexico and Cuba, is being placed by this agency.

Digitized by Google

$1000.00 PRIZE FOR A PRODUCT TO MANUFACTURE

A leading manufacturer of intricate and accurate stampings, screw machine work and mechanisms made therefrom will pay $1000.00 to the person submitting plans for a product to be manufactured, if the product is adopted by the manufacturer.

Do not waste your time submitting plans for products which cannot be manufactured as mentioned above.

No product will be accepted for which the demand is less than $500,000.00 per year.

We now manufacture such articles as electric table-lamps, typewriter parts, talking-machine motors and automobile accessories.

Address C. A., Box 19, care of Printers' Ink.

Digitized by Google

Adv'g M'g'r Available

QUALIFIED to assume responsibilities of direction of national campaign. Capable of analyzing market conditions, of carrying on intensive trade research work, of laying out campaigns, of writing strong advertisements and sales letters and of editing a pretentious house-organ.

Experience as:
Assist. Advertising Manager
Assist. Sales Promotion Manager
Advertising Manager
Trade Investigator

Age 30; married; machine-gun officer, France. Present salary $6,000. Location of new position: wherever there is an opening demanding study and hard work.

Ideal job would combine trade research with advertising.

Address: Investigator
Box 40, Printers' Ink

President of a Large Corporation

Wants to place a man with executive ability in a desirable position as Manager or Superintendent. Applicant has successfully managed the Book Department of a large publishing house and is thoroughly familiar with handling mail order business on a large scale, is capable of handling a large number of employees, male or female, and can produce results. Highest references furnished if desired. Write

R. S., Box 41, Printers' Ink

How to Sell More Soap and Socks in Sumatra

Soap and socks in Sumatra—ten years ago the observant mind of a consular representative of the United States in that island would have devoted less thought to such matters, but now the internationalization of commerce gives soap and socks in Sumatra their place in the sun. The natives, it appears from a recent consular report, are more and more taking to wearing socks. Those simple garments of extremities, one judges, are becoming an indication that the wearer earns at least $20 a month. American socks are well thought of, as are American soaps, but more socks and soaps from America can be sold in Sumatra if the American dealers in those commodities will give more thought to local taste in decorating the boxes or wrappers in which they go on sale in the bazaars. These buyers in Sumatra like their soaps and socks done up in bright colored containers; in fact, they are inclined to judge the contents by the beauty, from their point of view, of the box. The picture of an American manufacturing plant leaves them cold, nor do they care for a wrapper decorated with landscape in colors. Particularly in the matter of hosiery, they like the box decorated with some brightly colored picture which catches the eye and appeals to the imagination by its "human interest." One judges that it would be good policy for American dealers in soap and socks to discard their present containers, and employ some of the artists who make covers for the popular magazines to design and paint them new ones particularly for the Sumatra market.—*The Christian Science Monitor.*

Sphinx Club to Have Notable Year

The officers of the New York Sphinx Club are completing plans for a season of activity beginning with the dinner October 12. The opening dinner will be distinctly an "Advertising Night." During the season there will be a "Philadelphia Night," a "Chicago Night" and a "Boston Night." The Poor Richard Club of Philadelphia will be entertained at the dinner of November 9, and the "Chicago Night" is scheduled for January 11.

The Poor Richard Committee having charge of the "Philadelphia Night" comprises: Karl Bloomingdale, chairman; E. J. Cattell, Harry T. Jordan, Lee J. Eastman, Philip Kind, Gilbert E. Gable, George Nowland, Charles C. Green and Irvin F. Paschall.

William H. Rankin is working up the "Chicago Night," and Wilbur Nesbit has promised to act as toastmaster.

The twenty-fifth anniversary of the Sphinx Club will fall in 1921, and elaborate plans are being laid for this "Anniversary Dinner." At the suggestion of President R. F. R. Huntsman, the "Ladies' Night Dinner" will be held in April instead of in February as formerly.

Digitized by Google

Do You Need More "Kick" in Your Business?

I AM a constructive business executive, and for purely personal reasons I want a new job.

In my last association I increased the business 2000% in six years, and the annual sales were figured in millions.

When I became general manager, the books showed a big loss for three consecutive years.

The organization I built changed the loss into a net profit of nearly half a million a year.

The manufacturing, the selling, the advertising and the financing were all under my direction, and the local banks and business houses will verify my statements.

Now I want to connect with a business that needs a man who has the habit of achievement, either as the head of a department in a big organization or as general manager of a business that has merit and backing but hasn't made money as it should.

I'm not a "miracle man" but my record proves that I can create net profits and I'm willing that their size shall determine the amount of my compensation.

What I make now is less important than an opportunity for a real future—based strictly on results.

Address F. A. M., Box 49
Care of Printers' Ink

Digitized by Google

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31 bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year. $1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, $100; half page, $50; quarter page, $25; one inch, minimum $7.70. Classified 55 cents a line, Minimum order $2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:
C. P. Russell — Albert E. Haase
Roland Cole — C. H. Claudy

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, SEPTEMBER 2, 1920

Menacing Problems for Advertising to Help Solve

Almost every day new evidence arrives to prove that there is almost no situation causing trouble to one class of citizens which does not touch all. The advertising business continually discovers that it touches apparently unrelated things very closely—and that it can and does help in most of them.

Take the country-wide housing problem, for example. New York City needs 160,000 additional apartments to restore normal conditions. Plans for one apartment house were filed last month. A similar condition exists in most of the large cities.

Printing labor costs in many of these cities are based upon the cost of living. Though food and clothing prices in many instances are coming down, rents are still going up, and the result is a continual advance in total living costs.

Thus costs of manufacture keep mounting, and a dollar in advertising appropriation buys less. At a recent meeting in Atlantic City, where representatives of labor in the building trades, representatives of employers of labor, architects and others interested in a resumption of building met, two difficulties were advanced which advertising could help to correct.

There are peaks and valleys in certain phases of the building business which could be straightened by going to the fundamental causes. Changing the lease custom so that all would not expire on October 1, for example, would greatly relieve the peak load in the decorating business just after this date and the resulting valley which follows.

At the conference also the material men were blamed for some share in the prohibitive building costs. As has recently been pointed out, the material men are closely organized and pursue the archaic policy of small sales and large profits. When a man charges his usual overhead expenses against a 25 per cent output he is able to show he profiteers but little.

Yet the policy of small sales and large profit per sale, and peaks and valleys in operation, which could be largely corrected by better merchandising methods, are proving large factors in a situation which is a menace to all citizens.

It affects the advertising business in many other ways than the one noted, and it can be helped by advertising. Advertising agents, by making their knowledge of how to create steady markets available for the material men and others, could secure new accounts and at the same time help greatly in solving a serious situation.

Digitized by Google

Will We Stand the Test?

We often hear it said that during the past five years advertising has "come into its own." In the sense that the volume of advertising and the number of individual advertisers have vastly increased during that period, the phrase is true enough. But it yet remains to be seen whether the period in question has marked any real advance in the effectiveness of advertising as a business force.

We have been passing through the most intensified "sellers' market" in recent history. The main problem has been to produce enough goods to fill the orders on hand, not to secure orders to absorb the output. The best business brains have been devoted to these production problems—securing raw materials, keeping labor satisfied, meeting rising costs of production and overhead—and selling problems have received scanty attention because at the moment they were less important. Selling forces have relaxed in discipline. Advertising plans and copy have been OK'd perfunctorily because for the time being it was only necessary to keep one's name before the public. In a word, it became a fixed habit of mind to concentrate upon producing the goods, and give to advertising and selling only such attention as was urgently demanded.

Signs are multiplying that a new era is on the way. In many lines of business the period of "take it or leave it" is definitely at an end. The time is approaching when advertising and selling plans will again demand something more than perfunctory attention. Will advertising hold its own? Will it stand the test of a searching inquiry into its standing as an indispensable selling force?

It is largely up to the advertising fraternity whether it does or not. Agency men, copy writers and publication representatives must tighten their belts and prepare for a real demonstration of the faith that is in them. Half-baked conclusions based upon a set of alleged facts won't go. Mere bumptious enthusiasm will fall short. Insincerity is sure to be punctured. Hack work will fall of its own weight.

Much of the ground gained during the past five years has been won easily—some of it too easily. But it ought to be held, and we believe that it can be held if every advertising man will give with earnestness and sincerity the very best that is in him.

How Advertising Can Reduce Retail Waste

One effect of the high cost of merchandise has been to make manufacturers utilize advertising to bring home to retailers the necessity of working and fighting against waste. This has been found to be second only in importance to the proposition of urging retailers to force every dollar of the investment to work overtime through the principle of turnover. There always has been more or less preaching by service departments in behalf of stopping up leaks. But up to a comparatively short time ago this was regarded mainly as one of the stock subjects upon which to talk. The retailer, his hide toughened by repeated volleys of more or less trite counsel, accepted it all pretty much as a matter of course and as nothing in particular for him to pay attention to.

The thing that has made this campaigning against waste really amount to something is the steadily growing demand on the part of the retailer that he be sold goods at a price that will enable him to compete with the chains. Independent retailers in hunting around for somebody to blame when they find they cannot compete in selling prices with chain stores strike at the first head in sight—the head usually being that of the manufacturer. It is only human nature for them to blame the manufacturer for not selling them goods at lower prices and to overlook their own shortcomings.

This attitude on the part of the retailer has grown to such an extent of late that manufacturers and jobbers have been forced to

Digitized by Google

deal with it on a more thorough basis than sometimes characterizes dealer service work.

One big jobbing house in particular is planning an elaborate advertising effort designed to prove to the retailer that the chain store gains only a part of its selling advantage through its superior buying—that it eliminates waste, catches up the loose ends and makes every penny of overhead expense do its work. The dealer will be shown definitely and concretely how he can adapt chain store methods in these important respects to an extent that will enable him to go a long way toward meeting his competitors' prices.

All of which will have an excellent moral effect in a general way beside giving some real help. A manufacturer tells PRINTERS' INK that in his opinion much of the present difficulty of the producer in facing repeated demands for lower prices is due to his timidity in discussing price with his customers. If the retailer can be made to see that buying is after all one of his easiest tasks and that his profit and ability to meet competition came largely from good storekeeping, the manufacturer will find his selling simplified and attended by much less woe.

This indicates among other things a growing recognition of a great and important truth that advertising has done only part of its work when it sells goods to the retailer. If it does not help him meet chain and other competition in a way that will enable him to resell those goods at a profit then it is falling down on the job.

Institutional Advertising Boom Expected

The American Farm Bureau Federation in its interesting decision to try to advertise itself into a position where the farmer will do his own marketing and control prices on his products has opened the way for what many advertising men believe will be almost an epidemic of institutional publicity.

Before the thing is settled one way or the other we are likely to witness many opposing elements trying their cases in public print before the American people. The idea involves radical changes. If successful it means that certain elements in the present merchandising scheme must pass out of the picture. These hardly can be expected to surrender without a fight. And every business class making a fight these days likes to feel that it has public sentiment behind it.

Just one little instance of what may be expected along this line is some institutional advertising now being done by the Chicago Board of Trade. J. R. Howard, president of the farmers' organization, said in the August 12 issue of PRINTERS' INK that the operations of the Board of Trade represented gambling transactions in which the grain crops were sold many times, forcing the consumer to pay somebody a profit on each turn. The Board of Trade is saying, in paid advertising space, that since the Government had relinquished control of grain, wheat no longer is being handled on a purely speculative basis. It quotes Herbert Hoover as stating that the Chicago Board of Trade is the most economical vehicle for the handling of foodstuffs to be found anywhere.

So there you are. Other elements may be expected to come forward with their story as the contest waxes hotter.

The head of a nationally known advertising agency tells PRINTERS' INK that he would much rather sell merchandise than ideas. Undoubtedly. But unless most of the signs of the times are pointing the wrong way he is likely to see within the next year or two campaigns in unprecedented number and extent, the sole purpose of which will be to merchandise ideas. These clashes of opposing interests have to be adjusted somehow. The sooner the better. And since the people are called upon to be the judges, what could be more natural than that the battles should be staged in the advertising columns?

Digitized by Google

LIST JACKSONVILLE, FLORIDA, AS A CITY OF 100,000 OR MORE

The Greater Jacksonville has more than 100,000 people and should be so listed by advertisers and advertising agencies

The official figures of the 1920 census gave Jacksonville a population of 91,558, showing gain over 1910 of 58.7 per cent.

The above figures are for Jacksonville proper. The greater city has over 100,000 people, a detailed statement of the census returns for Duval county showing that in the city and the immediately adjacent suburbs there are considerably more than 100,000.

In 1910 Jacksonville was the ninety-fifth city in the United States. The 1920 census figures so far show Jacksonville about eightieth.

OTHER FLORIDA CITIES MADE GREAT GAINS IN POPULATION FOR THE 1910-20 PERIOD

Florida cities generally made wonderful gains in population during the ten years from 1910-1920. The prosperity of all these places contribute materially to the up-building of Jacksonville, the State's banking, commercial and distributing center.

The census figures on leading Florida towns so far available, with percentages of increase, are given below:

Miami	1920	population,	29,549,	increase	440.1	per cent
West Palm Beach	"	"	8,659,	"	396.8	"
St. Petersburg	"	"	14,237,	"	244.9	"
Clearwater	"	"	2,427,	"	107.	"
Daytona	"	"	5,445,	"	76.7	"
Bartow	"	"	4,203,	"	57.9	"
Sanford	"	"	5,588,	"	56.5	"
Tampa	"	"	51,252,	"	35.7	"
Pensacola	"	"	31,035,	"	35.5	"

JACKSONVILLE AND FLORIDA BANK FIGURES ENORMOUS AND INCREASED BUYING POWER

The purchasing capacity of the people of Jacksonville and Florida is greater per unit of population than the average.

While the State of Florida ranks thirty-third in population, she stood twenty-fourth in number of bank deposits per 1,000 people according to the last report of the comptroller of the currency.

In Jacksonville the enormous buying power of the people is demonstrated by bank deposits aggregating $52,000,000 at the last report. Nine banks have resources of over $60,000,000.

THE FLORIDA TIMES-UNION CIRCULATION GROWING EVEN FASTER THAN JACKSONVILLE

And the results obtained by Florida Times-Union advertisers is another evidence of the prosperity of the people who read this paper.

The circulation of the Florida Times-Union has more than kept pace with the growth of its territory. It showed an increase from 1910 to 1920 of about 67 per cent weekdays and more than 74 per cent on Sunday.

The Florida Times-Union carries a heavy volume of advertising, and the service rendered by the paper fully justifies it. No other medium is so influential with the people of its city and surrounding country.

FLORIDA TIMES-UNION
JACKSONVILLE, FLORIDA
BENJAMIN & KENTNOR COMPANY, New York and Chicago

Digitized by Google

Sales Executive

An up-to-date business getter with six years' experience as a sales executive with national houses is looking for a genuine opportunity.

Is able to plan and execute sales promotion campaigns and co-ordinate the work of a sales force with formulated plans.

Has successfully organized and trained a sales force of twenty-five men and produced a new high record for business with that force.

Although still in his twenties his past record has proved his ability to hold down a man-sized position.

If you have a real opportuninty he can offer you the same judgment, enthusiasm and loyalty that has made his past connections successful. Box E. P. H., care PRINTERS' INK.

LETTER PROMOTION MAN WANTED

For the man of letter promotion experience there is an exceptionally worthwhile position with a manufacturer of extremely high repute, occupying a leading position in one of the nation's most fundamental industries.

This firm is characterized by a splendid past, an aggressive present and an ambitious future. The man the firm desires will be placed in charge of a promotion department where he will be expected to capitalize past good will and develop increased prestige among a profession that maintains a high standard of ethics.

The attributes this man will bring with him include the ability to absorb the fundamentals of an intricate business, to put personality and character into routine correspondence, and to harmonize the work of his department with the activities of the Sales Force. If your experience has led up to this kind of work let us know your business history in detail as well as your financial expectations, with samples of your work and a photo of yourself. Address

Promotion, Box 45,
care of Printers' Ink

South Georgia Newspaper Association Formed

Newspaper executives of South Georgia dailies, who recently met in Americus, Ga., at the invitation of the *Times-Recorder*, formed themselves into a permanent organization known as the Associated Dailies of South Georgia. Represented in the membership are the daily papers of Albany, Americus, Cordele, Moultrie, Tifton, Valdosta, Brunswick, Columbus, Dublin, Thomasville and Waycross.

Temporary officers were elected as follows: John Davis, business manager, Albany *Herald*, president; Lovelace Eve, business manager Americus *Times-Recorder*, secretary-treasurer.

The principal object of the formation of the association is to advertise South Georgia and its possibilities, and for the mutual exchange of ideas.

G. Brent Neale Returns to New York

G. Brent Neale, recently with the San Francisco office of the H. K. McCann Company, has returned to New York, but has given no plans for his future work. Mr. Neale was for many years manager of the Robert M. McMullen Co., New York.

S. A. Moss Joins Murray Howe Agency

S. A. Moss, formerly vice-president of the Welanetz Company, Inc., New York, has joined Murray Howe & Co., as visualizer and production manager. Mr. Moss was at one time with the Blackman-Ross and Frank Seaman agencies.

C. A. Morris with New York "Times"

Charles A. Morris, formerly advertising manager of the Beech-Nut Packing Company, Canajoharie, New York, is now with the New York *Times* Book Review.

WANTED

A man to take charge of a lithograph plant

manufacturing a specialty. Must be thoroughly familiar with the offset process, and have vision as to its future possibility. Must understand costs and be able to place an established lithograph plant on a manufacturing basis. Should be familiar with photo lithography and able to extend its scope. Unlimited opportunity open to the right man. Plant located in an inland city of over 250,000. Company has been established for years and has ample capital to extend operations. Address D. Hagen, Agent, 1173 Fifth Ave. Bldg., New York City.

Digitized by Google

To Advertising Agencies:

A Man You Certainly Should Meet

AS the president of a large concern and an advertising executive acquainted and conversant with the qualities of men, I know of an advertising man today who, as head of an agency copy department, would breathe new life into a first-class advertising agency. Only one of those freak twists of business fortune has made this man available.

This man is experienced in every line of advertising. He knows customers and human nature thoroughly. He has for years had experience in agency work of the highest order—both in New York and Chicago. An advertising campaign running today, which has evoked wide and favorable comment, is his handiwork.

He has had retail advertising experience as well as agency experience; in fact, he was advertising manager of one of New York's largest stores for several years. He has investigated trade conditions in nearly every State in the Union, and abroad. On top of this, he is one of the best read men I know of. It is *this* knowledge, so thorough, so complete, so broad, which he puts into copy that lifts his copy out of "the play on words" class.

This man is now at his very best; neither too old nor too young; sure in his judgment; strong in ideas; sound and original. He has the personality of an executive, and the ability to inspire other writers to their very best.

He is willing to consider a position commensurate with his high and proven ability.

Meet him! All that I have said in his behalf, and much more than I can add, will quickly be subtantiated by an interview with him. A personal interview may be arranged by addreessing

X. Y. Z., Box 46
Printers' Ink, New York

Digitized by Google

The Little Schoolmaster's Classroom

ADVERTISING is called upon to sell some rather strange commodities.

And since war taught us that it will sell with equal success many of the purely intangible things of life, from charity to the spirit of wise investment, brotherly love, sympathy, etc., many experiments are made.

The Retail Credit Association of Minneapolis felt that the time had come to convince people in this community that credit is one of the most valuable assets a man, or woman, may have.

It was so certain that the matter should be openly and frankly discussed that an appropriation was raised of considerable magnitude by seven local groups affiliated with the association—tailors, lumber dealers, coal dealers, milk dealers, launderers.

First off, came a fist-first fact. The individual was reminded that it is quite impossible for him to conceal his credit standing. The individual is rated in that powerful "Yellow Book," open to every business house.

But it was the copy of the first full page that set the Schoolmaster thinking. And here it is:

"Credit reflects character. Do you know that your character is judged by the way you pay your bills? Well, it is. Prompt payment of bills tells the credit manager you are a man or woman of your word—a person of good character. Lax payments indicate poor business methods and a disregard for the all-important business of character-building. Promptness in meeting your obligations reflects honesty, good character and determination to maintain a sound standing in your community. Credit men know and judge you by past performances and they have your record at their finger tips. To pay your bills promptly, therefore, means to keep your credit rating clear, your character rating unstained, your standing in the community unquestioned. Good credit is an asset, a tremendous power, a thing to be highly prized and worked for. Once won, it must be zealously guarded. Each bill is a stepping-stone, so pay it promptly and lay the foundation of your credit structure surely and securely."

* * *

The Schoolmaster has had many advertisers complain that their products are exceedingly difficult to explain in advertising. Copy becomes complex and involved, when a serious attempt is made to clear up certain doubts in the minds of people, or lay the facts before them understandingly.

One of such products, as may well be realized, is what is known as "soluble" coffee.

Soluble is not exactly a soluble word for common, everyday, household use. People who should know what it means—don't. Explanations by the grocer are often highly amusing. And in written explanations, it really becomes technical.

There has recently appeared, in Seattle newspapers, a display advertisement for Barrington Hall soluble coffee, five columns in width and very nearly a page deep, that comes nearer "explaining" lucidly, for the masses, than any advertising of this nature the Schoolmaster has observed for years.

It was headed: "Questions people ask about Soluble Coffee."

And the text was put in the interesting form of question and answer, which made it all the more attractive to the eye. The reader was putting the queries, at it were.

Question: What does "soluble" mean?

Answer: The word soluble describes anything that will dissolve. Soluble Barrington Hall therefore means coffee that completely dissolves when water is added. There are no grounds.

Digitized by Google

Announcement

MR. STANLEY V. GIBSON

formerly Western Advertising Manager of Cosmopolitan Magazine, joins the Advertising Department of the

BUTTERICK QUARTERLIES

Mr. Gibson will have charge of the Butterick Quarterlies with headquarters in Chicago

BUTTERICK
Publisher

Digitized by Google

BUILDING MATERIALS
A Magazine for the Dealer
—formerly The Optimist
Reaches 10,000 Retail Dealers in Building Supplies Monthly
314 New Telegraph Bldg., Detroit, Mich.

WORLD SALESMAN
A Monthly Journal of International Trade
Features of world-wide service to advertisers: Credit reports, market data, translations, names of buyers any line, connections established. Sample copy, 10c.
182 West 4th St., New York

More than 3,000 Haberdashers
in the Philadelphia territory subscribe to the
RETAIL LEDGER
Twice a Month; Sub. $1.00 a Year

Don't Avoid December!
Our December issue will be in circulation among our subscribers November 15th, five weeks before Christmas. Include it in your Fall schedule.
Don't overlook our great strength in Iowa
CORN BELT FARMER, DES MOINES, IOWA

The MAILBAG
A Journal of Direct-Mail Advertising

APRIL — 1920
The DIRECT-MAIL "HOW"
is answered in this monthly journal of direct-mail advertising. Articles from those who have had practical experience with letters, booklets, circulars, enclosures, house organs etc. How to Write Letters that Win; How to Collect Money by Mail; How to Conduct a Real Follow-Up; How to Use Mail Salesmen—these and similar subjects covered. If you want to keep abreast of the latest in direct-mail work—if you want the biggest dollar's worth you ever bought, send your subscription NOW.
$1.00 a year
MAILBAG PUBLISHING CO.
1806 E. 40th St. Cleveland, Ohio

POSTAGE
The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. $1; 1 year $2.
POSTAGE 18 East 18th St., New York City

Question: Is soluble Barrington Hall pure coffee?

Answer: Yes, absolutely pure coffee of highest quality.

Question: Does it taste like coffee made in a coffee pot?

Answer: Yes, but the flavor is smoother and richer because the coffee is scientifically percolated by a cold-water, vacuum process which eliminates the bitter wooden taste of the coffee bean.

Question: Will it dissolve in cold water?

Answer: Yes, as readily as in hot water. It is ideal for preparing iced coffee.

Question: Can I make it in a percolator?

Answer: No percolator is necessary. The percolating is done in great, white-tiled kitchens at the factory. The drinkable part of the coffee is reduced to a soluble powder and the grounds thrown away.

This text has been prepared, after a careful analysis of the questions people actually ask about the product. If these same facts were strung out, in the conventional descriptive way, they would be far less readable.

* * *

Colgate advertising has received a new recognition, from a source that is most unexpected. The facts of the case certainly go to show that when advertising attempts the more artistic things, it is not lost on the public.

BAD DEBTS AND FEDERAL TAXES
Bad debts play an important part in computing your Federal taxes. We have prepared an interesting letter on the subject, which is sent upon request to those interested.
AMERICAN ADJUSTMENT CO.,
406 World Building, New York City

THE RICHEY DATA SERVICE
You can prove you know the facts on sales, advertising and business conditions with these convenient pocket data sheets. September bulletin and literature—sent free.
THE RICHEY DATA SERVICE
RDS 403 Meridian Life Bldg., Indianapolis, U. S. A.

Digitized by Google

WANTED

A LARGE AUTOMOBILE MANUFACTURER located in Detroit has an opening for position of district manager qualified to command a good salary. Applicants must have good personality, good education and broad merchandising experience. Please give full details as to former connections, references, salary expected, etc., in first letter. "T. M. L." Box 48, P. I.

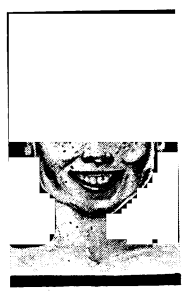
Digitized by Google

ALBERT R BOURGES
CONSULTING PHOTO ENGRAVER
FLATIRON BUILDING NEW YORK CITY
DAY GRAMERCY 536 — NIGHT AUDUBON 9560-3120
A Personal and Emergency Service limited to non-competitive clients

RAND-McNALLY
Bankers Directory
(Estab. 1872)
July, 1920. Now ready. A valuable assistance in collecting thru our bonded lawyers, also for credit reports. Lists 150,000 names. Sent postpaid for $15.
RAND-McNALLY & COMPANY
G. B. Boyle, Editor
Dept. A-2 Chicago

GOOD PRINTING—CHEAP
A Few Money-Saving Prices
1000 4-page Folders, 3¼x6¼ in. **$10.00**
Each additional thousand **3.50**
1000 4-page Folders, 4x9 in... **12.50**
Each additional thousand **4.50**
1000 4-page Folders, 6x9 in... **16.00**
Each additional thousand **6.00**
FREE—our large package of samples
ERNEST A. FANTUS CO., Printers
525 So. Dearborn St., Chicago

Unused Postage Bought
We buy unused postage stamps of any amount or denomination for spot cash. Mail them to us, and receive cash by return mail. We also buy old gold, silver, platinum, diamonds, watches, jewelry, War Bonds and Stamps—anything valuable. Goods returned within 10 days if you're not satisfied with the amount we return you. Bank references. The Ohio Smelting & Refining Co., 283 Lennox Bldg., Cleveland, Ohio.



O!
FOR SUNNY, IRRESISTIBLE COPY~ SEE
LaPorte & Austin
ADVERTISING & MARKETING
NEW YORK

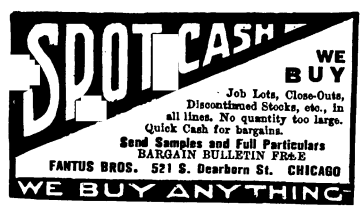
This company has recently featured two talcs, Florient and Cha Ming. Unusual attention was paid to the designing of the labels for the containers. They are striking, out of the ordinary.

And from Richard F. Bach, Associate in Industrial Arts, the Metropolitan Museum, came a letter to Colgate:

"The excellent designs for your various containers have caused so much favorable comment here at the exhibition that I am prompted to ask your co-operation to the extent of sending me examples of the various designs, not for exhibition purposes, but only for use in my own office as object lessons for designers." And this was on the letterhead of the Metropolitan Museum of Art.

With customary promptness, the Colgate Company made the compliment the basis of a full-page advertisement in colors, reproducing the letter in facsimile and superimposing the two containers, plus a charming light blue background design. The copy beneath is in explanation, and reads:

"From the treasures of ancient China and far Japan come the designs of these exquisite packages. Cha Ming, charmingly Oriental (note that the name is made up of most of the letters from the word CHARMING), inspired by a rare vase of the time of the Ming dynasty. Florient, breathing the Far East, suggested



THE ORDWAY COPY FITTER
MAKES IT FIT IN ONE-TENTH THE TIME
So simple the office boy can use it
So accurate you cannot go wrong
So good you cannot do without it
PRICE $1.00
You'll say it's worth $100
H. C. ORDWAY, 920 Argyle St., CHICAGO

Digitized by Google

by an ancient Japanese fabric—a marvelous example of antique weaving."

It is noticeable of all Colgate advertising that many of its themes come from an interested public, and the company is quick to take advantage of this helpful collaboration.

Automobile Account with McGuckin Agency

The Willys Corporation, Elizabeth, N. J., has put its account in the hands of The Eugene McGuckin Company, Philadelphia. Plans are now under way for the advertising of its new "Chrysler Six" motor car.

Montreal "Gazette" Increases Price

The Montreal *Gazette* has increased its subscription price to five cents. The publisher states that the new price represents an advance to subscribers of about one-third the increased cost of publication.

Los Angeles — The largest city in the West
IN LOS ANGELES
IT IS THE
EVENING HERALD
MEMBER A. B. C.
Government Circulation Statement
April 1, 1920
134,686
Dominates the Metropolis of the West
REPRESENTATIVES
New York: Lester J. Clarke, 604 Times Bldg.
Chicago: G. Logan Payne Co., 432 Marquette Bldg.

DIRECT ADVERTISING
Planning - Copy and Art - Printing
Mailing - Booklets - Circulars
Catalogs - House Organs
GEORGE SETON THOMPSON CO.
608 So. Dearborn St., Chicago

At Liberty After August 31st
By DR. BERTHOLD A. BAER
Just closed the "Campbell Campaign," the most talked about Advertising Campaign in New York City.
Am ready to consider the handling of an Advertising Proposition commensurate with my ability proven by past performances. Am looking for the thing to do that "Can't be done."
Trailed by a reputation of over 17 years of uninterrupted success as General Executive, Buyer, Trainer of Salesmen, Sales Executive and Advertising Director, I can tie up and direct the proper Sales—with the Advertising Campaign. I also know how to co-operate with an Advertising Agency whenever necessary.
Though a Doctor by education, early preference set me curing business instead of bodily ills.
For appointment write to my home address, 25 Claremont Avenue (at 116th Street and Riverside Drive).

"GIBBONS Knows CANADA"
TORONTO MONTREAL WINNIPEG

Digitized by Google

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Correspondent and stenographer. Must have had mail order experience handling a specialty. State qualifications and salary. Box 742, care of Printers' Ink.

Advertising representatives for the middle west and New England territories wanted by the biggest religious puller in the U. S. Commission basis. Box 744, Printers' Ink.

Copy and layout man with sound agency experience. Give full details in first letter; send samples and state salary. Wilson H. Lee Advertising Service, 6 Church St., New Haven, Conn.

Artist, versatile, for line, lettering and layout work (no color). Good opportunity with old established agency. Give full particulars. Address W. E. M., Box 731, care of Printers' Ink.

ASSISTANT TO ADVERTISING MANAGER of long-established New York trade publication. Excellent opportunity to learn advertising and publishing business. Will consider beginner. Age 20 to 25 years. Knowledge of stenography and typewriting essential. State age, education and salary expected. Box 767, Printers' Ink.

WANTED: A Sales Correspondent
A large manufacturer of food products desires to employ a sales correspondent who is capable of handling the details of a department and following up, by correspondence, the work of the salesmen after they have called on a prospect. A young man under 35 preferred with experience in handling products sold through grocery stores. Must be keen, progressive, of good personal habits, and ambitious, as well as experienced. Splendid opportunity for the right man to develop. Address answers stating experience and salary to Gardner Advertising Company, St. Louis.

WANTED
SUPERINTENDENT

by big edition magazine and catalogue printers and binders. Must have a record for ability to schedule work, get production and handle help on a large scale. Applications will be held in strict confidence. Box 756, Printers' Ink.

COPY WRITER WITH EXPERIENCE IN AUSTRALASIA WANTED BY AGENCY. Give full particulars and salary required. Box 718, care of Printers' Ink.

ILLUSTRATOR—The largest agency in Chicago is seeking the services of a pictorial illustrator. Only men of proven ability considered. The opportunity is excellent and salary is secondary to ability. All replies will be treated strictly confidentially. Box 764. P. I.

A progressive, recently organized Advertising Agency offers wonderful opportunity to some ambitious young man with limited capital and one or more national accounts of medium size, straight commission basis to start with a view to eventually including such party as a member of the firm. Box 736, Printers' Ink.

Young man, ambitious to join progressive advertising company. Must have some experience or the equivalent ability to write simple booklets, folders, catalogues, etc. Unusual opportunity for a real live worker. Will pay him whatever he wants, providing he is reasonable and can show his worth. Write complete information to the President of Phoenix Advertising Co., 111 Prince St., New York.

Wanted—Circulation Manager to act as Assistant Circulation Manager on three large publications, morning, evening and farm paper. Combined circulation of over 200,000. Must have full knowledge of Country circulation, capable of handling men, mail-order promotion and office management. Want executive with original ideas who knows how to use them. Give age, past records, complete list of references of present and past employers. State whether married or single and salary expected. Address Box 725, care of Printers' Ink.

Sales and Advertising Manager Wanted by Northwestern Manufacturer

We want a young man of ability and experience to organize and handle our Sales and Advertising Department. An interesting proposition and a real opportunity will be offered to the one capable of developing this end of our business. We manufacture a full and complete line of Sectional Hardware and Grocery Store Shelving, Show Cases, Counters, etc., and operate one of the largest factories in the country. If you are interested in an unusual opportunity, write us fully regarding yourself. All communications will be treated confidentially. Box 728, Printers' Ink.

Digitized by Google

COMPOSING-ROOM FOREMAN wanted by a printing house doing the better class of catalogs, booklets and advertising literature, with a business of half million. The applicant must prove his ability and reliability. Position permanent with excellent salary. Give definite information with application. Box 716, Printers' Ink.

Advertising and Editorial Assistant—There is a good opening with a large house in Detroit for a comparatively young man with advertising experience, particularly on house organs. Must write accurately and entertainingly, and must have had layout and typographical training. Write at once, giving full particulars; also state salary expected. Box 758, Printers' Ink.

Wanted
BINDERY SUPERINTENDENT

Publication and catalogue bindery wants superintendent experienced in handling large forces of both men and women. Position offers good opportunity to the man who can skilfully engineer the binding of big editions. Address, in confidence. Box 755, Printers' Ink.

Who Is He?

One of the oldest and strongest of the eastern life insurance companies is looking for a young man to take charge of the publicity end of its business.

The man required will be able to plan and supervise direct-by-mail sales promotion, edit a weekly Bulletin for Agents and assist in planning and placing in operation other sales promotion ideas.

A college education and some experience along lines similar to those mentioned above required. State age, experience, present salary and minimum salary required.

Address Box 732, Printers' Ink.

A REAL OPPORTUNITY

We want a big man on our soliciting staff; one who can handle the largest national accounts as an executive. An exceptional service to back up his solicitation and accounts. This is a real opportunity for a live, progressive advertising salesman. Apply in person or with details to GEO. S. DYER, Brown Advertising Agency, 110 West 40th Street, N. Y. C.

SALESMAN OPPORTUNITY — Pacific Coast Advertising Agency has an opening for an experienced man who understands Printed Advertising, can sell the necessary Art Work and Etchings, and do real constructive selling. State experience, qualifications, also salary and commission expected. Address Box 726, P. I.

Rare Chance for Young Man Who Can Sell Gilt-Edged Space

Attractive, permanent, salaried position awaits right man as assistant to eastern advertising representative of leading national magazine. He must rate high in personality, address, education, logical initiative and merchandising sense. Advertising and selling experience and acquaintance in field important assets. Sell yourself in letter, stating salary expectation. Box 727, Printers' Ink.

SALES MANAGER

An old-established educational institution has recently established an extension department with strong correspondence courses in technical subjects, based on a new and attractive training plan. It is now enrolling students in the Middle West and later will cover the entire country. A strong sales manager who can recruit, train and manage staff of salesmen to sell on straight commission basis (which should mean $100.00 to $250.00 weekly to the salesman) can find an unusual opportunity. The position will prove especially attractive to a man with correspondence school or industrial sales experience, who is willing to prove his ability and then cash in to a full extent as his sales organization is built. For interview give full particulars in first letter addressed in confidence to E. P. Hermann, Room 120, 373 Broadway, Milwaukee.

WANTED
SALESMAN

who knows Eastern advertisers and agencies and who understands their requirements of advertising electrotypes, stereotypes, matrices and service. He must be a man of character and progressive. Fine possibilities for large earnings to right man.

Address Q., Box 760, Printers' Ink.

Digitized by Google

MISCELLANEOUS

Industrial and Technical copy layout and photographic service. Can handle large or small accounts. Catalogues and booklets. Free Lance, Box 719, care of Printers' Ink.

PUBLISHERS' OPPORTUNITY

Printing plant, 45 minutes from City Hall; every facility for issuing publication; has opening for 2 or 3 monthlies. Address W, Box 737, P. I.

Sales Letters With a Well Balanced Blend of ginger and judgment, 25 years at it and still going straight and strong. If your proposition is fair and square, I'm here to do my level best for you. Jed Scarboro, 557a Halsey St., Brooklyn, N. Y.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

PUBLISHERS—ATTENTION! We furnish MSS. on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau, Pub. Dept., Box 170, Hannibal, Missouri.

$5000 (terms) buys controlling interest in old-established (19 years) printing business, money-maker, paying more than $3000 per year. Owner retiring, 65 years old. Livest southern city, 78,000 pop., 114% gain last 10 years. Unusual chance for ambitious young man. WASHINGTON DANENHOWER, President Knox Ptg. & Pub. Co., Knoxville, Tenn.

POSITIONS WANTED

Wanted—Position by reporter, or publicity work with reliable concern. Familiar with advertising. References furnished. Address C. R. Sayre, 990 Langley Road, Hampton, Va.

ARTIST

Figure man, several years' newspaper and agency experience seeks part-time position, Agency or Art Service. Box 750, Printers' Ink.

Publisher or Advertiser

Do you need an able assistant in your advertising department? Prefer New York City or vicinity. Age 23. One year newspaper solicitor, four years general agency experience. Excellent references from former employers. Address Box 729, care of Printers' Ink.

Editors—I am seeking a position with one of you where ability and industry co-operates to our mutual advantage. Box 754, care of Printers' Ink.

Young man with practical advertising and printing experience, desires outdoor position; excellent references; served with A. E. F. in France. Box 748, Printers' Ink.

Advertising manager with engineering experience wishes to join firm in Manhattan who desire their direct advertising placed on sound foundations and scientifically carried through. Box 749, P. I.

Young woman, magazine publicity writer, advertising and editing experience, desires position with magazine or in publicity department of mercantile or publishing house. Box 739, P. I.

NOTICE!

Buyer of Engraving, Printing, Electrotypes wishes to change. Good executive ability. Practical printing experience. Make layouts. Box 730, Printers' Ink.

ADVERTISING MANAGER, plus business executive, seeks opportunity with big future with manufacturer or publisher. Any location. Age 30; married. S. F. E., Box 720, P. I.

Assistant to Advertising Manager or Place in Agency wanted by woman with secretarial and business management experience. Now assistant editor of advertising publication. Open for position October 1. Box 724, Printers' Ink.

Advertising Man

High-grade copy writer, layout man and sales promoter, now with prominent New York City department store, open to offers of high responsibility, local or out-of-town. Minimum salary $3000. Box 752, Printers' Ink.

TRADE JOURNALS

To transfer five years' experience as reporter, city editor, and telegraph editor on newspapers, chiefly country dailies, to the trade journal field as ground floor beginning where there is opportunity to progress. Ambitious, energetic, wide awake, seeking but an opportunity to prove worth. Box 740, P. I.

RESULTS

Fresh from six years' successful work national advertiser. Thorough experience advertising, sales promotion, marketing plans. Former reporter New York daily. 27, well educated, keen on analysis and practical for results. I have outgrown my present position. Equipped to handle executive position, advertising department or assume charge smaller concern. I am ready to become a permanent member of your organization. Box 722, P. I.

A Diamond in the Rough

Young man, 23, seeks a start in advertising work. High and business school graduate; Alexander Hamilton Institute training; newspaper office experience; capable statistician and correspondent; A1 organizer and systematizer of detail; knows advertising principles; best references. Immediate salary of less importance than outlet for ability and opportunity for later advancement. Box 741, P. I.

Digitized by Google

Ambitious young advertising man with education and experience wants job in middle-west as assistant advertising manager; house-organ editor or copy writer. Best references. H., 65 E. Spruce St., Canton, Illinois.

Young woman, fluent writer, college graduate, editor of college paper, knows printing and office detail, good typist, wants position in New York with advertising agency or advertising department of well-established concern. Box 761, P.I.

ADVERTISING—EDITORIAL
versatile writer, house organ editor, associate editor, trade journal, advertising, sales promotion, circulation experience; expert letter writer, ideas, originality, American, 26. Box 723, Printers' Ink.

Advertising and Sales Promotion Manager desires location in New York City; present contract expires September 1st. Experienced in handling Distributor, Dealer and Direct to Consumer campaigns. Will consider a Director of Printing contract. Address Box 717, P. I.

ADVERTISING EXECUTIVE
with both commercial and advertising experience desires to connect with an agency for service work or with a commercial house as advertising manager. Twelve years' experience, college graduate, thirty-five, married. Box 721, P. I.

AGENCY SERVICE MAN over three years' experience; writes convincing copy; thoro knowledge engraving, printing, etc.; resourceful; plenty imagination balanced by good sense; now employed; moderate salary for job with future; age 25. Box 747, Printers' Ink.

IN CHICAGO—Young man, 27, expert stenographer, correspondent, secretary, 3 years' university education wants opportunity for experience and growth in advertising—agency preferred. Address F. H., Printers' Ink., 833 Peoples Gas Bldg., Chicago.

TO PROPRIETARY MEDICINE MANUFACTURERS
A thoroughly experienced and successful executive who stands very high with the wholesale and retail drug trade in all parts of the country, and is familiar with all angles of marketing, distributing and selling proprietary remedies, desires to make connection with a first-class concern. Proof of ability and record of results achieved for others submitted. Interview requested. Address X. Y. Z., Box 734, P. I.

Not 50% in 45 Days, but 100% in—
earnestness from the first day in a job offering a good chance for development in advertising and merchandising.

A reliable young man with Advertising Manager qualifications.

Now manager Sales Promotion department well-known company. Eight years' advertising experience, including buying and selling.

Age 32, married.

A worth-while investment. Will you investigate?

Box 746, Printers' Ink.

ART AND PRODUCTION MANAGER WITH WIDE EXPERIENCE. SERVICES MAY BE HAD SEPTEMBER. WOULD LIKE TO CONNECT WITH FAIR SIZE AGENCY. BOX 738, CARE OF PRINTERS' INK.

EXPORT ADVERTISING
Young woman, Spanish, English University graduate, experienced in Export Advertising, wants a position as assistant to an executive. Any city. Salary secondary to opportunity. Particulars and references upon request. Box 753, P. I.

Research Man and Statistician; experienced in market investigations and dealer surveys, both personally and directing assistants. Capable of taking entire charge of statistical department for manufacturer or advertising research for agency or publishing house; research work for eight years; ability, energy, judgment. Box 765, Printers' Ink.

Industrial Research Engineer, B.Sc.
at LIBERTY OCTOBER 1
Age 34, married. Will consider permanent connection with large and progressive industry and devote entire time and efforts to organization management, factory and production problems. Highest references as to ability and experience. Box 757, Printers' Ink.

To a CHICAGO Agency or Manufacturer —
Have you an opening for an energetic young advertising executive with New York agency experience; analytical mind; capacity for details; copy and layout ability; university training; *ideas?*
Address Box 751, Printers' Ink

Assistant Sales Manager. At present in such position with large corporation. Previously had several years' steady growth with largest maker of electrical equipment. A practical salesman, age 40, native American, healthy, married and in good standing. Willing, conscientious worker accustomed to detail and responsibility. For family reasons desires a change. Salary $3500 and opportunity. Box 738, Printers' Ink.

AGENCY-TRAINED MAN, 28, with a background of selling experience, wants job as right hand to an executive. You can depend on him. He gets things done. He can write terse, down-on-earth, human stuff with merchandising in it. He makes a strong, sensible layout a printer can follow. Can take hold and direct correspondence. Can get out a house-organ that will be read —full of news and humor and sound selling talk. A college graduate. People like him—and he wears well. It will be a responsible job with a future to it that will take him away from the small agency in a large Eastern city where for the past fifteen months he has been copy and contact man. Have you that job? Address Box 735, Printers' Ink.

Digitized by Google

Table of Contents

PRINTERS' INK, September 2, 1920

Toughening Flabby Salesmen to Sell in Buyer's Market..*George A. Nichols* 3

The Value of the Negative Appeal..... 12

Should Branch Managers Have a Voice in Advertising Policies?..... 17
C. M. Lemperly

Advertisers' Right to Use Portraits of Political Candidates..... 19

Putting to Torture the Law of Supply and Demand.....*Chester M. Wright* 25

Canadian Public Funds Urge Early Purchase of Coal..... 28

Why and How the Wholesale Grocers Should Advertise...*Oscar James Vogl* 33

Capture the Caption.....*P. K. Marsh* 42

Commercial Airplane Reaches Stage of National Advertising..... 49
Edward T. Tandy

Salesmen Don Overalls in Factory as Producers.....*W. B. Swann* 57

Advertising a Duty to the Public as Well as to Business....*John E. Weier* 65

Solving Labor Troubles by Advertising.....*Samuel Crowther* 73

A City Sold to Its School Children.....*C. B. McCuaig* 81

How Big Milk Company Checks Up Deliveries..... 85

After Seventy-five Years, Successful Firm Adopts Advertising..... 91
Hugh E. Agnew

Attracting Just the Right Sort of People by Help-Wanted Advertising.... 96

Colleges Unite in Advertising to "Prospects"..... 105

Lumber Industry Sets Public Right upon Fundamental Facts..... 110
C. M. Harrison

A Trade Ballot to Determine Whether or Not Copy Is Right..... 118

First-Hand Advice to Salesmen in Latin America..... 125

The Pacific Northwest Has Own Advertising Organization..... 133

A Profit-Sharing Plan That Makes Employees Real Partners..... 137
Donald Kirkland

"As-the-Customer-Sees-the-Goods" a Theme for Illustration..... 149
Perry K. Knowlton

Editorials 158
Menacing Problems for Advertising to Help Solve—Will We Stand the Test?—How Advertising Can Reduce Retail Waste—Institutional Advertising Boom Expected.

The Little Schoolmaster's Classroom..... 164

Digitized by Google

Outdoor Advertising

is not a "flash in the pan" proposition.

Its permanency enables your buyers to get acquainted with your message.

Thos. Cusack Co.

CHICAGO NEW YORK

Digitized by Google

Opportunity for Eight COLOR ADVERTISERS

Four at $35,100 each *for 13 double-page spreads in 4 colors in the tabloid fiction section of The Chicago Tribune.*

Four at $15,600 each *for 13 inside back covers in 2 colors in the tabloid fiction section of The Chicago Tribune.*

This assures each advertiser one-half or one-fourth of the advertising space in a preferred section of this great Sunday newspaper.

It assures the distribution of his message in highly attractive form to more than 700,000 homes every fourth Sunday for a year.

It is a superlative medium for concentrated advertising to the most desirable market in the world—for the five states of The Chicago Territory have one-fifth of the wealth of this nation and double the population of all Canada.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Tribune Bldg., Chicago—512 Fifth Ave., New York—406 Haas Bldg., Los Angeles

Digitized by Google

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXII, No. 11 NEW YORK, SEPTEMBER 9, 1920 10c A COPY

ORIGINAL LIBRARY
SEP 14 1920
UNIV. OF MICH.

STEINWAY

THE INSTRUMENT OF THE IMMORTALS

Faithfulness to the great traditions of the Steinway Piano and a keen appreciation of the efforts of associates in business, have always been characteristic of Steinway & Sons.

One example of this spirit consists in the fact that four generations of the Steinway family have personally engaged in the making of the Steinway Piano, and each generation has contributed some significant advancement toward its perfection. Another example consists in the fact that for more than twenty years the firm of Steinway & Sons and the firm of N. W. Ayer & Son have worked hand in hand.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK BOSTON CLEVELAND CHICAGO

Digitized by Google

Farm Trade Offers Long Term Certainty

The crop forecast for 1920 indicates one of the largest yields of foodstuffs.

The Federal Reserve Bank of Minneapolis reports that all small grains will exceed the ten year average.

Wheat alone will amount to 750 million bushels.

The 1919 farm income of 25 Billion dollars assured advertisers of a big farm trade this year.

The present outlook is equally promising for big farm business in 1921.

The country merchants, therefore, look forward to a large volume of farm trade this fall and NEXT YEAR.

Invest in the farm market—because it is a long term certainty.

Advertise in the Standard Group of Quality Papers—they are the dominant sales force in all agricultural America, because they have improved the living standards and increased the income of one out of every two worth-while farmers.

Sell a STANDARD farmer and you sell his neighbors too.

The Standard Farm Papers

(Over 1,150,000 Farm Homes)

The Wisconsin Agriculturist
Established 1877

Prairie Farmer, Chicago
Established 1841

Pennsylvania Farmer
Established 1880

The Breeder's Gazette
Established 1881

Wallaces' Farmer
Established 1895

The Ohio Farmer
Established 1848

Hoard's Dairyman
Established 1870

Progressive Farmer
Established 1886
Birmingham, Raleigh
Memphis, Dallas

The Michigan Farmer
Established 1843

Pacific Rural Press
Established 1870

The Farmer, St. Paul
Established 1882

The Nebraska Farmer
Established 1859
Lincoln, Neb.

Western Representatives
STANDARD FARM PAPERS, INC.,
Conway Building, Chicago

Eastern Representatives
WALLACE C. RICHARDSON, INC.,
381 Fourth Ave., New York City

All Standard Farm Papers are members of the A. B. C.

Digitized by Google

PRINTERS' INK
Registered U. S. Patent Office

Issued weekly. Subscription $3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXII NEW YORK, SEPTEMBER 9, 1920 No. 11

Choosing a Labor Policy

No Rule Is Broad Enough to Cover the Nation—Circumstances Must Govern, with Service to Public, Employees and Employers the Deciding Factor

By W. R. Basset

INDUSTRY prospers only in the measure in which it serves. It serves only in proportion to the devotion to this single purpose of the human beings engaged therein. Then follows the question: How can the human element be best organized to serve?

I am not using "serve" in any uplifting sense. It is a word that often holds a deal of cantish cheapness. Many worthy souls take it as connoting a standardized humbleness of spirit and a ritualistic courtesy. Or again it may be regarded as expedition in the delivery of packages, having on hand a complete stock — especially of goods little asked for, grinning at a customer when he comes in, and immediately reaching a working agreement with him as to the state of the weather, thanking him when he buys, or thanking him for looking at the goods and not buying.

Service is not trivial; it is large and comprehensive. It comprises the deriving of the greatest possible benefit to society out of an industrial unit. This means that the owners of the capital invested, the managers of the capital, the workmen, and the public that buys must all be the better off for its existence. There is no altruism in this large view, for unless all parties concerned are benefited by the existence of the unit, it cannot continue to exist. More than that, its prosperity is in direct proportion to the equality in which these benefits are distributed.

One hears a good deal about the iron heel of capitalistic despotism squeezing blood profit out of the poor, downtrodden worker. But I have yet to discover a company that became really prosperous when operated on the lemon squeezer principle.

The victims of an unjust industrial programme are sincerely to be pitied. But also you must extend some measure of sympathy to the originator of the programme, for the poor fellow is swindling himself.

The organization of the human element is possibly the largest part of the whole organization of business. But it is only a part and it is not the whole; also it is something different from what we call the labor problem. For it comprehends both those who work with their hands and those who work with their heads—those who fabricate and those who direct—the worker, the technician, and the executive.

The financial structure of modern business tends more and more to the separation of ownership and management so that often the high executive management is really nearer to the workingman than it is to the capitalist. A large amount of what is called labor trouble gets back to a too-strongly centralized executive control or to the fact that in the executive organization are men who would be of greater benefit to society if their talents were being otherwise disposed of.

Table of Contents on page 202

Digitized by Google

Let us narrow our question, then, to "What is a good labor policy?"

This can be answered in a single sentence. A good labor policy is one that works.

I fear that this answer would not be considered as wholly conclusive by those who are committed to the "laboratory" method. In that school any labor policy to be designated as a good one must contain certain elements which the investigators have, by their experiments and analyses, isolated. Whether or not the policy works in practice is of small matter. My experience teaches me that the sound, comprehensive and universal labor policy that is automatic in action and always successful, is sitting beside the pot of gold at the end of the rainbow. The human being is best managed by a policy that has no more aristocratic lineage than far-seeing expedience.

It is the habit of to-day to speak very lightly of the *laissez faire* doctrines of the classical economists—to claim that the law of supply and demand belongs to the hoop-skirt period and to affect a certain superiority over those who have gone before. And yet I am not convinced that those modern doctrines which are called "radical" or "progressive" at all accelerate the progress of the world. For instance, the trades union, although it has performed a valuable service in curbing unscrupulous and therefore short-sighted employers, and has thus benefited business—even if unwittingly—has not of itself permanently advanced wages or bettered working conditions. The unions have merely, from time to time, registered the price that the increasing volume of capital must pay for the services of man. Laws may compel employers to provide air and light for their employees; but common sense teaches that it is very wasteful to pay wages to a man and then expect him to give a return for those wages when huddled into a dark, air-tight vault.

The clothing trade in New York gives convincing evidence of these truisms. In the ten years before the war great hordes of immigrants from Russia and southern Europe surged into New York. Most of them knew only vaguely why they had come and few had the money to go further. In a general disillusionment the only employment that offered was to work with the needle, and at whatever price and under whatever conditions the employer chose to impose. The employer was the master because he held in his hand the means of existence. It was work or starve. The newcomers were glad to be permitted to exist. The employers saw to it that they did not have a chance to be glad over anything more than mere existence. The wages were pitiful. The slaves could not strike. They never thought of striking.

But when the war shut off immigration—when the stream dried up—then other trades began to call for men, and no longer did the sweat-shop owner hold the power of life and death. He could not pick and choose his people—he now had to bid for them. He had to bid with both wages and work conditions and soon to treat with unions and strikes. Neither the employees nor the employers brought about this change in conditions. Economic forces created the new order.

We find economic and not human factors controlling in every line of industry. We may compliment ourselves as Americans on our skill in the devising of labor-saving machinery. But if we investigate we discover that our machinery devising is only a result. We had to have machinery because we did not have labor. You will find that in any line of industry the development in automatic machinery is in proportion to the scarcity of labor in that industry.

ECONOMICS NOT DEAD

During most of the years of our history, and especially during the boom times following the close of the Civil War, our manufacturers had to offer wages and inducements which provided a better liv-

Digitized by Google

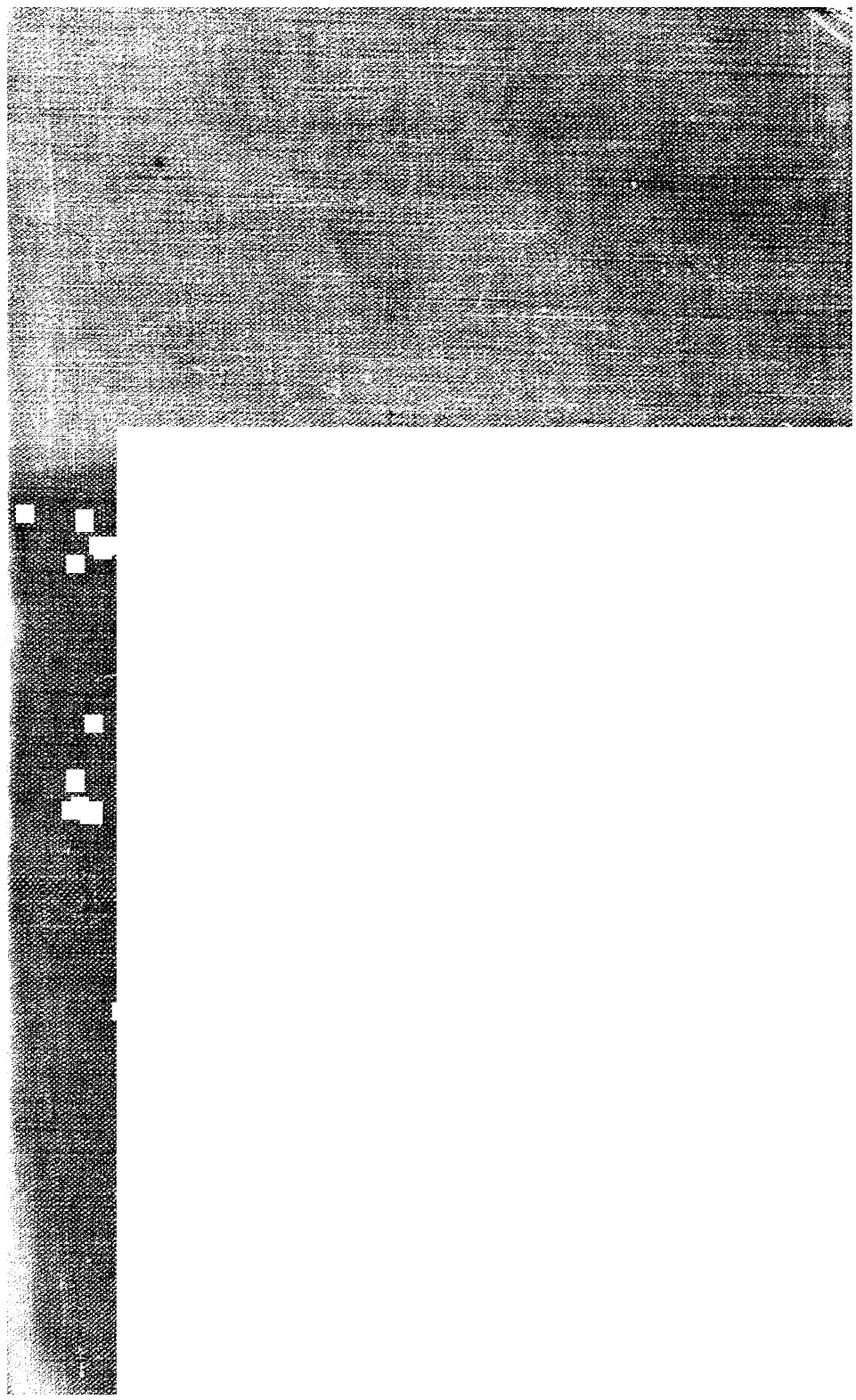
Digitized by Google

Digitized by Google

UNIVERSITY OF MICHIGAN
3 9015 06456 6360

MAR 17 1921
UNIV. OF MICH.
LIBRARY

Digitized by Google



Digitized by Google